



COACHING ASSOCIATION OF CANADA  
**2010-2011**  
**ANNUAL REPORT**



Our Vision:

# EVERY COACH IS AN NCCP COACH

Our Mandate:

**“CAC LEADS TRAINING,  
DELIVERY AND PROMOTION  
FOR THE DEVELOPMENT  
OF COMPETENT COACHES  
THROUGH ALL STAGES  
OF CANADIAN SPORT  
FOR LIFE.”**

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

2010 marked a significant milestone in the continuing work of the Coaching Association of Canada.

The launch of a new strategic plan for 2010-2014 signalled a renewed emphasis on the National Coaching Certification Program. With the very strong commitment of the federal/provincial/territorial governments and delivery agencies and the national/provincial/territorial sport organizations, an incredible body of work has been developed over the past ten years reflecting up-to-date coaching and teaching methods. The new NCCP, with its different streams and contexts, links directly to Canadian Sport for Life, and is a much more applied and comprehensive coach training program.

It is now essential that we put these excellent resources into action by broadening the NCCP delivery base. In our new strategic plan, we are: focusing on developing a clear pathway for coaches to progress through the NCCP, ensuring clear and consistent communication, and fully preparing our learning facilitators (LFs) and coach evaluators for their challenging tasks.

Our vision is for every coach to be an NCCP coach. The influence coaches have, particularly over young athletes, is so profound that every coach should be properly and thoroughly trained to take on this crucial role.

With the help of our partners, we are looking forward to continued progress in the coming year.

Sincerely,



Gabor Csepregi  
Chair  
CAC Board of Directors



John Bales  
CEO  
Coaching Association of Canada



**NATIONAL COACHING CERTIFICATION PROGRAM**

**New NCCP Approvals 2010-2011**

• 14 sports received  
Conditional Approval (CA).

• 36 sports received  
Final Approval (FA).

**Break down:**

**Community Sport  
Initiation:** 1 CA, 8 FA  
Sports completed to date: 29/40

**Competition  
Development:** 2 CA, 4 FA  
Sports completed to date: 2/56

**Community Sport  
Ongoing participation:** 0 CA, 1 FA  
Sports completed to date: 3/8

**Instruction  
Beginners:** 2 CA, 7 FA  
Sports completed to date: 18/23

**Competition  
Introduction:** 7 CA, 14 FA  
Sports completed to date: 28/58

**Instruction  
Intermediate performers:** 2 CA, 2 FA  
Sports completed to date: 6/13

**NCCP Delivery**

88,135 coaches entered into NCCP Database

11,837 event forms processed in 2010

8,776 NCCP events took place in 2010  
(forms that have been received)



**National  
Coaching  
Certification  
Program**



## NATIONAL COACHING CERTIFICATION PROGRAM (Cont.)

### Competition - Development Advanced Gradation

#### *The National Coaching Institute (NCI) Advanced Coaching Diploma*

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 takes advantage of the excellent environment that the CSCs offer, with expert sport science and medicine personnel and high performance coaches who serve as master and mentor coaches. In 2010-2011, all seven NCIs launched the new curriculum under four key themes: **Performance Planning, Coaching Leadership, Coaching Effectiveness, and Training and Competition Readiness**. More than 75 coaches have been piloting the new curriculum over the last year.

NCI presenters and theme leaders have started validating the new curriculum, so that adjustments can be made for 2011-2012.

### High Performance Coaching

CAC is working closely with Own the Podium and selected national sport organizations to increase the depth of national level coaches in Canada. The *“Accelerated Coach Excellence”* program identifies coaches at, or approaching, national team coach level, and provides extensive learning opportunities over a two to three year period to prepare them for future national coach positions.

In 2010-2011, five sports initiated this program with over 20 coaches participating in:

- CanoeKayak
- Snowboard
- Rowing
- Field hockey
- Speed skating (short track)

A number of other sports are in the planning stage for 2011-2012:

- Synchronized swimming
- Athletics
- Speed skating (long track)
- Paralympic sports

4 Key Themes
Performance Planning
Coaching Leadership
Coaching Effectiveness
Training and Competition Readiness



## CANADIAN SCHOOL SPORT FEDERATION

### Coaching In Schools Module

The Ontario Federation of School Sport Athletics was the first Provincial School Sport Association to have their version of the Coaching in Schools module approved.

The module is titled: *Coaching in Ontario Schools*, and has been a big success in Ontario since its launch this fiscal year.

### Coaching in Ontario Schools

<b>Total Trained Coaches to April 1st:</b>	<b>826</b>
Faculty of Education:	628
Boards of Education:	123
Other:	75
<b>Workshops Conducted:</b>	<b>37</b>
<b># Trained Instructors:</b>	<b>26</b>

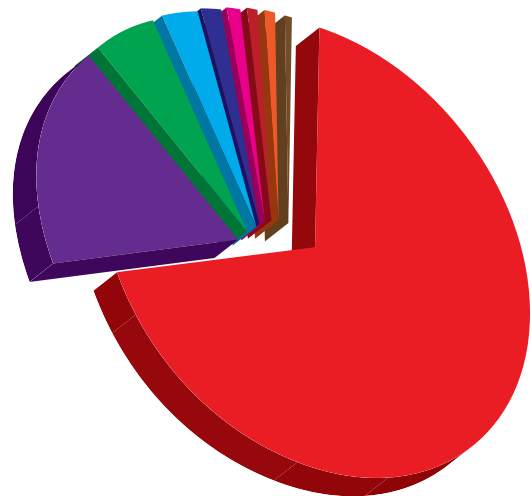
## FUNDAMENTAL MOVEMENT SKILLS

Based on the Canadian Sport for Life model of long-term athlete development, these NCCP workshops explore the themes of fair play, safety responsibility, and communication. The goal is to expose participants to an innovative process that will help them teach Fundamental Movement Skills (FMS) like throwing, hopping, jumping, kicking, striking, balancing, catching, and agility to children.

- FMS Coach Professional Development Workshops offered: **286**
- FMS Community Leader Workshops offered: **1380**

### Provincial Breakdown

<b>1140</b> ON	<b>303</b> AB	<b>91</b> SK
<b>49</b> BC	<b>28</b> QC	<b>21</b> MB
<b>15</b> NB	<b>11</b> NS	<b>8</b> NT





## INTERNATIONAL DEVELOPMENT

**“ MANY COUNTRIES HAVE RECOGNIZED THE VALUE OF THE NCCP. JORDAN, MALAYSIA, PORTUGAL, QATAR AND HAITI HAVE ACTIVE RELATIONSHIPS WITH CAC AND THE NCCP FOR COACH EDUCATION.”**

Since December 2010, CAC has been mandated by Sport Canada to work on an international training mission to develop the sport structure in Haiti by training new coaches in different sports and to take better care of youth in great need of leisure and health activities.

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. The relationship with these countries also offers exciting opportunities for many of Canada's top Learning Facilitators to travel abroad, represent Canada and the NCCP, and hone and demonstrate their amazing facilitation skills.

## MARKETING & COMMUNICATIONS

### Marketing Highlights

#### Rebranding of the CAC & NCCP

Our 2010 rebranding objective was to ensure that the CAC and NCCP brands are always consistent: that they look, sound and feel the same across all applications; because consistency at every touch point is what builds a strong, lasting brand.

We created a brand promise that articulates the CAC focus, and have developed a brand guide that will act as a playbook moving forward, helping us to achieve the consistency the CAC and NCCP brands need to thrive.

### Marketing Program

#### 55links – First sport: BASEBALL

The goal for this pilot program with baseball was to have **55 links** from national, provincial and club level baseball websites all using the same clear and consistent coach education information. We worked closely with each organization to ensure that the process of becoming a trained coach is a simple one. The pilot program provided analysis, and then developed marketing materials and a web-based coach pathways application that together, help coaches determine their unique pathways to coaching success.



## MARKETING & COMMUNICATIONS (Cont.)

### Communication highlights



#### Coach.ca re-launch:

The CAC website received a complete overhaul and was re-launched on October 21st, 2010. The site received over 1.5 million page views over the past year.

With eye-catching visuals, improved navigation and re-energized content, Coach.ca is about connecting and engaging the lively and passionate coaching community. It's a place that highlights the value that coaches provide, while giving them access to a wealth of information about coaching, sport nutrition, and current research.



#### Coaching e-news:

A monthly coaching newsletter featuring sport nutrition tips, coach profiles, and other items of interest to the Canadian coaching community is sent to over 180,000 people at the beginning of every month.



#### Social Media:

CAC launched a Facebook page in October 2010 that now has over 1000 fans. During the 2011 Canada Winter Games, eight Women in Coaching apprentice coaches blogged on coach.ca about their experiences at the Games.





## OVERVIEW OF CAC PROGRAMS

### Sponsorships

Although GM has chosen not to renew the Making Dreams Possible program, we are thrilled to build on an incredibly successful partnership with Investors Group. Their generous contribution will allow us to build a community coach support area on coach.ca. Our goal is to have 500,000 NCCP coaches actively using the site, and to have 800,000 visits to coach.ca in the coming year.

TSN and Petro-Canada also remain loyal CAC supporters, and we are very proud of the solid partnerships we've formed and continue to maintain with these two organizations.

### Investors Group Community Coaching Conferences



- All-time high of 87 conferences across Canada.
- Approximately \$70,000 awarded to support these conferences.
- 87 volunteer sport administrator awards presented.
- Overall attendance just shy of 8,000 community coaches and volunteer administrators.



### Campbell's Chunky Sport Nutrition

This is a very powerful and needed program. Sponsored by Chunky for several years, it has been a great success on many levels. Our objective for the program this year is to develop more of a National presence for the program. 2.4M impressions are made every year, thanks to the 50,000+ tips that are downloaded and distributed annually.

- Click [here](#) to read more nutrition tips.
- 32 Dietitians from across Canada (in 8 provinces) are part of CAC's Sport Nutrition Registry.
- Click [here](#) to find a Dietitian.



### Chevrolet Making Dreams Possible

#### Chevrolet Club Coaching Grant:

- 101 community clubs were each awarded \$2,000.
- In the last wave of club coaching grants, applications received reached an all-time high of 463.

#### Chevrolet High Performance Coach Grant:

- 10 coaches and their athletes were each awarded \$10,000.
- Total amount of grants awarded under the program: \$302,000.

### 4 Year Relationship Summary:

Chevrolet's direct support of coach education and development through this program has impacted more than 30,418 coaches and approximately 278,590 athletes in 193 communities across the country.





## OVERVIEW OF CAC PROGRAMS (Cont.)

### Petro-Canada Sport Leadership sportif – Ottawa 2010



- 745 delegates; all levels of sport represented.
- 6 national partners and four conference sponsors involved.
- Keith Pelley, President of Rogers Media delivered the keynote address. Other keynote addresses delivered by: Dr. Linda Duxbury, Carleton University, Mike Kujawski, Centre of Excellence for Public Sector Marketing, Robin Mednick, President and Executive Director of Pencils for Kids.

Coaches reception held on Parliament Hill, an exclusive VIP event hosted by the Coaching Association of Canada and Sport Matters Group. Attended by:

- Honourable Gary Lunn, Minister of State (Sport).
- Alex Baumann, Chief Executive Officer, Own the Podium.
- John Furlong, Chief Executive Officer, VANOC.
- Keith Pelley, President, Rogers Media.
- John Bales, Chief Executive Officer, Coaching Association of Canada.
- Pierre Lafontaine, Chief Executive Officer/ National Coach, Swimming Canada.
- 2010 Geoff Gowan award winner – Dru Marshall, Victor Zilberman, 10-time Petro-Canada Coaching Excellence Award recipient, and other Petro-Canada award winners.

### Awards

The Sport Leadership Awards are an opportunity for the sport community to honour those who give so much to their athletes and sport day in and day out. This year, the following coaches and volunteers were honoured for their excellence and commitment to their sport, their athletes, and to coaching.

- 43 Petro-Canada Coaching Excellence Award recipients, including first-ever ten-time recipient Victor Zilberman. View the complete list of recipients [here](#).
- Geoff Gowan Award presented to Lyle Sanderson (Athletics) and Dr. Dru Marshall (Field Hockey). View list of past recipients [here](#).
- Investors Group National Volunteer Sport Administrator Award presented to Joanne Ans (Nova Scotia). View list of past recipients [here](#).



## WOMEN IN COACHING

### Canada Games Apprenticeship Program

This program was a huge success. We had 19 coaches representing 14 sports attend two professional development seminars hosted by CAC. Canada Games provided accreditation for the coaches to attend, and all had a great learning experience with their mentor coaches at the Canada Winter Games in Halifax. Several provinces (BC, SK, MB, ON, QC, NB, NS) provided financial support for the coaches to attend the National Coach Workshop, helping to make this brand new initiative a success right out of the gate!

Click [here](#) to read more about this year's apprentice coaches.

### National Team Coaching Apprenticeship Program

The six National Team Coaching Apprenticeship Program coaches representing diving, curling, fencing, soccer, athletics and biathlon enjoyed a very successful year. Their athletes attained unprecedented results during competitions at the international, world and Commonwealth Games level. The coaches attended two professional development seminars and meetings in conjunction with Petro-Canada Sport Leadership sportif and the National Coach Workshop.

Click [here](#) to read more about each of this year's apprentice coaches.

### We are coaches

Over 20 grants were issued to 17 sport organizations and 11 different sports to train women coaches and LFs through this grant program at the community sport level. Over 150 women and eight new female learning facilitators have been trained through the We are coaches program.

### Professional Development Grants

Three coaches from sailing, judo and synchronized swimming benefited from the CAC Professional Development grants provided through WiC. The \$2000 grants assisted them in attending world and national level competitions with their athletes.

### National Sport Organization (NSO) Grants

Grant recipient Rugby Canada trained over 30 women coaches and five female LFs this year in the NCCP Competition - Introduction stream through the support of CAC's WiC NSO grant. Four other NSOs received these grants including Rowing Canada, Water Polo Canada, CanoeKayak Canada and Athletics Canada. A total of 65 coaches received training.

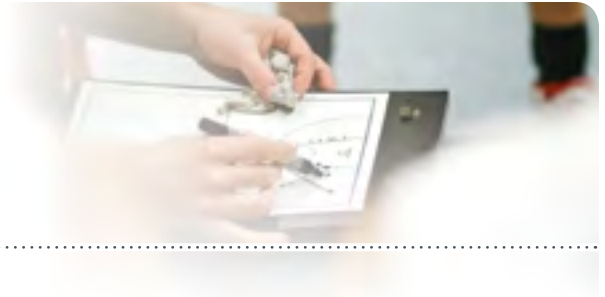
### National Coaching Institute Scholarship Grants

Eleven coaches from seven different sports received NCI scholarship grants.

### National Coach Workshop

CAC hosted the National Coach Workshop, attended by over 35 women coaches from 25 different sports from March 25-27, 2011 at Jackson's Point, ON.

Click [here](#) to read a report of this event.



## COACHING RESEARCH COMMITTEE

The Coaching Research Committee was formed in 2005 to assist CAC in the development of a formal research program, and to create a stronger link between university-based research and CAC programs and services.

As a result:

- The committee approved and provided funding to three external academic coaching research projects in 2010-2011 at \$7,000 each.
- Total number of approved projects (2006-2010): 17 - totalling \$110,000 in coaching research funding.

- In Ottawa at Sport Leadership sportif 2010, 30 coaching research projects were showcased, as part of the conference research stream, representing academic institutions from coast to coast.

Click [here](#) to read more about the Coaching Research Committee.

## BOARD OF DIRECTORS

**Gabor Csepregi**  
Chair

**Susan Kitchen**  
Vice-Chair and Provincial/Territorial Coaching and Sport Leadership Council Representative

**Jean Blackie**  
Community Coach Member

**Paul Carson**  
National Sport Organization Member

**Martin Clérout**  
Provincial/Territorial Coaching and Sport Leadership Council Representative

**Gail Donohue**  
Coaches of Canada Representative

**Roger Duval**  
Provincial/Territorial Government Representative

**Danielle Goyette**  
Federal Government Representative

**Gérald Janneteau**  
Member-at-Large

**André Lachance**  
National Sport Organization Member

**Gordon May**  
Provincial/Territorial Coaching and Sport Leadership Council Representative

**Larry McMahon**  
National Sport Organization Member

**Ian Mortimer**  
Athlete Member

**Ranil Sonnadara**  
Member-at-Large

**Jane Watkinson**  
Canadian Council of University Physical Education and Kinesiology Administrators Representative



## 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

National Sport Organizations

Provincial/Territorial Governments

Provincial/Territorial Multi-sport Organizations

Service Canada

Own the Podium

Canadian Olympic Committee

Canadian Paralympic Committee

Commonwealth Games Canada

Canadian Sport Centres

Canada Games Council

Canadian Council of University Physical Education and Kinesiology Administrators (CCUPEKA)

Sport Matters Group

True Sport

Aboriginal Sport Circle

Canadian Association for Advancement of Women and Sport and Physical Activity (CAAWS)

Canadian Centre for Ethics in Sport

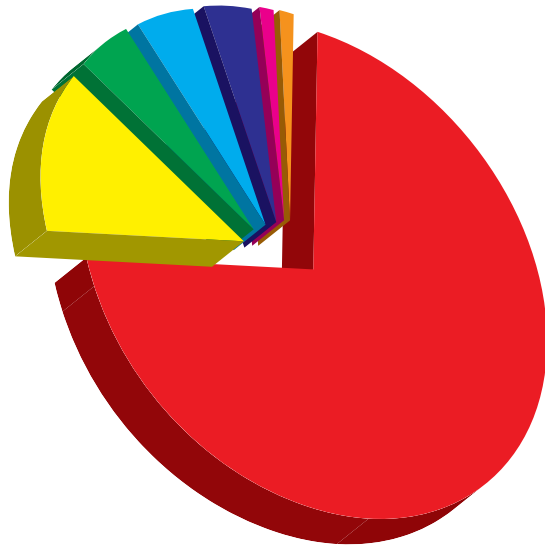
Canadian School Sport Federation

Physical and Health Education Canada



**REVENUES & EXPENDITURES**

**REVENUE: For the 12 month period ended 31/03/2011**



■ Sport Canada:	71%
■ Sponsors:	13%
■ Fundraising:	5%
■ NCCP Partner Fees:	5%
■ Registration Fees:	4%
■ Interest & Sundry Revenue:	1%
■ Publication & Merchandise Sales:	1%

**EXPENDITURE: For the 12 month period ended 31/03/2011**



■ NCCP:	31%
■ Salaries:	28%
■ Coach Services & Special Projects:	19%
■ Administration:	12%
■ High Performance:	10%

