



COACHING ASSOCIATION OF CANADA
2012-2013
ANNUAL REPORT



CHANGE YOUR GAME

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

The theme for this year's annual report is the same as our successful National Coaching Certification Program marketing campaign "Change your Game". Coaches work hard to improve every single day, constantly modifying their training plans to adapt to the athletes' ever-changing needs. Coaches are always changing their game.

It's the same at the CAC. We recognize that we need to constantly change our game to better meet the needs of Canada's coaches. There has been a considerable amount of work done at the CAC this year.

A few highlights in the area of program development include the "Making Head Way" eLearning resource we built with several influential partners in sport regarding concussions. This powerful resource will help all coaches understand how they can prevent concussions and help athletes deal with brain injuries when they occur. Another grassroots initiative we developed with the support of Investors Group is a 'Get Coaching' online resource valuable to any coach that will launch in June 2013. We have also continued the vital support of our sport partner organizations to finish the re-development of their coaching programs – a highlight of which is the 25 sports that have received final approval for their NCCP programs this year.

In the area of marketing and communications, working closely with the sports at all levels, we were able to make it easier for a coach to find NCCP information and to understand the NCCP coach pathway. The CAC has increased its level of support for the coach with a dynamic new partnership with Coaches of Canada to offer *Coaches plan*

magazine for free to all coaches in Canada. All of this culminated in the "Change your Game" national marketing campaign which successfully brought the first level of awareness of our strong NCCP coach education program to the general public. The biggest impact for Canada's coaches, however has happened in an area no one sees, but everyone knows is vital to our growth and success: technology. Massive strides have been made in building one of the strongest technical foundations in all of Canadian sport.

Please enjoy reading in this report what the CAC has done over the past year to contribute to the improvement of coaching in Canada. Looking ahead, we are in the process of developing a new CAC four-year strategic plan, and rest assured, we will be "changing our game" to reflect today's coaching needs!

Sincerely,

Gabor Csepregi
Chair, Coaching Association of Canada
Board of Directors

John Bales
CEO, Coaching Association of Canada



NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

New Resources for Coaches

Concussion Education



The Coaching Association of Canada (CAC) was involved in the Public Health Agency of Canada's Active and Safe initiative. The Government of Canada invested \$1.5 million in this collaborative initiative which aims to reduce the incidence of brain injuries in team sports and improve decision-making about when it is safe to return to play after a head injury.

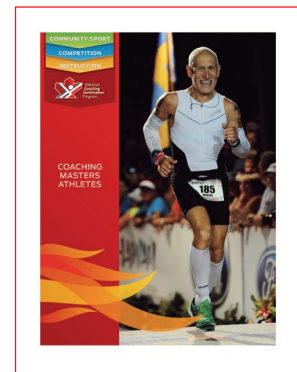
Our initiatives included:

- Making Head Way in Sport - an eLearning module designed to help sport coaches develop the knowledge and skills required to ensure the safety of their athletes. Coaches learn how to prevent concussions; how to recognize the signs and symptoms of concussion; what to do when a concussion is suspected; and how to ensure athletes return to sport safely following a concussion. The module was developed by a multidisciplinary team that included Canada's leading physicians in the area of concussion and brain injury, eLearning experts, and representatives from 14 of Canada's National Sport Organizations.

- Sport-specific eLearning modules for soccer, football, speed skating, freestyle skiing, and snowboarding built in collaboration with our sport partners will be launching throughout 2013;
- Building a Concussion Education section on coach.ca featuring an interactive quiz, coach stories, and a concussion infographic illustrating what happens during a concussion;
- Improving and enhancing the NCCP multisport modules with information on brain injuries and return to play protocols;
- Developing a supplementary booklet for the Aboriginal Coaching Modules to be distributed during delivery in Aboriginal communities.

Coaching Masters Athletes

Masters sport is booming, and older athletes are seeking coaching guidance as they strive to learn new skills, improve their performance, or compete successfully. *Coaching Masters Athletes*, is a new NCCP resource available for free download on coach.ca, which offers an exciting opportunity for all coaches to have a positive impact on the lives of adults who want to lead a healthy and active lifestyle, and on society by encouraging more adults to be active.





NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

NCCP Development

13 Programs received
Conditional Approval (CA).

25 Programs received
Final Approval (FA).

Break down:

Community Sport – Initiation: 38/42 developed

- Badminton (FA)
- Triathlon (CA)

Community Sport –

Ongoing Participation: 7/10 developed

- Softball (FA)
- Swimming (FA)
- Water Ski and Wakeboard (submitted for FA)

Competition – Introduction: 51/59 developed

- Biathlon (FA)
- Boxing (CA)(submitted for FA)
- Broomball (FA)
- Equestrian (Western)(submitted for CA)
- Football (position coach)(CA)
- Freestyle Ski (CA)
- Judo (FA)
- Lawn Bowls (FA)
- Team Handball (CA)
- Weightlifting (CA)
- Wheelchair Basketball (CA)

Competition – Development: 23/57 developed

- Biathlon (FA)
- Canoe/Kayak (FA)
- Equestrian (FA)
- Ringette (FA)
- Squash (FA)
- Swimming (FA)
- Synchronized Swimming (FA)
- Tenpin Bowling (FA)
- Triathlon (FA)

Instruction – Beginners: 27/27 developed

- Boxing (FA)
- Equestrian (Drive)(CA)
- Fencing (FA)
- Freestyle Ski (CA)(FA)
- Hockey (CA)
- Shooting (FA)
- Weightlifting (CA)

Instruction –

Intermediate Performers: 10/13 developed

- Canoe/Kayak (FA)
- Judo (CA)
- Water Ski and Wakeboard (FA)

Coaching in Schools

- British Columbia (FA)

NCCP Delivery 2012-2013

Total NCCP events (courses/workshops and evaluations): 10,331

This is an increase of 1,228 (13.3%) over the previous year.

Total # of new coaches entered in the system: 48,895



NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

Online Evaluations established

The Make Ethical Decisions online evaluations for Community Sport, Competition – Introduction, Competition – Development, and the Instruction Stream, along with online evaluations for Managing Conflict and Leading Drug-free Sport were transitioned into a new Learning Management System (LMS) and made available to coaches in March 2013. The online evaluations now contained within this new LMS ensure immediate updating of the Coach transcript in the Locker and provide the opportunity for future linkage with the eCommerce functionality.

Master Learning Facilitator (MLF) Training

- 4 Regional training events were held in Nova Scotia (March), Quebec (November), Ontario (February), and Alberta (February);
- These events trained over 200 MLFs in generic LF training modules and how to evaluate LFs;
- MLFs were represented from over 50 sports, and 10 provinces;
- The training was delivered in both French and English, to men, women, coaches of athletes with a disability, and MLFs of the Aboriginal Coaching Modules;
- We successfully partnered with the PTCRs in each province to host these successful events.

INTERNATIONAL DEVELOPMENT

The CAC has been very active with its international partners this past year 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: The CAC has helped Luxembourg implement a new problem-solving approach to their current coach education system. We have trained more than 30 multi-sport LFs to help them deliver their courses in a facilitation method. We will be training MLFs in the next phase.

French Soccer Federation: The CAC introduced the facilitation method to soccer course conductors in France. We are looking to assist them in the transitioning of their coaching materials into the problem-solving approach.

Jordan and Bahrain: These countries have been partnering with the CAC for many years now and have continued to do so with ongoing NCCP training happening throughout the year. Most of these courses are now delivered in Arabic with actual Arabic NCCP documents.

NATIONAL COACHING INSTITUTES: ADVANCED COACHING DIPLOMA



37 sports were represented at the network of National Coaching Institutes this past year with 40 women and 98 men enrolled in the Advanced Coaching Diploma.

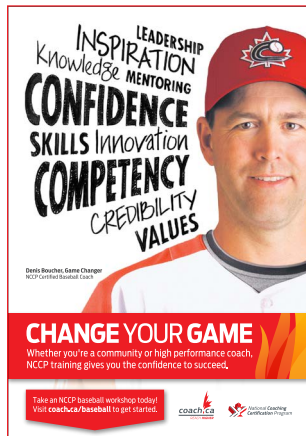
Advanced Coach Excellence (ACE)

26 Coaches from 7 sports were involved in the Advanced Coach Excellence (ACE) program this past year. CanoeKayak Canada completed a full cycle and are ready to start up again, while Canada Snowboard has started working on their evaluation standards.

MARKETING & COMMUNICATIONS

“Change your Game” Marketing campaign

The “Change your Game” marketing campaign featuring hockey coaches Mike Babcock and Melody Davidson, soccer coaches Sylvie Béliveau and Deesh

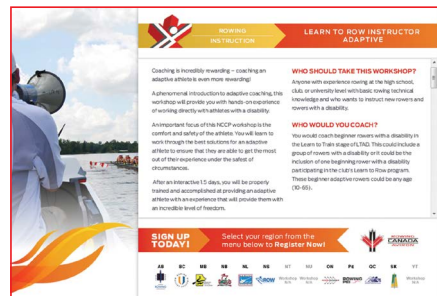


Bhattal, basketball coach Gary Durrant and baseball coach Denis Boucher directed traffic to coach.ca sport pages. Print ads ran in *The Globe and Mail* and *Le Journal de Montréal*. Web ads ran on over 120 websites including: AllRecipes, Canadian Family, People, Entertainment Weekly, Salon, and Shape, and a 30-sec spot ran on CTV.

The Links

Rowing Canada Aviron, Canada Basketball, and Ringette Canada all had the Links tool posted on their websites in 2012-2013, complete with new HTML pop-up pages describing their various NCCP workshops.

These sports all had their Links tool built within the framework of The Locker meaning that updates and changes are very easy to implement.





MARKETING & COMMUNICATIONS

INITIAL SPORTS: Baseball, lacrosse, hockey, & soccer links resulted in the following pageviews:

Baseball:	68,473
Hockey:	18,288
Soccer:	9,844
Lacrosse:	1,572

Total pageviews of the Links tool in these sports: 98,177 (April 1, 2012 - April 30, 2013)

COACH.CA

Total visits to all **coach.ca** website properties for this past year: **674,902**
This can be broken down as follows:

Coach.ca: 550,801 visits (a 15% increase over last year)

The Locker: 58,487 visits

(NOTE: Data available from January 1 to March 31, 2013 ONLY)


Links inline frames: 50,213 visits (baseball, soccer, hockey, lacrosse)


Sportleadersportif: 15,401 visits

Initiatives:

- Completed 65 sport-specific NCCP pages, outlining course offerings for each sport.
- Traffic to site driven by website graphics supplied to partners including: NCCP “Reach Higher” and “Change your Game” graphics, as well as “Making Head Way” web graphics.

Social Media

 Facebook CAC community increased 75% from 2000 to 3500 followers;

 Twitter presence increased 110% from 1100 to 2300 followers.

Master Learning Facilitators: We Love You jackets

- Over 200 Master Learning Facilitators in each sport were provided with a jacket and a shirt with the NCCP branding on it as an identifier to wear while facilitating or working with Learning Facilitators. These jackets have an identifier on the left sleeve. The flame indicates that you have achieved the status of Master Learning Facilitator.





EVENTS

Petro-Canada Sport Leadership sportif Conference

Petro-Canada Sport Leadership sportif 2012 at the Hyatt Regency Hotel in Montreal, QC was an experiment in the support of partnerships in the sport community. By partnering with the Canadian Olympic Committee, we had the largest event ever with close to 1,000 people participating in either the COC event or Sport Leadership. As well, in the week preceding the conference 24 partners executed their Annual General Meetings or Board meetings.



SPORT LEADERSHIP SPORTIF

70 high performance Canadian coaches and leaders also attended the inaugural National Coaches Day, hosted by the Coaching Association of Canada (CAC) and Coaches of Canada, in partnership with the Canadian Olympic Committee (COC), Own the Podium (OTP), the Canadian Paralympic Committee (CPC), and Sport Canada.

INFORMATION TECHNOLOGY

This past year, the CAC technology team completed planned improvements to The Locker, our Learning Management System, and development work related to The Links – all fairly large projects that are now live and operating successfully. Phase 1 work related to eCommerce was also completed with launch expected in 2013.

PROGRAMS



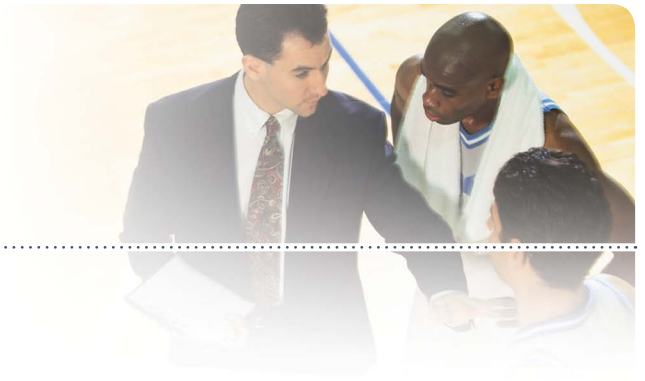
Investors Group Community Coaching Conferences

► <http://www.coach.ca/investors-group-community-coaching-conferences-s12763>

Through our partnership with Investors Group, we were able to award over \$57,000 to:

- 44 sport-specific NCCP Workshops;
- 28 community coaching conferences;
- 17 community coaching conferences with an NCCP Workshop.

This financial support allowed for over 1,600 coaches to attend an NCCP Workshop and 6,000 participants to pursue coach development opportunities.



PROGRAMS

Women in Coaching

GRANTS:

Ten National Coaching Institute scholarships grants were provided to female coaches from nine different sports in 2012-13 to assist with their tuition for the completion of Advanced Coaching Diplomas.

Two NSO Women in Coaching grants were awarded to Rowing Canada Aviron and

Water Polo Canada to train over 40 female coaches in the NCCP.

One Professional Development grant was awarded to figure skating coach Michelle Leigh to complete her Level 5 coaching certification.

APPRENTICESHIP PROGRAMS:

National Team Apprenticeship Program (NTAP):

NSOs received communication about the new program for Women in Coaching and criteria for selection in January 2013. The CAC is currently in discussions with Own the Podium regarding targeted sport/coach selection for the 2013-16 NTAP and partnership.

Canada Games Apprenticeship Program:

The CAC hosted two professional development workshops for selected apprentice coaches to develop their coaching skills and assist them with preparation for the 2013 Summer Games in Sherbrooke, QC. The first of two Professional Development workshops for the 2013 Canada Summer Games apprentice coaches was delivered in Montreal, QC from Nov 11-13, 2012 in conjunction with the 2012 CAC Sport Leadership Conference.

CANADIAN JOURNAL FOR WOMEN IN COACHING:

Four issues were published in 2012-13 and were integrated into *Coaches plan* magazine in order to reach a larger audience.

The CAC also entered into a partnership agreement with the University of Juntendo, Tokyo, Japan and its Sport Management Program for the purchase and translation of the *Canadian Journal for Women in Coaching*, as well as providing assistance in the development of a female coaching mentorship program.

NATIONAL COACH WORKSHOP:

The National Coach Workshop was held in Jackson's Point, ON in April 2012 and over 20 female Junior and Senior National and Olympic coaches attended.



AWARDS

The following awards were presented at the Sport Leadership Awards Gala in Montreal.

Geoff Gowan Award

Recognizing lifetime contributions to coaching development



Presented to **Victor Zilberman** and **David Hart**. For more information on each of these outstanding role model coaches, please visit:

► www.coach.ca/-p152560

Honourable Mentions

*Due to a record number of nominations for the Geoff Gowan Award we decided to award Honourable Mentions to three deserving coaches: **Manon Perron**, **Hiroshi Nakamura**, and **Dennis Marineau**. For more detailed information on these deserving coaches, please visit:*

► www.coach.ca/geoff-gowan-award-2012-p151816

Petro-Canada Coaching Excellence Awards



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

53 coaches were presented with this award in 2012. For a complete list of winners, please visit:

► www.coach.ca/-p152452

Investors Group National Volunteer Sport Administrator Award

Retired after its last presentation in 2012, this award honoured a dedicated volunteer sport administrator.

Harold Nicholson, Hartland, NB
Sport: Athletics



► <http://www.coach.ca/investors-group-volunteer-sport-administrator-award-winner-2012-p152695>

Investors Group NCCP Coach Developer Awards

The new Investors Group NCCP Coach Developer Awards recognize outstanding individuals who have gone above and beyond to develop certified and trained NCCP coaches in their communities.

The annual nomination and selection of the Community NCCP Coach Developer Awards will begin in 2013-2014.

The inaugural winner of the National NCCP Coach Developer Award was the late Don Watts from Calgary, AB. To view a video of this most deserving coach developer, visit:

► www.coach.ca/investors-group-nccp-coach-developer-awards-s16419

► [Click to view award video](#)

Queen Elizabeth II Diamond Jubilee Medal



50 outstanding individuals who have been instrumental in the development and delivery of the NCCP over the last four decades were awarded this prestigious award.

For a complete list of winners, please visit:

► www.coach.ca/queen-elizabeth-ii-diamond-jubilee-medal-s16083



BOARD OF DIRECTORS

Gabor Csepregi

Vice-President, Academic and Research - Saint-Boniface University College; Auxiliary Professor, Faculty of Philosophy - Laval University
Chair

Susan Kitchen

Executive Director, Coaches Association of Ontario
Vice-Chair and Provincial/Territorial Coaching and Sport Leadership Council Representative

Jean Blackie

Master Learning Facilitator
Community Coach Member

Paul Carson

Director of Development, Hockey Canada
National Sport Organization Member

Martin Cl  roult

Sport Consultant, Quebec Ministry of Education, Sport and Recreation; Learning Facilitator
Provincial/Territorial Coaching and Sport Leadership Council Representative

Gail Donohue

Vice-President, Coaches of Canada
Coaches of Canada Representative

Roger Duval

Director, Sport and Recreation Branch, New Brunswick Department of Wellness, Culture and Sport
Provincial/Territorial Government Representative

Danielle Goyette

Head Coach, Women's Hockey Team, University of Calgary
Federal Government Representative

Greg Guenther

Director of Coaching, Sport Manitoba
Provincial/Territorial Coaching and Sport Leadership Council Representative

G  rard Janneteau

Member-at-Large

Andr   Lachance

Manager, Operations – Baseball Canada; Head Coach, Women's National Baseball Team
National Sport Organization Member

Larry McMahon

Operations Director, Triathlon Canada
National Sport Organization Member

Ian Mortimer

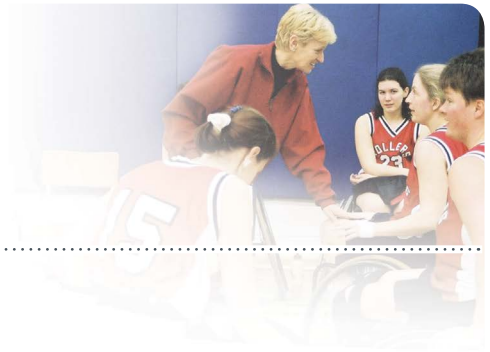
Member, Canadian National Canoe/Kayak Team
Athlete Member

Ranil Sonnadara

Director of Research and High-Performance Computing, McMaster University; Assistant Professor, University of Toronto Mount Sinai Hospital; President, Ontario Fencing Association
Member-at-Large

Jane Watkinson

Dean and Professor, Faculty of Kinesiology and Recreation Management – University of Manitoba
Canadian Council of University Physical Education and Kinesiology Administrators Representative



CAC SPORT PARTNERS

The CAC is a partner-driven organization that relies on the strength of its 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
National Sport Organizations
Provincial/Territorial Governments
Provincial/Territorial Multi-sport Organizations
Public Health Agency of Canada
Coaches of Canada
Own the Podium
Canadian Olympic Committee
Canadian Paralympic Committee
Commonwealth Games Canada
Canadian Sport Institute Network
Canada Games Council
Canadian Council of University Physical Education and Kinesiology Administrators (CCUPEKA)
Sport Matters Group
True Sport
Aboriginal Sport Circle
Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)
Canadian Centre for Ethics in Sport
School Sport Canada
Physical and Health Education Canada
ThinkFirst Canada
Parachute
Canadian Sport for Life



REVENUES & EXPENDITURES



■ Sport Canada:	70%
■ Other Public Funds (Concession):	8%
■ Sponsors:	6%
■ International Programs:	4%
■ NCCP Partner Fees:	7%
■ Registration Fees:	3%
■ Interest & Sundry Revenue:	1%
■ Publication & Merchandise Sales:	1%



■ Research & Development:	45%
■ Salaries:	35%
■ Sales & Marketing:	12%
■ Administration:	7%
■ International Programs:	1%