

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a modern, abstract design.

# AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

SPT204

# Swimming Australia's pursuit of gold with data and AWS

## Paul Devlin

Head of Sports – Australia  
AWS

## Jess Coronas

Head of Performance Insights and  
Olympic Campaign Lead  
Swimming Australia



# Speakers



**Paul Devlin**

Head of Sports - Australia

**AWS**



**Jess Coronos**

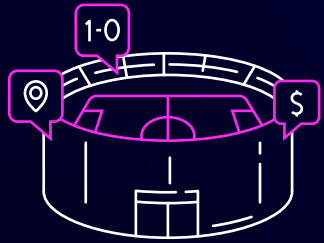
GM of Performance Support  
and Olympic Campaign

**Swimming Australia**

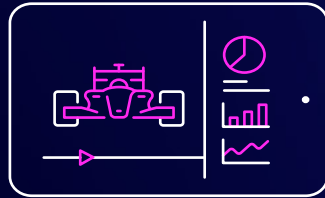
# Agenda

- 01 AWS Sports
- 02 Swimming Australia's data journey so far
- 03 Swimming Australia's latest solutions
- 04 Paris 2024 Olympics and beyond
- 05 Brainstorming and Q&A

# Key benefits of AWS for sports customers



**Elevate the fan  
experience**



**Turn data into  
insights**



**Accelerate  
innovation**



**Increase  
efficiency and ROI**

# Transforming the sports industry



Invention requires **two things**:  
**the ability to try a lot of experiments,**  
**and not having to live with the**  
**collateral damage of failed experiments.**

**Andy Jassy**

CEO, Amazon

**aws sports**



# Previous state



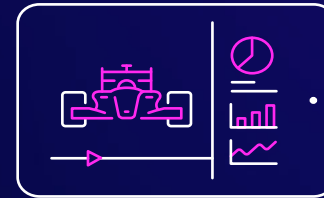
## Siloed data

10+ data sources located in various cities and various formats



## Wasted analyst time

Up to 3 months to create insights for coaches



## Lack of insights

Time limits created inability to interrogate data



## No advantage

No competitive advantage from collecting data

# Current state

Data lake on  
AWS

Insights in  
seconds

H2Grow app

“eyes up coaching”

Lane4 Amazon  
QuickSight  
dashboards

ML relay app



100 Butterfly LCM



World Championships  
Final - 29/Jul/2023  
50.14



World Championships  
Final - 29/Jul/2023  
50.34



World Championships  
Final - 29/Jul/2023  
50.46



World Championships  
Final - 29/Jul/2023  
50.81



World Championships  
Final - 29/Jul/2023  
51.05



World Championships  
Final - 29/Jul/2023  
51.20



World Championships  
Final - 29/Jul/2023  
51.23



World Championships  
Final - 29/Jul/2023  
51.32

ANALYSIS TYPE

Source	SPARTA	SPARTA	SPARTA	SPARTA	SPARTA	SPARTA	SPARTA	SPARTA
Analysis Method	Full	Full	Full	Full	Full	Full	Full	Full

RACE SUMMARY

Total time	50.14	50.34	50.46	50.81	51.05	51.20	51.23	51.32
Total skill time	15.36	15.18	15.30	15.35	15.71	15.68	15.99	15.76
Total free swim	34.78	35.16	35.16	35.46	35.34	35.52	35.24	35.56
Average velocity (m/s)	01.88	01.86	01.86	01.84	01.85	01.83	01.87	01.85
Block (s)	00.64	00.64	00.61	00.64	00.65	00.68	00.65	00.59
Start/15 m (s)	05.48	05.36	05.54	05.42	05.36	05.68	05.60	05.62
25 m (s)	10.44	10.60	10.74	10.68	10.38	10.88	10.64	10.76
Finish/Last 5 m (s)	02.68	02.56	02.56	02.69	02.81	02.60	02.81	02.76

50m SPLITS

50 m	23.24	23.55	23.83	23.89	23.20	23.94	23.95	24.05
100 m	50.14	50.34	50.46	50.81	51.05	51.20	51.23	51.32

50m TIMES

0 -- 50	23.24	23.55	23.83	23.89	23.20	23.94	23.95	24.05
50 -- 100	26.90	26.79	26.63	26.92	27.85	27.26	27.28	27.27

100m TIMES

0 -- 100	50.14	50.34	50.46	50.81	51.05	51.20	51.23	51.32
----------	-------	-------	-------	-------	-------	-------	-------	-------

STROKE COUNTS

Lap 1	17	17	17	17	19	18	18	18
Lap 2	19	20	18	19	22	19	20	20

TURN [in out turn] (s) | TI

Turn 1	2.40 4.80 7.20	2.40 4.86 7.26	2.36 4.84 7.20	2.42 4.82 7.24	2.46 5.08 7.54	2.50 4.90 7.40	2.54 5.04 7.58	2.56 4.82 7.38
Averages	2.40 4.80 7.20	2.40 4.86 7.26	2.36 4.84 7.20	2.42 4.82 7.24	2.46 5.08 7.54	2.50 4.90 7.40	2.54 5.04 7.58	2.56 4.82 7.38

STROKES [Vel (m/s) SR (str/min) DPS (m)]

0 -- 15								
15 -- 25	2.02 56.34 2.15	1.91 56.60 2.02	1.92 53.57 2.15	1.90 54.55 2.09	1.99 64.10 1.86	1.92 56.34 2.05	1.98 61.54 1.93	1.95 57.69 2.02
25 -- 35	1.95 55.21 2.11	1.92 56.87 2.03	1.85 52.40 2.11	1.87 51.06 2.19	1.92 61.86 1.86	1.92 54.79 2.10	1.88 59.06 1.91	1.89 56.34 2.01
35 -- 45	1.90 54.05 2.11	1.87 56.07 2.00	1.89 51.72 2.19	1.85 53.25 2.08	1.95 60.61 1.93	1.87 53.57 2.10	1.84 56.60 1.95	1.85 56.34 1.96
45 -- 50	51.72	56.60	56.60	55.56	60.61	54.05	54.55	55.56
50 -- 65	1.89	1.92	1.94	1.94	1.85 57.69 1.93	1.81	2.08	2.00
65 -- 75	1.85 54.55 2.04	1.85 57.97 1.91	1.83 52.63 2.09	1.85 54.05 2.06	1.77 60.48 1.75	1.80 53.33 2.02	1.82 59.76 1.83	1.82 58.25 1.88
75 -- 85	1.81 54.79 1.98	1.77 58.14 1.83	1.82 53.33 2.05	1.76 53.10 1.99	1.77 59.70 1.78	1.75 52.63 2.00	1.77 58.82 1.80	1.75 59.11 1.78
85 -- 95	1.71 55.05 1.87	1.75 57.42 1.83	1.75 54.79 1.91	1.74 53.33 1.95	1.68 57.69 1.75	1.74 53.38 1.96	1.69 57.14 1.78	1.66 58.14 1.71
95 -- 100	55.56	56.07	52.63	55.05	57.14	53.57	55.05	56.60
Averages	1.88 54.53 2.04	1.86 57.10 1.94	1.86 53.58 2.09	1.84 53.56 2.06	1.85 60.34 1.84	1.83 54.01 2.04	1.87 58.21 1.87	1.85 57.35 1.90

100 Butterfly LCM



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World Championships  
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World Championships  
Final - 29/Jul/2023  
51.23



World Championships  
Final - 29/Jul/2023  
51.32

ANALYSIS TYPE

Source SPARTA  
Analysis Method Full

RACE SUMMARY

Total time **50.14**  
Total skill time 15.36  
Total free swim **34.78**  
Average velocity (m/s) **01.88**  
Block (s) 00.64  
Start/15 m (s) 05.48  
25 m (s) 10.44  
Finish/Last 5 m (s) 02.68

50m SPLITS

50 m 23.24  
100 m 50.14

50m TIMES

0 -- 50 23.24  
50 -- 100 26.90

100m TIMES

0 -- 100 50.14

STROKE COUNTS

Lap 1 17  
Lap 2 19

TURN [in out turn] (s) | TI

Turn 1 2.40 4.80 7.20  
----- 1.10

Averages 2.40 4.80 7.20  
----- 1.10

	SPARTA Full	SPARTA Full	SPARTA Full	SPARTA Full	SPARTA Full	SPARTA Full
50.46	50.81	51.05	51.20	51.23	51.32	
15.30	15.35	15.71	15.68	15.99	15.76	
35.16	35.46	35.34	35.52	35.24	35.56	
01.86	01.84	01.85	01.83	01.87	01.85	
00.61	00.64	00.65	00.68	00.65	00.59	
05.54	05.42	05.36	05.68	05.60	05.62	
10.74	10.68	10.38	10.88	10.64	10.76	
02.56	02.69	02.81	02.60	02.81	02.76	
23.83	23.89	23.20	23.94	23.95	24.05	
50.46	50.81	51.05	51.20	51.23	51.32	
23.83	23.89	23.20	23.94	23.95	24.05	
26.63	26.92	27.85	27.26	27.28	27.27	
50.46	50.81	51.05	51.20	51.23	51.32	
17	17	19	18	18	18	
18	19	22	19	20	20	
26	2.36 4.84 7.20	2.42 4.82 7.24	2.46 5.08 7.54	2.50 4.90 7.40	2.54 5.04 7.58	2.56 4.82 7.38
12	----- 1.11	----- 1.14	----- 1.05	----- 1.09	----- 1.08	----- 1.10
26	2.36 4.84 7.20	2.42 4.82 7.24	2.46 5.08 7.54	2.50 4.90 7.40	2.54 5.04 7.58	2.56 4.82 7.38
12	----- 1.11	----- 1.14	----- 1.05	----- 1.09	----- 1.08	----- 1.10
02	1.92 53.57 2.15	1.90 54.55 2.09	1.99 64.10 1.86	1.92 56.34 2.05	1.98 61.54 1.93	1.95 57.69 2.02
03	1.85 52.40 2.11	1.87 51.06 2.19	1.92 61.86 1.86	1.92 54.79 2.10	1.88 59.06 1.91	1.89 56.34 2.01
00	1.89 51.72 2.19	1.85 53.25 2.08	1.95 60.61 1.93	1.87 53.57 2.10	1.84 56.60 1.95	1.85 56.34 1.96
	56.60	55.56	60.61	54.05	54.55	55.56
	1.94	1.94	1.85 57.69 1.93	1.81	2.08	2.00
91	1.83 52.63 2.09	1.85 54.05 2.06	1.77 60.48 1.75	1.80 53.33 2.02	1.82 59.76 1.83	1.82 58.25 1.88
33	1.82 53.33 2.05	1.76 53.10 1.99	1.77 59.70 1.78	1.75 52.63 2.00	1.77 58.82 1.80	1.75 59.11 1.78
33	1.75 54.79 1.91	1.74 53.33 1.95	1.68 57.69 1.75	1.74 53.38 1.96	1.69 57.14 1.78	1.66 58.14 1.71
	52.63	55.05	57.14	53.57	55.05	56.60
94	1.86 53.58 2.09	1.84 53.56 2.06	1.85 60.34 1.84	1.83 54.01 2.04	1.87 58.21 1.87	1.85 57.35 1.90

Select Event <

Import CSV

Choose file No file chosen

Date From 01/12/2022 Date To 08/07/2023

Style  
Freestyle

Gender  
Male

Distance  
100m

Round

No. of teams

Teams

Australia

United States of America

France

Great Britain



Welcome Jess Corones ([Sign Out](#))



	Predicted Rank: --					
AUS	Predicted Time: --					
		Time: 47.44	Time: 47.07	Time: 47.51	Time: 47.71	
		CO Time: 0.0	CO Time: 0.7	CO Time: 0.7	CO Time: 0.7	
		(Individual Time)	(Individual Time)	(Individual Time)	RT: +64	
		(Individual Time)	(Individual Time)	(Individual Time)	(Individual Time)	

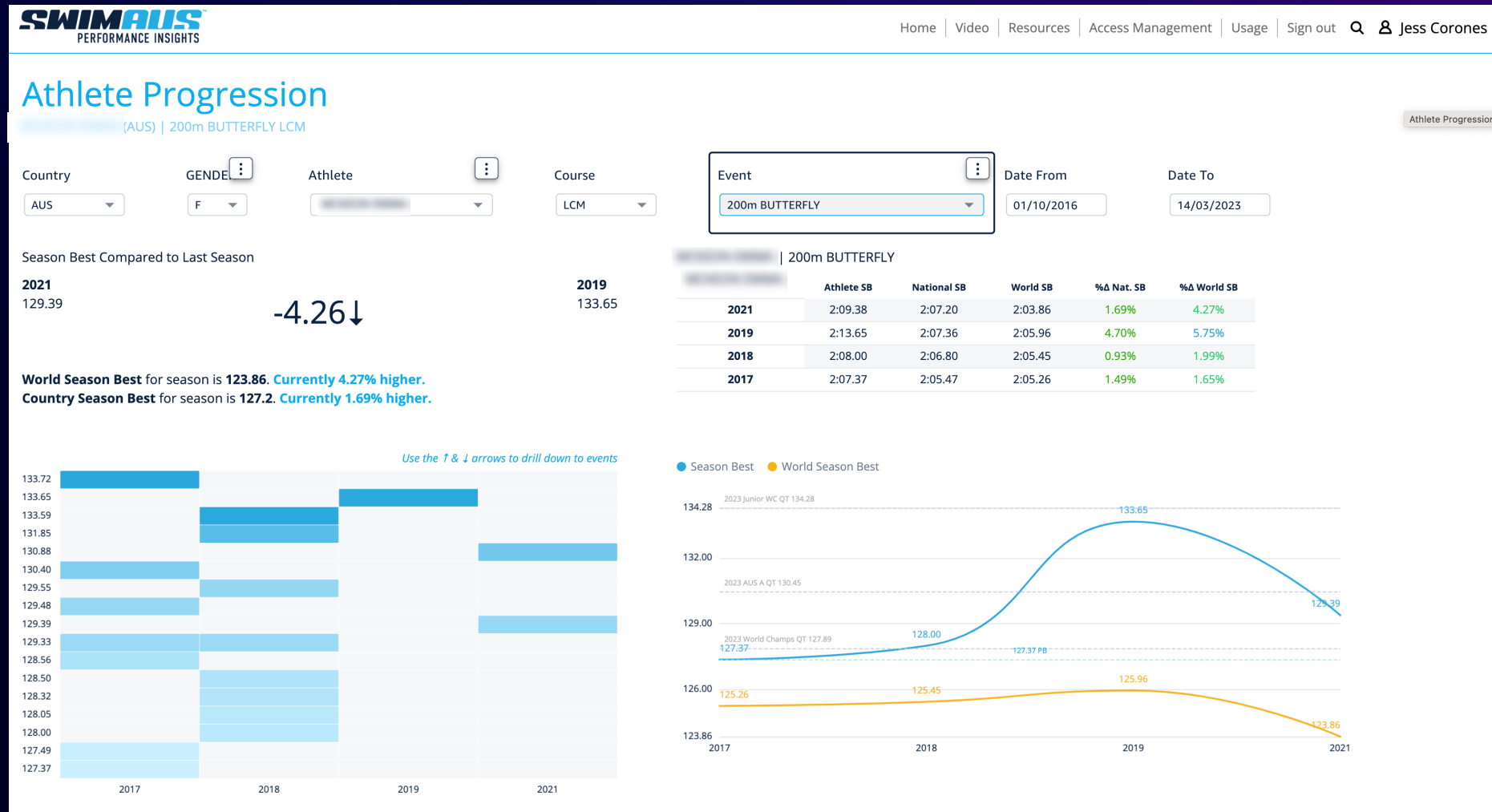
	Predicted Rank: --					
USA	Predicted Time: --					
		Time: 47.63	Time: 47.05	Time: 47.17	Time: 47.23	
		CO Time: 0.0	CO Time: 0.7	CO Time: 0.7	CO Time: 0.7	
		RT: +61	RT: +63	RT: +65	RT: +66	
		(Individual Time)	(Individual Time)	(Individual Time)	(Individual Time)	

# Case study: Data-driven coach decision-making

*“We embedded QuickSight into our custom-built online Portal LANE4 and it’s sparked a data-driven decision-making culture on the Australian Swimming Team. Its lightning-fast insights and intuitive analytics are propelling us forward into performance by design at Swimming Australia”*

**Rohan Taylor**  
Head Coach

## Solution

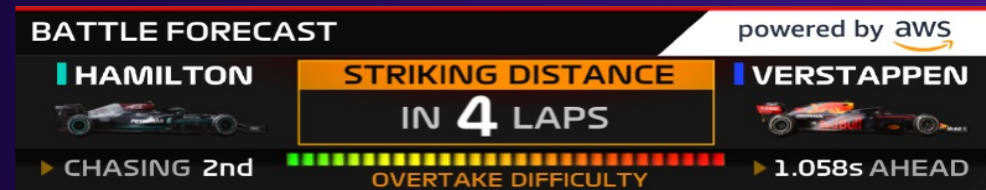
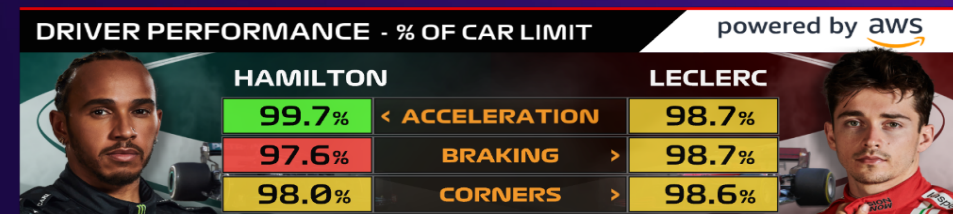
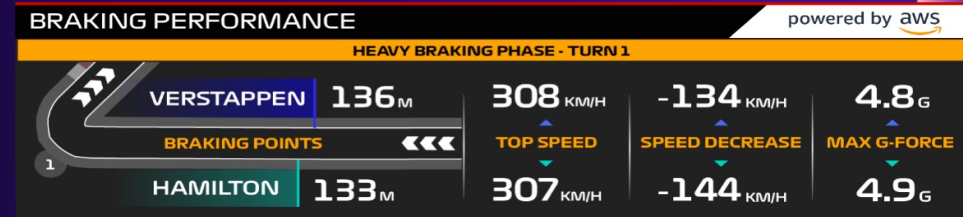


akult



# We want to be the Formula 1 of Olympic sports

Jess Coronas  
Swimming Australia



Global Partner of FORMULA 1



# Thank you!



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