

COACHING ASSOCIATION OF CANADA

2013-2014 ANNUAL REPORT

COACH


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REACH HIGHER



MAKING COACHES BETTER - TOGETHER

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

This past year was one of transition in the senior leadership at the Coaching Association of Canada (CAC). The potential for the future exists because of the dedicated leadership that has served the organization to date, from the late Dr. Geoff Gowan, to more recently John Bales, who helped shape the CAC for many years. It is from their tireless efforts that we will continue to make the organization perform and improve to meet the needs of coaches and the coaching community.

The CAC's direction, under the leadership of Lorraine Lafrenière, is to make coaches better – together.

To understand this direction, it's important to understand some of the past. The Coaching Association of Canada was created in the 1970s, in response to a report by the Task Force on Sport for Canadians, tabled in the House of Commons in 1969, which saw the government create a number of arms-length sport agencies. The CAC's mandate was to provide the coaching support necessary to develop elite athletes.

This mandate was created in the absence of any other agency or education body, including universities and colleges, providing this national service. The landscape has changed much since then. There are now many valuable partners in coach education including other organizations, universities, and colleges. And as the landscape changes so must we – we must shift our thinking from monopoly to collaboration. The fastest way to affect better coaching in Canada is to partner and share in providing coach education.

In addition, our thinking around policy must be challenged. Policy must link to the practicality of delivering coach education. This is a more challenging area – but we need to think about how to make things simpler, easier to understand, and how to provide easier access to education – we cannot afford to lose our many potential volunteer coaches because they cannot understand how to gain the knowledge they need to feel confident in being part of our community. In fact, we need to excite them to want to take on the coaching challenge. Our sports, provinces, and territories need the CAC to share in motivating our volunteers to contribute.

We have spent a significant amount of time discussing how we can become more focused on serving the needs of our partners. For instance, how does rolling out new policy affect our partners? How does the timing impact them? How do we explain our information more clearly? How do we remove policies that do not support development? What do we need to do to provide our partners with the right tools to be successful at the provincial/territorial level?

There is so much that can be done to improve support for coaches, however the focus must remain on our mandate in coach education and development. Our goal for the upcoming two years is to complete the NCCP transition, which will require not only focus, but finding creative ways for those sports that may not have the resources to complete sport-specific programs, to get the job done.

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MAKING COACHES BETTER - TOGETHER

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

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This past March also saw Coaches of Canada and the Coaching Association of Canada amalgamating, with Coaches of Canada returning to being the professional coaching department of the CAC. Coaches of Canada has grown since the organization left the CAC in the mid-2000s to provide many important services to Canada's coaches. We will work to further enhance these services with the infrastructure that we have available to us. One recent initiative, with the support of Sport Canada, is to engage in a risk management initiative to protect athletes and coaches. The intent is to propose a model of protecting athletes and coaches within our system, in the absence of a regulatory body for coaching in Canada. This initiative is currently at the data gathering phase and there will be more opportunities to engage in the near future.

The team at the CAC is working through how we can best engage with our partners to continue to challenge ourselves to be better. It's a constant topic of conversation. The goal of the Board of Directors and of staff is to maintain this focus – not just this year – but every month, of every year in our future. We understand that progress is not stagnant, it is constant. We will continue to innovate our services, programs, and processes in order to achieve a greater impact on Canadians from coast to coast.

Gabor Csepregi
Chair, Coaching Association of Canada
Board of Directors

Lorraine Lafrenière
CEO, Coaching Association of Canada



NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

The Launch of Maintenance of Certification

The National Coaching Certification Program (NCCP) continued its evolution as a world-leading coach education program by launching its Professional Development component on January 1, 2014. The Coaching Association of Canada and the NCCP partnership recognize the value of having certified NCCP coaches that are engaged in Professional Development programs which reinforce the values of lifelong learning and sharing amongst the coaching community.

All Certified NCCP coaches are now required to maintain their certified status over a defined period of time by accumulating credits for completion of professional development activities. To date, there are over 235 professional development events delivered by our partners which are being tracked in The Locker. These, along with all of the NCCP multi-sport and sport-specific modules offer many options for coaches to explore and enhance their own development and learning paths.

Finally, maintenance of certification also incorporates the tracking of active coaches. The CAC recognizes the commitment of coaches in Canada and as a result provides the opportunity for NCCP coaches to declare they are actively coaching each calendar year. This provides one credit to NCCP coaches towards their maintenance of certification, and allows the CAC to track the number of active coaches in Canada.

Coach Developer Systems

Coach Developer is the umbrella term used to capture the roles in the NCCP that are directly responsible for the development of coaches, those being: Master Learning Facilitators (MLFs), Advanced Learning Facilitators (ALFs), Learning Facilitators (LFs), Master Evaluators (MEs), Advanced Evaluators (AEs), and Evaluators (Es). The goal of this year was to create a clear and simple framework from which to train, develop, and certify the best coach developer workforce in the world.

This began with replacing the existing LF policy with a new "Coach Developer Policy" applicable to the roles listed above. The policy was developed with an advisory committee of 10 National Sport Organizations (NSOs), 1 Provincial/Territorial Coaching Representative (PTCR), and members from the National MLF Team and was passed by the Board of Directors in February 2014.

This policy provides a clear development pathway for all Coach Developers and includes: Core Training, Content-specific Training, Co-delivery, and Evaluation. Having all coach developers follow this path will provide quality assurance and create ambassadors for the NCCP and the Coaching Association of Canada.

In 2013-2014, 976 Coach Developers were trained and 137 Coach Developers were certified.



NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

Advanced Coaching Diploma

105 men and 23 women were enrolled in the Advanced Coaching Diploma across the network of centres and institutes this past year with 23 men, and 13 women graduating.

HP Context

In December 2013, Pierre Trudel from the University of Ottawa and David Hill from the Canadian Sport Institute Pacific, along with Peter Niedre from CanoeKayak Canada, Yves Hamelin from Speed Skating Canada, Dustin Heise from Canada Snowboard, and Andy Van Neutegem from Wheelchair Rugby Canada came together in Victoria to develop the first draft of standards for the High Performance context of the new NCCP.



International Development

Over the past 15 years, the CAC has been very active with its international partners and has also been very pro-active in establishing new relationships with other countries in order to further the development of coaches around the world. This past year, three important additions to the CAC's international partners have been Belgium, France, and Barbados.

Highlights:

ACNOA: The process to establish a major partnership with the majority of the African countries through their Olympic Committees and Olympic Solidarity has been underway over the past year. We are currently working on the final details of the agreement to help formalize a 10-year partnership to allow Canadian NCCP multi-sport modules to be delivered directly in Africa.

Barbados: After brief meetings with their Sport Minister, the CAC confirmed a new partnership with Barbados in the delivery of High Performance Coaching Seminars.

Bahrain: In March 2014, the CAC completed the implementation of the NCCP International Level 3. As in Jordan, we are also currently finalizing a new partnership to implement the NCCP International Level 4 Program in Bahrain.



NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS

Belgium: In 2013, the CAC trained many of the current Belgium coach developers to introduce them to Interactive Learning principles. We are now engaged in helping them review some of their current policies for the overall efficiency of their coach education program.

French Soccer Federation: For the very first time, the CAC has partnered with a foreign National Sport Organization to help them transition parts of their curriculum to a Problem Solving Approach in teaching their coaching courses. They have also purchased NCCP licenses to deliver two Competition – Development multi-sport modules to implement in their current coach pathway.

Jordan: Evaluator and MLF training sessions were completed in September 2013. We are currently finalizing a new partnership to implement the NCCP International Level 4 Program in their country.

Luxembourg: Over the past year, the CAC has completed the full implementation of the Multi-sport Program as Master Learning Facilitators were trained in Luxembourg. The CAC is now working with some Canadian NSOs to implement sport-specific modules in the Luxembourg Coach Education Program.

Trinidad & Tobago: A short-term partnership proposal was sent to the Government of Trinidad & Tobago to follow up on an introduction meeting held in Trinidad in December 2013. A Locker demonstration was hosted by the CAC in early 2014.

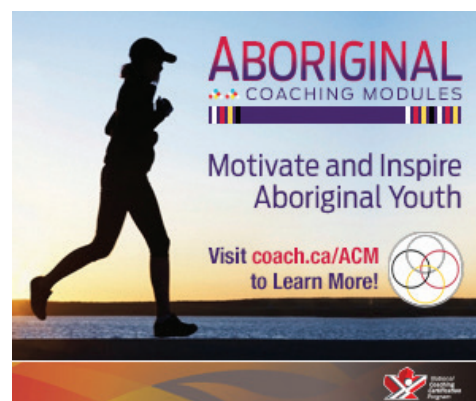
Aboriginal Coaching Modules

The Aboriginal Coaching Modules (ACM) were designed to provide culturally relevant courses for coaches and people working with Aboriginal youth and athletes, and were **delivered 33 times in 2013-2014.**

Participants included 149 men, 183 women, 212 Aboriginals, and 120 non-Aboriginals for a total of 332 coaches.

Coach Developer Training: Seven participants also received ACM LF training, representing the Northwest Territories, Yukon Territory, British Columbia, Saskatchewan, Ontario, and Labrador.

Canada Games Aboriginal Apprentice Coach Program: Eight Aboriginal Apprentice coaches were selected by their Provincial Sport Organizations (PSOs) to represent their province/territory in the process leading up to the Prince George Canada Winter Games. One professional development workshop was held this past May in Saskatoon in conjunction with the Coaches Association of Saskatchewan's coaches conference.





NATIONAL COACHING CERTIFICATION PROGRAM HIGHLIGHTS



NCCP Development

7 Programs received
Conditional Approval (CA).

25 Programs received
Final Approval (FA).

Break down:

Community Sport – Initiation:

- Goalball (FA)
- Hockey (FA)
- Soccer – Active Start (FA)
- Soccer – FUNdamentals (FA)
- Soccer – Learn to Train (FA)
- Water Ski & Wakeboard (FA)

Community Sport – Ongoing Participation:

- Soccer – Soccer for Life (FA)

Competition – Introduction:

- Alpine Skiing – Adapted (FA)
- Boxing (FA)
- Cross Country Skiing (FA)
- Equestrian – Western (FA)
- Fencing (CA)
- Football (FA)
- Freestyle Skiing (FA)
- Snowboard (FA)
- Volleyball (CA)
- Wheelchair Basketball (FA)

Competition – Introduction, Advanced Gradation:

- Football (CA)
- Snowboard – Speed (FA)
- Snowboard – Style (FA)
- Tennis (FA)
- Water Polo (CA)

Competition – Development:

- Basketball (FA)
- Cycling (FA)
- Hockey (CA)
- Lacrosse (FA)
- Racquetball (CA)
- Snowboard – Speed (FA)
- Snowboard – Style (FA)
- Sport Parachuting (CA)
- Tennis (FA)

Instruction – Beginners:

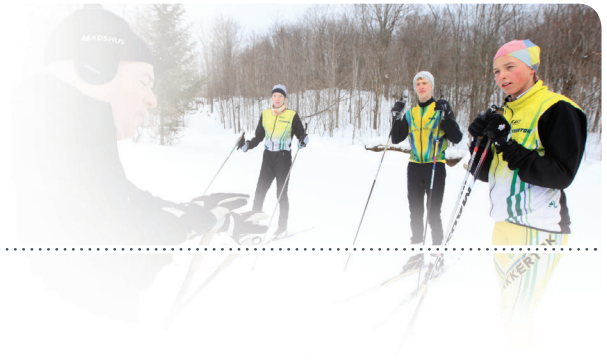
- Alpine Skiing – Adapted (FA)

NCCP Delivery 2013-2014

Total NCCP events (courses/workshops and evaluations): 13,998

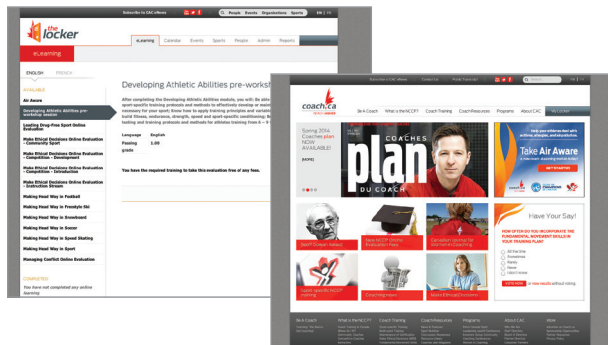
This is an increase of 35% over the previous year.

Total # of new coaches entered in the system: 59,721



MARKETING & COMMUNICATIONS

Integration of coach.ca & The Locker



The integration of The Locker into coach.ca was completed at the end of July 2013. Coaches are now able to access their transcripts, eLearning, course calendars, and more without leaving the framework of coach.ca. A cleaner and easy to navigate home page and redesigned internal pages on coach.ca were also launched at the same time as this integration with the successful end goal of coaches and partners being able to access the most requested content within one-click of landing on coach.ca.

Initiatives

- New web sections were developed for the Fundamental Movement Skills program, the Making Head Way eLearning series, Get Coaching!, and the Maintenance of Certification initiative to make it easier for coaches to understand the products available and to find the correct information.
- A redesigned and renamed “Inside Coaching” newsletter is sent monthly to over 300,000 subscribers and has, on average, a 20% open rate.

COACH.CA

Total visits to all **coach.ca** website properties for this past year: **953,369**
 This can be broken down as follows:

Coach.ca: 579,098 visits
The Locker: 374,271 visits



MARKETING & COMMUNICATIONS

The Links

The Links project helps to create clear and consistent information on how to become a coach (including coach pathways and courses/workshops) on organization websites, thereby decreasing the number of requests for coaching information fielded by NSOs and P/TSOs. This past year, the project continued to evolve with the integration of added website development, focused on enhancing the clarity and consistency of NCCP information available for coaches on NCCP partner websites. This included a new section on how to “Become a coach” and added buttons and text linking to coaching content on coach.ca. The need for greater adoption of the Links tool on provincial/territorial websites has been highlighted as an area for improvement on the part of the NCCP partnership.

Football Canada, Softball Canada, Water Polo Canada, and Gymnastics Canada all had the Links tool with this enhanced web content developed for their websites in 2013-2014. Freestyle Ski had only the Links tool portion of this project built for integration into their website.

The Links tools on all completed sports have received close to 130,000 page views this past year.

Coaches plan magazine



The Coaching Association of Canada and Coaches of Canada joined forces this past year to produce *Coaches plan* magazine – a free publication designed for coaches of all sports, at every level of competition. The magazine is published

quarterly and is packed full of ideas to spark coaching creativity, resources to help coaches plan, prepare, and deliver exceptional coaching, profiles on coaches who are making an impact in Canada, and much more.

Total pageviews over four issues: 505,350

Coach Photogallery

The need for high quality coaching images was highlighted as an area of priority in order to properly market our products. As a result, images were captured from 10 sports over the past year and are now posted on a brand new photogallery at:

► <http://coach.photoshelter.com>.

Images are free to be downloaded and utilized by the NCCP partnership.



Social Media



Several communications and marketing initiatives utilized social media this past year including: Sochi Olympic and Paralympic Games posts recognizing coaching contributions to medal performances, “Change your Game” videos on YouTube featuring top coaches and coach developers, CAC event coverage with photos and posts, and regular posts highlighting current issues, stories, and coaches in the news.

- **The CAC community on Facebook increased 23% from 3523 to 4327 followers.**
- **Twitter presence increased 50% from 2050 to 4067 followers.**



INFORMATION TECHNOLOGY

This past year, the CAC technology team completed planned improvements to The Locker, implementation of Maintenance of Certification and Professional Development in The Locker, integration of The Locker into the coach.ca website, a conference registration system used for both Partners Day and the Petro-Canada Sport Leadership sportif conference, an eCommerce gateway, the Sport Data Connector technology which allows external sport databases to “synch” their data with The Locker, as well as the development of VIP reports which clearly detail NCCP delivery over a span of time. Phase 1 work related to integrating a targeted mass email tool with The Locker was also initiated.

PROGRAMS

Women in Coaching

GRANTS

Ten National Coaching Institute scholarship grants were provided to female coaches from nine different sports in 2013-14 to assist with tuition for the completion of their Advanced Coaching Diploma.

National Team Apprenticeship Program (NTAP)

The CAC worked with the sports of women’s hockey, wrestling, and soccer to engage selected coaches into an apprenticeship program for 2014-16.

A special initiative was hosted with Hockey Canada

in December 2013 that invited coaches from three different sports (volleyball, rugby, and speed skating) to attend practices, meetings with integrated support staff, and to watch the 2014 Women’s Olympic hockey team’s Olympic simulation game in Calgary.



Canada Games Apprenticeship Program

The CAC hosted two professional development workshops for 19 selected apprentice coaches from 13 sports to develop their coaching skills and assist them with preparation for the 2013 Canada Summer Games in Sherbrooke, QC. The second of these workshops was delivered in Banff,

AB in April 2013 in conjunction with the Alberta Sport Conference and World CS4L Summit.

The CAC, in partnership with the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), also hosted a Women in Coaching reception at the 2013 Canada Games to recognize all the women coaches who attended the Games.

Canadian Journal for Women in Coaching

Four issues were published in 2013-14 and were integrated into *Coaches plan* magazine in order to reach a larger audience.

National Coach Workshop

The National Coach Workshop was held at the Lord Elgin Hotel in Ottawa, ON from March 28-30, 2014 and over 23 female Junior and Senior National and Olympic coaches attended representing 16 different sports.



PROGRAMS

Coaching Research

External Funded Projects: This year, two projects were funded through the Coaching Research Committee adjudication:

- **Implementing a process to test and improve validity and reliability of instruments for assessing coaching competency in two NCCP sports**

Lead Researcher: Keith Russell, University of Saskatchewan

Project Partner: Gymnastics Saskatchewan

- **Enabling women coaches to develop effective leadership behaviours in the performance-driven sport context**

Lead Researcher: Penny Werthner, University of Calgary

Core Funded NCCP Quality Assurance

Our core Support to Sport funding also contributed to a study on Trained-to-Certified coach conversion rates in partnership with Ringette Canada and the Canadian Lacrosse Association, which was presented at Partners Day. Additionally, the CAC partnered with Hockey Canada, Soccer Canada, and Baseball Canada on a research initiative entitled, "Effectively delivering coaching education by Learning Facilitators".

Research Symposium 2013

Through the Research Symposium at the Petro-Canada Sport Leadership sportif conference in Calgary, 20 unique academic research projects dedicated to coaching were presented in oral and poster format by a range of researchers from across the country.

Air Aware eLearning Module

▶ <http://coach.ca/air-aware-s16818>

The Air Aware eLearning Module, produced in partnership with Clean Air Champions, was launched January 29, 2014, and has been accessed 310 times since launch.



The Air Aware Coach Module was peer-reviewed by top medical, healthcare, coaching, and air quality science experts from across Canada. It is designed to cover the fundamental issues related to air quality, respiratory health, and allergy for any level of coaching, as well as for healthcare workers, physical education teachers, respirologists, nurses, parks and recreation staff, and anyone involved with physical activity programs.



SPONSORSHIP AND EVENTS

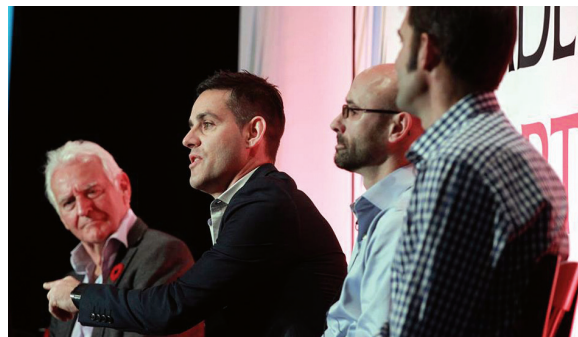
The CAC continued to benefit from the support of its two key corporate partners: Petro-Canada and Investors Group. Through their continued generous support, the CAC is able to recognize and celebrate Canadian coaches and coach developers, and to support their coach education.

Petro-Canada Sport Leadership sportif 2013

The 2013 Petro-Canada Sport Leadership sportif conference was hosted in Calgary, Alberta at the Westin Calgary from November 7-9. More than 400 delegates attended the event, representing all levels of sport. The conference was themed around creating a positive team culture and benefited from an emotional keynote speech by Elizabeth Manley with a surprise Skype visit from hockey coach Dave King, who played such a pivotal role in her silver medal performance at the 1988 Olympic Winter Games in Calgary. The conference also saw the debut of national team coach panels that featured: Carla Nicholls (Athletics Canada), Danièle Sauvageau (Hockey Canada), Shawnee Harle (Canada Basketball), John Herdman (Soccer Canada), Frank Dick (Athletics), Justin Wadsworth (Cross Country Canada), and Marcel Lacroix (Speed Skating Canada).

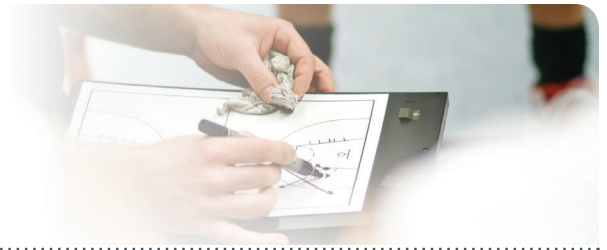
As a service to the partnership, 28 partner meetings were hosted by the CAC including board meetings, annual general meetings, and committee sessions. In addition to the reduced rates and logistical support provided by the CAC, the 522 participants also benefited from the attendance of these individuals and organizations.

SPORT LEADERSHIP SPORTIF



Petro-Canada Sport Leadership Awards Gala

The Petro-Canada Sport Leadership Awards Gala was hosted at Stampede Park in Calgary on November 8, 2013. Twenty-two award winners attended the evening which had a corporate cowboy theme and featured guest emcee Cassie Campbell-Pascall.



SPONSORSHIP AND EVENTS

Petro-Canada Coaching Excellence Awards



These awards are presented to coaches who have coached athletes to podium performances at World Championships, Olympic Games, Paralympic Games and/or the Special Olympics World Games during the previous year.

77 coaches were presented with this award in 2013. For a complete list of winners, please visit:

► <http://coach.ca/petro-canada-coaching-excellence-awards-s16538>

Geoff Gowan Award

Recognizing lifetime contribution to coaching development. Presented to judo coach **Hiroshi Nakamura** and bobsleigh coach **Dennis Marineau**. For more information on each of these outstanding role model coaches, please visit:

► <http://www.coach.ca/p152560>

This year, the Geoff Gowan Award also found a new home in Canada's Sports Hall of Fame in Calgary, Alberta, where the award and recipients are featured alongside Canada's other medals of achievement in sport.



Investors Group Coach Developer Awards

The 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.

Community: 12 deserving Coach Developers were recognized in their communities with Community NCCP Coach Developer Awards.

National: The winner of the 2013 National NCCP Coach Developer Award was Jill Brewer from St. John's, NL. Jill Brewer is a certified Level 4 NCCP diving coach who has mentored, taught, and impacted many coaches across Canada. She is also a certified Learning Facilitator and Evaluator in all levels of diving and has facilitated too many courses – both diving and multi-sport – to count.



Learn more about the Investors Group Coach Developer Awards:

► <http://coach.ca/investors-group-nccp-coach-developer-awards-s16584>



INVESTORS GROUP COMMUNITY COACHING CONFERENCES

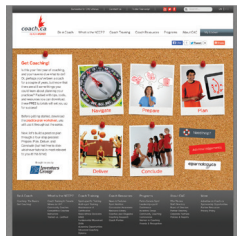


Through our partnership with Investors Group, we were able to fund the following:

- 59 sport-specific NCCP workshops and coach developer training opportunities;
- 15 community coaching conferences;
- 17 community coaching conferences with an NCCP workshop.

This financial support allowed over 1,400 coaches to attend an NCCP workshop and nearly 3,800 participants to pursue coach development opportunities.

Get Coaching!



Presented by Investors Group and launched in July 2013, ***Get Coaching!*** is a **FREE** online tutorial series designed to provide new coaches with basic coaching tips while guiding them towards building their own practice plan. ***Get Coaching!*** introduces coaches to the National Coaching Certification Program in an accessible and non-intimidating environment to foster potential coach development and to encourage further coach education!

In 8 months, the Get Coaching! page on coach.ca received 15,000 page views

PARTNERS DAY

Partners Day was hosted at the Brookstreet Hotel in Ottawa, ON on June 6, 2013 and welcomed 132 of the CAC's partners representing national, provincial, and territorial organizations in order to further the development of the NCCP in Canada.



BOARD OF DIRECTORS

Gabor Csepregi

Chair

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

André Lachance

Vice-chair and National Sport

Organization Member

Manager of Operations, Baseball Canada;
Head Coach, Women's National Baseball team;
Professor - School of Human Kinetics,
University of Ottawa

Gail Donohue

Vice-chair and High Performance Coach Member

Vice-President, Coaches of Canada

Paul Carson

National Sport Organization Member

Vice-President - Hockey Development, Hockey Canada; Co-chair - Hockey Development committee, International Ice Hockey Federation

Larry McMahon

National Sport Organization Member

Vice-president and Director of Coaching,
Triathlon Canada

Manon Landry Ouellette

Provincial/Territorial Coaching and Sport

Leadership Representative

Executive Director, Coach New Brunswick;
Coach, Capital City Skating Club

Greg Guenther

Provincial/Territorial Coaching and Sport

Leadership Council Representative

Director of Coaching, Sport Manitoba

Stephen Gallant

Provincial/Territorial Government Representative

Senior Director, Active Living Branch – Nova Scotia
Department of Health and Wellness

Martin Cléroutt

Provincial/Territorial Coaching and Sport

Leadership Council Representative

Sport Consultant, Quebec Ministry of Education,
Sport and Recreation

Ian Mortimer

Athlete Member

Retired athlete, Canadian National Canoe Team;
Coach, War Canoe Coordinator, and Board
Member, Rideau Canoe Club

Danielle Goyette

Federal Government Representative

Head Coach - Women's Hockey, University of
Calgary; Skating Instructor, Canadian National Ice
Hockey Team

Jean Blackie

Community Coach Member

Curling Coach and Team Manager, Canada
Games; NCCP Master Learning Facilitator, Curling

Kerry Mummery

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

Representative

Dean - Faculty of Physical Education and
Recreation, University of Alberta; Board Member,
Swimming Canada

Daniel Domitrovic

Member-at-Large

High Performance Hockey Coach;
NCCP Coach Mentor, Hockey

Ranil Sonnadara

Member-at-Large

Behavioural Neuroscientist and Research
Computing Specialist, McMaster University;
NCCP Master Learning Facilitator and Master
Evaluator, Fencing; Head Coach, Westdale
Fencing Club



CAC STAFF

Lorraine Lafrenière - Chief Executive Officer

Marc Schryburt - Chief Operating Officer and Director, International Programs

EDUCATION PARTNERSHIPS TEAM

Kathy Brook - Senior Coaching Consultant, Coach Developer Systems

Isabelle Cayer - Senior Coaching Consultant, Women in Coaching

Neale Gillespie - Senior Coaching Consultant, Policy Development

G rard Lauzi re - Senior Coaching Consultant, High Performance

Laura Watson - Senior Coaching Consultant, Multi-sport Module Development

Jenny Davey - Coaching Consultant, Research

Anthony Bhagwandin - Product Development Coordinator and Coaching Consultant

Claudia Gagnon - Community Outreach Coordinator and Coaching Consultant

Doug Krochak - Coaching Consultant, School System Support

Anthony Sauv  - Manager, Aboriginal Coach Development

MARKETING & COMMUNICATIONS TEAM

Julie Parkins-Forget - Manager, Marketing & Communications

Krissy Murphy - Coordinator, Communications

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Jonathan Lavoie - Copeland - Director, Information Technology

Darren Larose - Software Developer

Jeff Mees - Software Developer

Itamar Lopes - Coordinator, Information Technology

COACH & PARTNER SERVICES TEAM

Chris Patterson - Links Coordinator, Team Leader – Coach & Partner Services

Alexandre Dumond - Coach & Partner Services

Jennifer White - Coach & Partner Services

FINANCE & ADMINISTRATION TEAM

Valerie Aji - Director, Finance & Administration

Lucie LeBel - Coordinator, Official Languages

Martial Desrosiers Drainville - Coordinator, Administration

Anne-Andr e Sirois - Coordinator, Finance & International Programs

Erica Bergman - Assistant, Finance



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:

- Alpine Canada Alpin
- Archery Canada
- Athletics Canada
- Badminton Canada
- Baseball Canada
- Biathlon Canada
- Bobsleigh Canada Skeleton
- Bowls Canada Boulingrin
- Boxing Canada
- Canada Basketball
- Canada Snowboard
- Canadian 5-Pin Bowlers Association
- Canadian Association for Disabled Skiing
- Canadian Blind Sports Association
- Canadian Broomball Federation
- Canadian Cerebral Palsy Sports Association
- Canadian Curling Association
- Canadian Cycling Association
- Canadian Fencing Federation
- Canadian Freestyle Ski Association
- Canadian Handball Association
- Canadian Lacrosse Association
- Canadian Luge Association
- Canadian Ski Coaches Federation
- Canadian Soccer Association
- Canadian Sport Parachuting Association
- Canadian Table Tennis Association
- Canadian Team Handball Federation
- Canadian Tenpin Federation
- Canadian Weightlifting Federation
- Canadian Wheelchair Sports Association
- CanoeKayak Canada
- Cricket Canada
- Cross Country Canada
- Diving Plongeon Canada
- Equine Canada
- Field Hockey Canada
- Football Canada
- Golf Canada
- Gymnastics Canada
- Hockey Canada
- Judo Canada
- Karate Canada
- Nordic Combined Ski Canada
- Orienteering Canada
- PGA of Canada
- Racquetball Canada
- Ringette Canada
- Rowing Canada Aviron
- Rugby Canada
- Sail Canada
- Shooting Federation of Canada
- Skate Canada
- Ski Jumping Canada
- Softball Canada
- Special Olympics Canada
- Speed Skating Canada
- Squash Canada
- Swimming Canada
- Synchro Canada
- Taekwondo Canada
- Tennis Canada
- Triathlon Canada
- Ultimate Canada
- Volleyball Canada
- Water Polo Canada
- Water Ski and Wakeboard Canada
- Wheelchair Basketball Canada
- Wrestling Canada Lutte



CAC SPORT PARTNERS

Provincial/Territorial Coaching Representatives:

- Alberta Sport
- Via Sport British Columbia
- Sport Manitoba/Coaching Manitoba
- Coach New Brunswick
- Government of Newfoundland and Labrador, Dept. of Tourism, Culture and Recreation
- Sport Newfoundland and Labrador
- Province of Nova Scotia
- Sport North Federation
- Government of Nunavut, Sport and Recreation Division
- Ontario Ministry of Tourism, Culture and Sport
- Coaches Association of Ontario
- PEI Department of Health and Wellness
- Sport PEI
- Ministère de l'Éducation, du Loisir et du Sport du Québec
- SportsQuébec
- Sask Sport Inc.
- Government of Yukon, Dept. of Community Services

Canadian Sport Institute Network:

- Canadian Sport Centre Atlantic
- Canadian Sport Institute Pacific
- Canadian Sport Institute Calgary
- Canadian Sport Centre Manitoba
- Institut national du sport du Québec
- Canadian Sport Institute Ontario
- Canadian Sport Centre Saskatchewan

Multi-sport Organizations:

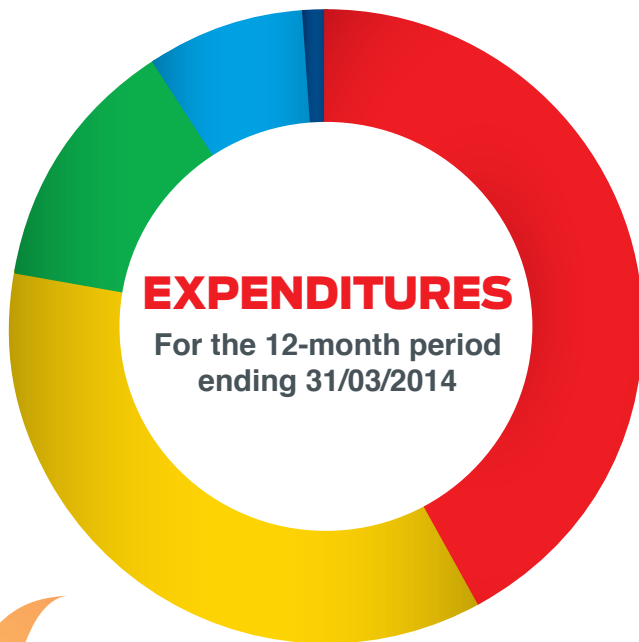
- Coaches of Canada
- Own the Podium
- Canadian Olympic Committee
- Canadian Paralympic Committee
- Commonwealth Games Canada
- Canada Games Council
- Canadian Council of University Physical Education and Kinesiology Administrators (CCUPEKA)
- Sport Matters Group
- Aboriginal Sport Circle
- Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)
- Canadian Centre for Ethics in Sport (True Sport)
- School Sport Canada
- Physical and Health Education Canada
- Parachute
- Canadian Sport for Life
- International Support Program to African and Caribbean Sport (PAISAC)



REVENUES & EXPENDITURES



■ Public Funds/Sport Canada:	77%
■ Partners & Sales:	9%
■ Sponsors:	5%
■ Sport Leadership Conference:	5%
■ International Programs:	2%
■ Others:	1%



■ Salaries & Benefits:	42%
■ Research & Development:	36%
■ Sales & Marketing:	13%
■ Administration:	8%
■ International Programs:	1%