

Coaching Association of Canada



2009 - 2010
Annual Report



The Year in Review

Reflections of Dr. Jean-Marie De Koninck, Chair of the board of directors.

As a chair of the Board, I regard this current year as a great one for the Coaching Association of Canada (CAC), with its credibility continuing to grow in the sport community. One clear indication of our growth is the increasing number of participants at our Sport Leadership Conference, as well as the level of enthusiasm observed during all the sessions.

➔ [Click to read more](#)

One of the most important accomplishments this year has been the transition from the old National Coaching Certification Program (NCCP) model to the current one, which is now in place in almost all sports. This is an enormous ongoing process. There has been some difficulty in fully implementing the IT component of the certification, and the management team has taken well-chosen steps to address these difficulties.

Our mandate agreement was due for renewal this year. This delicate process was skillfully managed by CAC, who succeeded in obtaining a full consensus across all 10 provinces and 3 territories. With 67 sports and 13 provinces and territories, there could have been 871 reasons for things to have gone wrong. We should certainly give recognition to the good relations and harmony we enjoy with all our partners.

All of these accomplishments are in great part due to the fantastic work done by our CAC staff and board members. Together, we look forward to continuing our collaborative work serving Canadian athletes and their coaches.

Our Mission

To enhance the experiences of all Canadian athletes through quality coaching.

Mandate

To lead coach and sport leader training, delivery, and promotion in association with other stakeholders, primarily through a leading-edge national coach and sport leader development program that provides for coaching within a broad context of sport leadership based on the needs of sport participants from playground to podium.

Strategic Imperatives and Goals

A four-year plan was put into action in January 2006, in which CAC was committed to achieving eight strategic goals with relation to: Coach and Sport Leader Development and Education, System Development, Communications and Marketing, and Organizational Development. Building on the success of this quadrennial plan, CAC has already approved its 2010-2014 strategy.

➔ [Click to read more](#)



National Coaching Certification Program

Fundamental Movement Skills (FMS)

- Official launch January 2009
- 11 of 13 provinces are delivering the program
- 973 FMS trained coaches in the community
- FMS delivered in 114 schools across the country
- 94 facilitators across the country

Competition – Development Multi-sport Module Launch

3098 coaches participated in the six new Competition – Development multi-sport modules in 2009-2010 (Managing Conflict, Leading Drug-free Sport, Coaching and Leading Effectively, Developing Athletic Abilities, Psychology of Performance, Prevention and Recovery). Of the 6 modules, the most popular is the Managing Conflict module with 642 coaches having completed it in 2009-2010.

An independent research team from the University of Ottawa has just completed the first year of a 2-year study into the effectiveness of these 6 new NCCP modules.

New NCCP Approvals 2009 - 10

- 12 sports received Conditional Approval
- 5 sports received Final Approval

Bringing the total number of sport programs by context to:

Community Sport – Initiation to **88%** completion

Instruction – Beginners to **92%** completion

Competition – Introduction to **61%** completion

NCCP Delivery

Over 1000 new Learning Facilitators and Evaluators were trained to deliver the new NCCP in 2009-2010, bringing the total number of Learning Facilitators and Evaluators in the new NCCP to 5188.

4798 NCCP events were hosted in 582 communities in all Provinces and Territories of Canada.

Note: Data as submitted and available June 2010 for the fiscal year ending March 31, 2010

Aboriginal Coaching Modules

As part of a partnership with CAC and the NCCP, the Aboriginal Sport Circle delivers 3 NCCP modules (A Holistic Approach to Coaching; Dealing with Racism in Sport; and Lifestyle, Health and Nutrition) as part of a program designed to support coaches of Aboriginal athletes. 189 coaches completed these modules in events delivered in communities across Canada.

Coaching Athletes with a Disability

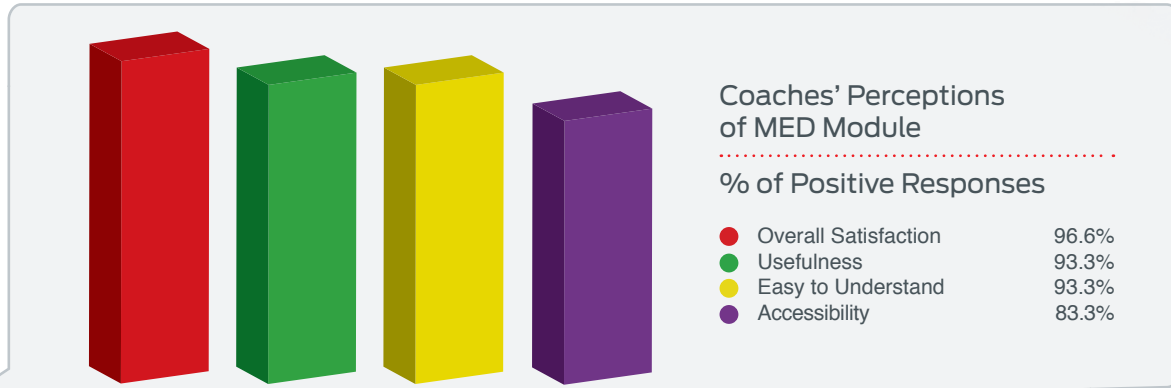
4 sports received supplementary funding in 2009-2010 to develop resources to support NCCP delivery for coaches of athletes with a disability. Over the last 4 years, 22 sports have received supplementary funding to develop programs and resources to support coaches of athletes with a disability.



National Coaching Certification Program

Research on Make Ethical Decisions module

Conducted by the University of Toronto (G. Kerr, A. Stirling, 2009)



Partnerships

A precedent-setting partnership was formed between CAC and the Canadian School Sport Federation. This agreement will see the 2 national organizations work on the development and delivery of the Coaching in Schools module for coaches that will be nationally recognized as part of the NCCP.

Targeted to high school sport coaches, this module will ensure that teacher-coaches and non-teacher-coaches are equipped to meet the needs of their student-athletes in a safe and ethical manner that exemplifies school sport philosophy.

International Development

6 countries have recognized the value of the NCCP and have relationships with CAC and the NCCP for coach education in their country: Bahrain, Bermuda, Jordan, Malaysia, Portugal and Qatar.

CAC continues to receive requests from foreign countries for coach education support. Sales of materials provide an opportunity to re-invest in the development of the program for domestic purposes. In addition to the sales of materials, support also includes the training and support of Learning Facilitators. The relationship with these countries provides exciting opportunities for many of Canada's top Learning Facilitators to travel abroad, represent Canada and the NCCP, and put their amazing facilitation skills on display.



An Overview of CAC's Programs

Chevrolet Making Dreams Possible

This year, 10 high performance coaches and their athletes were each awarded \$10,000. Coach training and development grants of \$2,000 were also given to 103 community clubs across Canada, totaling a generous \$306,000 in grants this year.

➤ [Click to read more about the program and its recipients](#)



Campbell's® Chunky® MVC – Search for Canada's Most Valuable Coach

For the second year, Campbell's® Chunky® Soup and CAC invited Canadians to nominate coaches who make a real difference in the lives of others by reflecting and promoting the values of leadership, activeness and community. 875 nominated coaches, representing 74 different sports, vied for MVC in 2010. The 2010 Chunky® MVC winner was Carey Ashton who coaches Baseball in Montréal, Québec. He won \$25,000 in prize for his athletes and his community.



Investors Group Community Coaching Conferences

This year marked an all-time high of 64 conferences across Canada, with an overall attendance just shy of 8,000 community coaches and volunteer administrators. Highlighting the conferences, were the 62 award presentations. CAC's implementation of an online application and final reporting process was a success.



Petro-Canada Sport Leadership sportif

The 2009 Vancouver conference was host to 899 delegates; a record-breaking number of attendees from all provinces and territories and from all levels of sport. With the help of six national partners and six conference sponsors, CAC succeeded in maintaining the same fee as the past five years, despite increased variable costs. The conference operates as a break-even endeavour.



➤ [Click to read more about the conference](#)



An Overview of CAC's Programs

Women in Coaching Program

CAC's Women in Coaching (WiC) Program cooperative initiative, the Canada Games Apprenticeship Program, was a great success as nineteen female coaches worked alongside their mentor coaches at the 2009 Canada Summer Games. Also notable is the 2010 publication of the groundbreaking book: *Taking the Lead: Strategies and Solutions from Female Coaches*. The book draws from CAC's *Canadian Journal for Women in Coaching* and was edited by Sheila Robertson.

➤ [Click to read more about the program](#)

Women in Coaching Stats

3 NSO Grants • \$2,000 each

5 PD Grants • \$2,000 each

\$30,000 in NCI Scholarships

6 National Team Coaching Apprenticeship Program (NTAP) coaches finished their 3rd and final year of their apprenticeship.

National Coaching Institutes (NCIs)

CAC has been working on a revised curriculum for the new NCI Diploma, which will be adopted by each NCI moving forward. The creation of the new diploma has been a focus this year and has engaged Canadian sport experts.

➤ [Click to read more](#)

Coaching Internship Program (CIP)

CAC has selected nine young coaches from across Canada to participate in its 2009-2010 internship program. This is the program's 10th successful year, supporting young coaching professionals.

➤ [Click to read more about CIP and its generous sponsors](#)

Own the Podium (OTP) Coach Development Program

Moving into its fourth year, the program has already invested \$348,000 in coach development projects. Now, OTP looks to integrate these programs with the annual planning of the national sport organizations, using performance reviews as a basis to identify professional development needs.

➤ [Click to read more](#)



An Overview of CAC's Outreach

Coaching Research Committee

CAC's evidence-based approach to program development continues to demonstrate tremendous value. Over 120 coach education researchers and practitioners delivered poster and oral presentations at the Petro-Canada Sport Leadership sportif / ICCE Global Coach Conference in Vancouver in November 2009. Representing over thirty countries, this was the largest gathering of specialists in coach education research that CAC or the ICCE has conducted.

➔ [Click to read more about the research studies](#)

Sport Nutrition Online Services

CAC, through the Sport Nutrition Advisory Committee, constantly revises its sport nutrition resources to provide coaches and athletes with the most up-to-date information on nutrition and its impact on athletic performance. CAC's sport nutrition resources are some of the most downloaded tools of the website. A total of 11 new tip sheets were written and posted on the website this past year, and have been promoted to our sport partners on a monthly basis. The Sport Nutrition Registry acquired four new dietitians in 2009-2010.

CAC Sport Partners

CAC is a partner-driven organization that relies on the strength of relationships to achieve its mission.

The coach and sport leader development and education system in Canada is a result of the work of highly committed individuals from many different organizations, who strive for coaching excellence from playground to podium.

Thanks to:

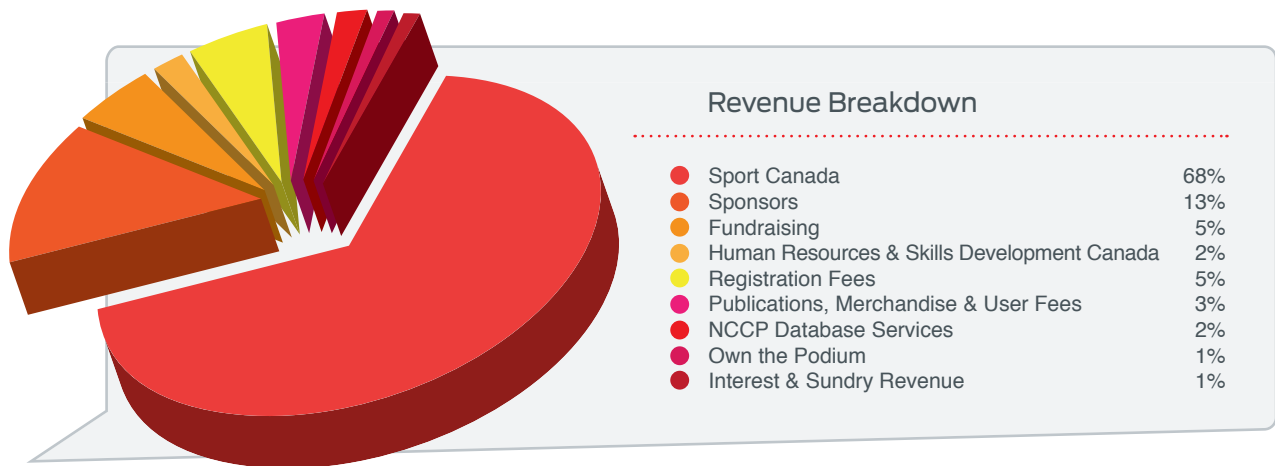
Sport Canada
Provincial/Territorial Governments
Service Canada
Own the Podium
Canadian Paralympic Committee
Commonwealth Games Canada
Universities (CCUPEKA) and Colleges
Sport Matters Group
True Sport

National Sport Organizations
Provincial/Territorial Multi-sport Organizations
Canadian Sport Centres
Canadian Olympic Committee
Canada Games Council
Aboriginal Sport Circle
CAAWS
Canadian Centre for Ethics in Sport



2009-2010 Revenues and Expenditures

Revenues



Expenditures

