



COACHING ASSOCIATION OF CANADA
2011-2012
ANNUAL REPORT



Our Vision:

EVERY COACH IS AN NCCP COACH

Message from the Chair of the Board of Directors and the CEO

It's often said that coaching is a people business and that the joy of coaching comes from seeing athletes improve and achieve their goals. This is why the Coaching Association of Canada (CAC) is dedicated to developing the programs and services which will help coaches meet the needs of their athletes – whether that be learning a new skill, improving their physical capacity, or developing their team play – the CAC is here to help coaches help their athletes reach higher – both in sport and in life.

The importance of what the CAC does for coaches and coaching development was once again reinforced through the consultation process for the renewal of the Canadian Sport Policy being undertaken by the federal and provincial/territorial governments. The Conference Board of Canada report on consultations with over 1700 members of the Canadian sport community showed that

the #1 ranked priority to improve Canada's Sport Development system is **Coaches and Instructors**, the #1 ranked priority to improve Canada's High Performance delivery system is **Coaches and Technical Leadership**, and the #1 ranked program change related to Canadian Sport for Life / Long Term Athlete Development is **Training for coaches and volunteers**.

The highlights described on the following pages show that 2011-2012 was a very successful time for the CAC, with continued development of NCCP resources, and an increased focus on delivery of the program. Appreciation is extended to the CAC Board of Directors, staff and partners for their continuing commitment to support the work of our coaches across the country!

Sincerely,

Gabor Csepregi
Chair, Coaching Association of Canada
Board of Directors

John Bales
CEO, Coaching Association of Canada



NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

New NCCP Professional Development Modules

This year, the CAC developed two new Professional Development modules for coaches.

Resistance Training provides coaches with the abilities required to effectively implement a resistance training program for young competitive athletes.

Empower + is the newest module to fall under the safe and ethical sport theme. An intense and thought provoking 4-hour workshop, Empower + teaches coaches how to enhance the well-being of the athletes in their care and to be a positive role model in the world of sport.

The Provincial/Territorial Coaching Representatives nominated Learning Facilitators (LFs) for both of these exciting new modules and this team of LFs will be delivering these new modules across Canada throughout 2012-2013.

New CAC Resources for Coaches



Long-Term Athlete Development for Parents was launched publicly in January 2012. This resource was developed at the request of coaches to support them in attempting to implement programs with their athletes that align with LTAD principles. Multi-sport Module Learning Facilitators are encouraged to promote this new resource during delivery of the Multi-sport Modules.

Coaching Masters Athletes has been developed over the course of this year and is in final preparation for public launch in 2012-2013. The resource focuses on supporting coaches that find themselves with opportunities to support the growing demographic of adults that wish to participate in sport as part of their healthy lifestyle. Key physiological, psychological, and social considerations are highlighted.



**NATIONAL COACHING CERTIFICATION PROGRAM
HIGHLIGHTS**

NCCP Development

29 Programs received
Conditional Approval (CA).

17 Programs received
Final Approval (FA).

Break down:

**Community Sport
Initiation:** 3 CA, 4 FA
Programs completed: 37/41 CA, 34/41 FA

**Competition
Development:** 1 CA, 2 FA
Programs completed: 18/56 CA, 6/56 FA

**Community Sport
Ongoing participation:** 2 CA, 0 FA
Programs completed: 5/8 CA, 3/8 FA

**Instruction
Beginners:** 2 CA, 1 FA
Programs completed: 24/24 CA, 21/24 FA

**Competition
Introduction:** 6 CA, 6 FA
Programs completed: 47/58 CA, 38/58 FA

**Instruction
Intermediate performers:** 0 CA, 1 FA
Programs completed: 10/13 CA, 7/13 FA

**Competition
Introduction
Advanced Gradation:** 3 CA, 0 FA

**Instruction
Intermediate performers
Advanced Gradation:** 0 CA, 1 FA

NCCP Delivery 2011-2012

Total number of coaches processed:.....	84,672
Total number of new coaches in the system:.....	44,300
Total Course Registration Forms (CRFs) processed:.....	9,103
Total number of requests served at the service desk:.....	24,201



National
Coaching
Certification
Program

NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

Coaching in Secondary Schools

The Coaching in Schools template underwent some minor revisions this past year to include Concussion, Brain Injury and Return to Play information. The name of the template has also been changed to “Coaching in Secondary Schools” to better represent the target market.

Highlights:

- Ontario and Newfoundland & Labrador have received final approval;
- British Columbia, Manitoba and Prince Edward Island have finished the writing process;
- We are in discussions with Alberta and Quebec.

Fundamental Movement Skills

Fundamental Movement Skills underwent new revisions this fiscal and was released in September with an MLF re-training. One person from each province attended the training and the revisions were well received.

Highlights:

- Better flow and instructional design to decrease some of the repetition;
- Addition of a games section;
- Addition of how to adapt games and fundamental movement skills for participants with a disability;
- A new and improved video with age and stage appropriate skills and games.

Master Learning Facilitator (MLF) Training

The CAC recognizes the importance of MLF training. We have been training MLFs for years but they have really been taking our National LF training workshops. Very few MLFs have been trained on how to train, evaluate, or mentor other LFs. To correct this, a new MLF training was written to give MLFs more tools to train, evaluate and mentor LFs. The first pilot was delivered at the

Petro-Canada Sport Leadership sportif conference and over thirty participants from 26 sports attended. A lot was learned from this pilot and the program was re-written and some pre-requisites were put in place. It was then re-piloted in Ontario with Ontario Soccer MLFs and was extremely well received. The final revision has been edited and translated and we are now ready to begin to deliver it.



NATIONAL COACHING INSTITUTES: ADVANCED COACHING DIPLOMA

Delivery of the New Curriculum:

Each of the seven Canadian Sport Centres (CSCs), through their National Coaching Institute departments, offer the NCI Advanced Coaching Diploma as a key part of their coaching development mandate. This arrangement takes advantage of the excellent environments that the CSCs offer, with expert sport science and medicine personnel and high performance coaches who serve as master and mentor coaches.

Highlights

- As of this past year, 5 out of the 7 NCIs have delivered the full two years of the new curriculum;
- There are presently 111 coaches in the program (29 women, 82 men) from 39 different sports;
- To standardize the delivery of the Advanced Coaching Diploma across all NCIs, an operations manual for all NCIs was developed;
- To ensure quality of delivery of the new program, an external contractor was hired to assess the NCI Manitoba's delivery of the new Advanced Coaching Diploma;
- An assessment of the NCI-Montreal's delivery by an external contractor started in March 2012.

INTERNATIONAL DEVELOPMENT

Over the past year, the CAC has been very active with its international partners, and has also been very pro-active in establishing new relationships with other countries. Sales of our NCCP materials provide an opportunity to re-invest in the development of the program for domestic purposes. Our relationship with other countries also offers exciting opportunities for many of Canada's top Learning Facilitators to travel abroad, represent Canada and the NCCP, and gain multi-cultural experience that often provides them with personal professional development for their facilitation skills.

Highlights:

Luxembourg: Over the next year, the CAC will help Luxembourg implement a new problem-solving approach to their current coach education system. They have requested to implement multi-sport and sport-specific content within their current programs.

Haiti: In April 2012, the CAC completed an 18-month training mission to develop the sport structure in Haiti as assigned by Sport Canada in November 2011. The goal of the mission was to train new coaches and Learning Facilitators in different sports to take better care of youth in great need of leisure and health activities.

Qatar & Jordan: Both of these countries are now fully independent in their delivery of different levels of coaching. A leadership group of local MLFs and LFs are now capable of ensuring continued delivery of their own program.

United Arab Emirates: In March, a CAC team of three experts travelled to Dubai, UAE to present a seminar on multi-year high performance planning.



MARKETING & COMMUNICATIONS

Marketing

To drive closer to our goal of 500,000 active NCCP coaches, our first step has been building a foundation that will make NCCP information easy to find and easy to understand.

The next step in our marketing program is to drive awareness. Creating messages that will resonate with coaches, and pushing them out through traditional channels will be the focus for the next year, while continuing to develop marketing materials for the NCCP.

Highlights:

- Redeveloped “Coach Training” section on coach.ca featuring information pages for each sport that will be expanded throughout 2012-2013, and all multi-sport and professional development courses launched in April 2012;
- Multi-sport marketing material built for the Provincial/Territorial Coaching Representatives;
- Pathways technology & marketing materials developed (baseball, lacrosse, hockey and soccer);
- New CAC and NCCP promo video created.

People

A team of extremely committed and talented people has been hired and trained in the department. Our communications team works to get our messages out proactively while our Coach & Partner Services team works to manage all incoming requests and queries from coaches and partners.

Hiring a team of exceptional developers has resulted in tremendous results. The greatest advantage of this has been that they understand the complexities of the business which has resulted in greater fluidity.

Events

The 2011 Petro-Canada Sport Leadership sportif conference received the highest satisfaction rating of any other year. The numbers were lower, but the delegates that attended were far more satisfied which aligns directly with our secondary goal of 80% satisfaction with partners and coaches.

▶ www.sportleadershipsportif.ca

Communications

- Coaching e-news sent to 200K subscribers/month;
- Pro-active monthly updates sent to CAC partners.

Sponsorships & Sales

- Our first step has been to align our sponsor programs with our strategic plan and our mandate;
- Petro-Canada, Campbell’s, TSN and Investors Group have continued to be fiercely committed to helping the CAC achieve their goals;
- The second step has been to build an arsenal of opportunities that corporations could buy – including ramping up our SNAC program, building the advertising space on coach.ca, our database, etc.;
- The last step we will focus on in 2012-2013 is to sell this arsenal.

Social Media

- Facebook CAC community increased to 2000 followers;
- Twitter presence increased to 1100 followers;
- YouTube channel created;
- Monthly blogs posted to coach.ca.



INFORMATION TECHNOLOGY

Development and Launch of The Locker

2011-2012 saw the development and launch of The Locker – a new system developed to meet the technology needs of Canada’s coaches and the organizations that deliver coach education across the country.

A dedicated development team was created at the CAC which completely re-analysed and re-designed the system used to track NCCP coach records. The NCCP partnership was involved at critical stages of the design as were coach focus groups. With the help of our dedicated developers, the CAC also started the task of cleaning the data in the NCCP database – a task that had not been done in decades. The Locker launched in January 2012.



Key features of The Locker include:

- Improved coach search and transcript design;
- Calendar of events and delivery scheduling;
- Processing of CRFs completely online;
- Ability to correct coach record errors at any time;
- Ability to manage and maintain user access to The Locker for organizations;
- Access reports on demand.

PROGRAMS



INVESTORS GROUP COMMUNITY COACHING CONFERENCES

The Investors Group has continued to be fiercely committed to helping the CAC achieve our goals.

► www.coach.ca/investors-group-community-coaching-conferences-s12763

Highlights:

- 45 conferences held across Canada in 2011-2012;
- More than 30 events across Canada hosted NCCP workshops that targeted the development of grassroots coaches;
- Over \$46,000 was awarded to support coaches and leaders working in their local communities;
- Over 8,000 coaches impacted.



SPORT NUTRITION

The “Sport Nutrition for Athletes & Coaches” section of coach.ca received an overhaul in November 2011 with the goal of making information easier to find, and to engage the coaching community.

► www.coach.ca/snac-sport-nutrition-p145045

Highlights:

- Our popular Sport Nutrition tip sheets have been separated into 6 different categories covering the broad range of needs of coaches and athletes and received close to 10,000 page views over the past year;
- “Ask a Dietitian” section added allowing the coach community direct access to our SNAC advisory committee.



WOMEN IN COACHING

Highlights:

- Six **National Team Coaching Apprenticeship Program** coaches from the sports of diving, curling, fencing, soccer, athletics and biathlon enjoyed a very successful year with competitions at the international, world and Pan Am games level;
- ▶ www.coach.ca/apprenticeship-program-s12526
- **We are coaches** program – over 18 grants issued to 12 sport organizations and 10 different sports to train women coaches and LFs;
- Six coaches from five different sports benefited from CAC **Professional Development grants**;
- ▶ www.coach.ca/grants-scholarships-s13785
- Rugby Canada, Water Polo Canada, Rowing Canada Aviron, Canada Snowboard and Karate Canada trained over 40 women coaches and 10 female LFs through the support of CAC's **WiC NSO grant**;
- 16 coaches from 13 different sports received **National Coaching Institute scholarship grants**;
- Petro-Canada Sport Leadership sportif conference – WiC luncheon featured keynote speaker Dr. Samantha Nutt, War Child Canada with over 500 attendants;
- WiC Sport Partner Meeting facilitated by Nora Sheffe to provide a mechanism to collaborate on a number of women in coaching initiatives, to recognize and promote coaches as professionals, provide educational and communication opportunities on best practices, improve working conditions for coaches, increase mentoring and networking opportunities, and enhance the development of targeted HP coaches through successful coaching pathways, domestic and international opportunities that women can access to participate in experiential learning through national and international competitions/games hosted in Canada and abroad. The next phases in this initiative will be developed and documented in 2012-2013.

COACHING RESEARCH

External Funded Projects: This year two projects (totalling \$14,000 in support) were funded through our Coaching Research Committee adjudication:

- **Évaluation des pratiques nutritionnelles recommandées par les entraîneurs**

Lead Researcher: Vicky Drapeau,
Université Laval

Project Partner: Réseau du Sport Étudiant du Québec (RSEQ)

- **Coaches' use of observational learning: current status and future opportunities**

Lead Researchers: Melissa Wiman, Laurentian University and Barbi Law, Nipissing University

Project Partner: Skate Canada

Core Funded NCCP Quality Assurance

Our core Support to Sport funding (\$5,000) also contributed to an NSO-driven study (Speed Skating Canada) in partnership with the University of Alberta, resulting in a "Status of the coach: Speed Skating" report that will guide their NCCP development and delivery in the years ahead. This report was presented at the CS4L conference in February 2012.

Research Symposium 2011

Through the Research Symposium (in the Coach Education Stream at Sport Leadership 2011), 36 different academic research projects (domestic and international) dedicated to coaching were presented in oral and poster format.



AWARDS

The following awards were presented at the Sport Leadership Awards Gala on November 11, 2011.

Geoff Gowan Award

Recognizing lifetime contributions to coaching development

Presented to **Allison McNeill** and **Dr. Eric Broom**.
For more information on each of these deserving winners, please visit:

► www.coach.ca/-p145131



Petro-Canada Coaching Excellence Awards

Presented to coaches who have coached athletes to podium performances at World Championships, Olympic & Paralympic Games and the Special Olympics World Games.

44 coaches were presented with this award in 2011.
For a complete list of winners, please visit:

► www.coach.ca/-p145204



Investors Group National Volunteer Sport Administrator Award

Honouring a volunteer sport administrator

Presented to **Kirsten Brough**.
Please click here for more information:

► www.coach.ca/-p145132





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Recreation Management – University of Manitoba
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and Kinesiology Administrators Representative*



REVENUES & EXPENDITURES



■ Sport Canada:	73%
■ Sponsors:	8%
■ International Programs:	7%
■ NCCP Partner Fees:	6%
■ Registration Fees:	3%
■ Interest & Sundry Revenue:	2%
■ Publication & Merchandise Sales:	1%



■ Research & Development:	42%
■ Salaries:	33%
■ Sales & Marketing:	13%
■ Administration:	8%
■ International Programs:	4%