

# Developing and Delivering World-class Coach Education

COACHING ASSOCIATION OF CANADA | 2014-2015 ANNUAL REPORT

# Who we are

The **Coaching Association of Canada** unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence.

## Our Mission

To enhance the experience of Canadian coaches through coaching.

### STRATEGIC IMPERATIVE 1

#### SUSTAINABLE COACH EDUCATION

Create, deliver, and promote quality coach education which impacts the lives of Canadians, in partnership.

### STRATEGIC IMPERATIVE 2

#### COACHING LEADERSHIP

Embrace the true value of coaches and champion a collaborative coaching community.

Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches.

## Mission

Enhance the performance of all athletes through quality coaching.

### STRATEGIC IMPERATIVE 3

#### COACHING PROFESSION

Enhance the profession of coaching.

### STRATEGIC IMPERATIVE 4

#### ORGANIZATIONAL EXCELLENCE

Strengthen and optimize the CAC's resources for maximum impact within the Canadian Sport System.

Gabor Csepregi, Chair, CAC Board of Directors, and Lorraine Lafrenière, CEO, CAC



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

## Investment and Alignment in Coach Education

In the year 2014-2015, the Coaching Association of Canada (CAC) focused on investment and alignment in the coach education partnership. It is a theme that reflects the contributions made by each department of the CAC towards our Strategic Imperatives and captures the significant efforts of our partnership working collectively to enhance delivery of the National Coaching Certification Program (NCCP) across the country.

Together, we have taken significant steps in redefining our programs and services. We improved the completion of National Sport Organizations' (NSOs) curriculum within the NCCP. We reached a significant benchmark with 80% completion of required development. This successful rate of development is directly related to the optimization of staff and financial resources which resulted in providing additional support, collaboration, and expertise to our national sport partners throughout the development process. In addition, there was a need to re-evaluate certain components of the NCCP towards multi-sport delivery. The Provincial/Territorial Coaching Representatives (PTCRs) were engaged in the design of a more robust and sustainable delivery.

While investing in partnerships, our staff also contacted and engaged key partners in order to share, to train, and to communicate NCCP services directly to Provincial/Territorial Sport Organizations (PTSOs) and to support the delivery of the National Sport Organizations' curriculum. We initially halted any new NCCP curriculum development and directed all our resources towards the completion of core curriculum required by all the 67 sports.

We were also able to reaffirm our leadership within the Canadian Sport System. We developed stronger partnerships with other multi-sport service organizations such as Own the Podium (OTP), the Canadian Paralympic Committee (CPC), the Canadian Olympic Committee (COC), and Canadian Sport for Life (CS4L). We wanted to develop a collective sport community. We created the High Performance Pilot project, we reviewed the Paralympic sport development, and we carried out the integration of services provided by CS4L into our own services provided to the Canadian Sport System.

Essentially, our goal was to create a system that helps all the National Sport Organizations achieve their own objectives. The desire to continually monitor, improve, and harmonize our services is critical for our effort of making a profitable use of the investment made by our governmental and corporate partners. We want to create a better society through sport.

In 2014-2015, we clearly expressed our commitment to enhance the profession of coaching in Canada. The economies of scale in merging resources within one organization set the stage for becoming a stronger educational and professional body for coaches in Canada. The Locker, Canada's NCCP coach registry will take on a greater role in ensuring the quality of coaching in Canada. We will be able to track coaches beyond their education requirements and to improve the safety of the profession from a legal standpoint. It is an area that requires caution and partnerships beyond sport.

The groundwork for engaging partners beyond the traditional NCCP curriculum has been established. Lifelong learning and professional development opportunities have dramatically increased. We are able to recognize various educational activities and initiatives. Again, we are going to enhance the quality of coaching and engage more partners in our educational efforts.

Our Board of Directors remains an important source of guidance for our staff. The members of the Board support the Association's focus on excellence and on high ethical standards. We want to create an excellent educational system and promote collaboration with our partners. We continue to invest our resources towards the alignment of our Canadian Sport System in order to achieve greater impact on the lives of Canadians.



Gabor Csepregi  
Chair, Coaching Association of Canada  
Board of Directors



Lorraine Lafrenière  
CEO, Coaching Association of Canada

# Sustainable Coach Education

## Creative Solutions for National Coaching Certification Program (NCCP) Development



This year, the CAC's Education Partnerships department revolutionized the way it supports the NSOs in completing their core NCCP curriculum. In a sport-specific capacity, consultants expanded their role by actively engaging in the development of curriculum, as well as provided a multitude of educational opportunities and expert resources for NSOs. In a multi-sport lens, the Education Partnerships department transitioned core outcomes to multi-sport development, taking advantage of the expert resources through the Provincial/Territorial Coaching Representatives. These steps expanded the team's ability to effectively support the quality development of curriculum, specifically in the Competition – Development context, and enabled critical NCCP sport-specific context development to be completed and built on a sustainable model for quality coach education.

The NSOs who had completed their core NCCP curriculum before this year focused on projects designed to increase and enhance their capacity to implement and deliver NCCP training, as well as address gaps in quality assurance and access. Significant work was also completed to standardize Coach Developer pathways, enhance PTSO communications, and develop eLearning.

The Education Partnerships department's new way of supporting partners has proven to be more effective and efficient, resulting in a better use of financial and human resource support. The effectiveness of these efforts is evident in this year's impressive lineup of conditional and final approvals.

## NCCP High Performance Delivery Pilot

The CAC and Own the Podium (OTP) partnered to develop a 'High Performance Director and Coach Strategic Action Plan' based on the shared vision of creating the world's best high performance directors and coaches delivering sustained international podium performances. Four goals were created in order to achieve the vision:

- Recruit, retain, and improve the world's best high performance directors
- Recruit, retain, and improve the world's best coaches delivering sustained international podium performances
- Build a pool of expert coaches with the potential to become the world's best
- Develop strategic funding support for high performance directors and coaches

The action plan has been developed by a working group comprised of people from the following organizations:

National Sporting Organizations, 5 High Performance Directors (Olympic and Paralympic), 4 Head/National Team Coaches, Own the Podium, Coaching Association of Canada, Sport Canada, Provincial/Territorial Governments, Canadian Sport Institutes/Centres, CCUPEKA – Universities, Canadian Paralympic Committee, and Canadian Olympic Committee

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Coaching and technical leadership is one of the highest priorities for Canada to achieve its high performance goals.

Anne Merklinger, CEO, Own the Podium

## NCCP Highlights – NCCP Development

20 Programs received Conditional Approval (CA).  
17 Programs received Final Approval (FA).

### Community Sport – Initiation:

Canadian Fencing Federation (CA)  
CanoeKayak Canada – Whitewater (CA)  
Special Olympics Canada (CA & FA)

### Community Sport – Ongoing Participation:

Special Olympics Canada (FA)

### Competition – Introduction:

Badminton Canada (FA)  
Canada Soccer – C License (CA)  
Canada Soccer (CA)  
CanoeKayak Canada (FA)  
Cross Country Canada (FA)  
Equine Canada – Western (FA)  
Special Olympics Canada (FA)  
Ultimate Canada (CA & FA)  
Volleyball Canada (CA)

### Competition – Introduction Advanced Gradation:

Cross Country Canada (CA & FA)  
Football Canada (CA & FA)  
Wheelchair Basketball Canada (CA)

### Competition – Introduction Master Gradation:

Football Canada (CA & FA)

### Competition – Development:

Canadian Sport Parachuting Association (FA)  
Cross Country Canada (CA)  
Curling Canada (FA)  
Football Canada (CA & FA)  
Hockey Canada (CA)  
Judo Canada (FA)  
Racquetball Canada (FA)  
Softball Canada (CA)  
Table Tennis Canada (CA)  
Wheelchair Basketball Canada (CA)

### Instruction – Beginners:

CanoeKayak Canada – Whitewater (CA)  
Equine Canada (FA)

### Instruction – Intermediate Performers:

CanoeKayak Canada – Whitewater (CA)

### Instruction – Advanced Performers:

CanoeKayak Canada – Whitewater (CA)

## NCCP Delivery for 2014-2015

Total NCCP events (courses/workshops and evaluations):

# 21,593 Events

54% over the previous year.

Total number of new coaches entered in the system:

# 59,560 Coaches

Number of coaches trained in each stream of the NCCP in 2014-2015:

**COMMUNITY SPORT**

# 29,691 Coaches

**COMPETITION**

# 11,131 Coaches

**INSTRUCTION**

# 5,458 Coaches

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# = 46,280 Coaches

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# Sustainable Coach Education

The National Coaching Certification Program is a collaborative program of the Government of Canada, provincial/territorial governments, national/provincial/territorial sport organizations, and the Coaching Association of Canada.

## PARTNERS IN COACH EDUCATION



The programs of this organization are funded in part by the Government of Canada.



### Enhancing Delivery of the NCCP

The CAC Information Technology department continued to enhance and improve the Locker over the past year, including significant development work on the Locker's delivery support for partners, additional external sport databases linked via Sport Data Connector technology, and the continued development of VIP reports which share clear details of the NCCP delivery over the past year across every province and territory in 67 sports from community to high performance.

The CAC became compliant with Canada's new Anti-Spam Legislation as of July 1, 2014. The CAC respects the values of this legislation and has benefited from a strong, engaged coaching database as a result of this process.

### Sport Data Connector

The Sport Data Connector technology allows external sport databases to synchronize their coach NCCP training and

certification records with the Locker while eliminating the need for duplicate data entry for sport organizations. The tool allows high volumes of coach data to be transferred into the Locker automatically from a sport's own database. Currently 8 sports use the Sport Data Connector and, over the last year, more than 435,000 coach records have been shared with the Locker.

### VIP Reports

VIP Reports have revolutionized the way the CAC, and the NCCP partnership, understand the delivery of coach education across the country. Distributed every quarter, the VIP Reports collated the data from the Locker and allowed partners to view information specific to delivery across the NCCP. The VIP reports provide the NCCP partnership with the potential to identify gaps and best practices resulting in improved delivery of coach education in Canada. Data analytics will become an even greater support service from the CAC.



## Coach Developer Policy Developed and Implemented

Coach Developers are the frontline of the NCCP. The NCCP workshops and programs rely on the expertise of the individuals delivering them, which makes the CAC's investment in developing these individuals critical. This past year, the CAC continued to support Coach Developers in the critical role they play in positively impacting the delivery of the NCCP and implemented a new policy to standardize training and evaluation for NCCP Learning Facilitators.

According to the International Council for Coaching Excellence (ICCE), Coach Developers “are not simply experienced coaches or transmitters of coaching knowledge – they are trained to develop, support, and challenge coaches to go on honing and improving their knowledge and skills in order to provide positive and effective sport experiences for all participants.” In short, Coach Developers need to be experts in learning, as well as experts in coaching.

NCCP Coach Developers include Master Learning Facilitators, Advanced Learning Facilitators, Learning Facilitators, Master Evaluators, Advanced Evaluators, and Coach Evaluators. The CAC developed tools, resources, and communication pieces to implement a new policy to standardize the training and evaluation of Coach Developers. This included the development of a dedicated webpage on coach.ca to communicate the policy and define each Coach Developer role within the NCCP, share training dates scheduled across the country, and finalize training workbooks, reference material, and Learning Facilitator guides for core training. Additional resources were created, translated, and posted to assist organizations with co-delivery.

The pathway for someone who wants to be a Coach Developer involves the following steps:



Coach Developer feedback on the new policy and training has been extremely positive. Research was conducted by the University of New Brunswick, in partnership with the University of British Columbia and the University of Ottawa, around the efficacy of Learning Facilitators across the system in baseball, soccer, and hockey.

I liked the cohesion and consistency that was evident in the new Core Modules and the clear way they link to the Coach Developer pathway. As a participant who wears many hats, the training exceeded my expectations as it provided clear pathways, valuable information, and an opportunity to connect with other sport-specific Learning Facilitators and Evaluators.

Ann Doggett, Field Hockey Master Learning Facilitator and Multi-sport Learning Facilitator

## CAC Programs

### International NCCP Development

Over the past 16 years, the CAC has been very active with its international partners and has also been very proactive in establishing new relationships with other countries. This past year, four important contributors to the CAC's international partners have been Barbados, Bahrain, Belgium, and Luxembourg.

#### Highlights:

**Barbados:** The CAC confirmed a new partnership with Barbados in the delivery of two NCCP International Level 1 training sessions that will take place over the summer of 2015.

**Bahrain:** The CAC signed a contract for the implementation of NCCP International Level 4. The CAC will be sending Master Learning Facilitators to Bahrain to conduct eight training sessions over the next two years ending in December 2016.

**Belgium:** The CAC sent two Master Learning Facilitators for a seminar on the Long-Term Athlete Development (LTAD) model at a coaching conference in Belgium. The CAC also provided a training session to equestrian coaches of the LEWB (La Ligue Équestre Wallonie-Bruxelles) on the interactive learning approach in March 2015.

**Luxembourg:** The CAC sent representatives from Canadian NSOs to train Learning Facilitators in sport-specific modules in the Luxembourg Coach Education Program, including Athletics Canada, Canada Basketball, and Karate Canada.



International delegates from the Kingdom of Bahrain, Belgium, and Luxembourg attended the 2014 Petro-Canada Sport Leadership sportif conference held in Ottawa, Ontario.

### CAC Coaching Research

#### External Funded Projects:

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

- Professional development within Canadian Coaching: Coaches' Perspectives about the Continuous Education Program

Lead Researcher: Lauren Couture, Ph.D.,  
University of the Fraser Valley

- Football coaches' concussion-related knowledge and behaviour: Are we "Making Head Way®"?

Lead Researcher: Kim Dorsch, Ph.D.,  
University of Regina

## Core Funded NCCP Quality Assurance

The CAC's core Support to Sport funding contributed to a study to examine the relationship between previous experiences, including training, and performance of the NCCP Make Ethical Decisions (MED) Online Evaluation. This research, initiated by Dr. Gretchen Kerr and Dr. Ashley Stirling from the University of Toronto, is critically evaluating the thoroughness and appropriateness of the questions on the online evaluation. Once completed, the findings will provide data and demographics on the coaches who take the online MED evaluation, as well as make recommendations for ways in which the evaluation may be improved.

## Research Symposium 2014

Through the Research Symposium at the 2014 Petro-Canada Sport Leadership sportif conference, 19 cutting-edge research projects were presented both in oral and poster format. This year, the CAC successfully introduced a new format which included a pre-conference plenary, panel discussion, and a revitalized poster session. The fresh look of research integration into the conference was well received by conference delegates.

## Aboriginal Coaching Modules

The Aboriginal Coaching Modules (ACMs) were developed to provide culturally relevant courses for coaches and people working with Aboriginal athletes and youth, and were delivered 31 times in 2014-2015. Participants included 154 men, 187 women, 197 Aboriginals, and 144 non-Aboriginals, for a total of 341 coaches who completed the training.

## Women in Coaching

While there remains much work to address the equity of women coaches in Canada, the CAC received international recognition for its work in supporting the development of female coaches. The International Working Group on Women and Sport completed a progress report from 2006-2014 where the CAC scored the second highest rating of the 396 organizations developing equality for women and sport since 2006. The Women in Coaching program continues to deliver the following services:

### I Canadian Journal for Women in Coaching

The *Canadian Journal for Women in Coaching* provides timely, accurate, and targeted information to aid in creating a healthier and more positive environment for women coaches in Canada and around the world. Available on coach.ca, the Journal explores the unique challenges women coaches face, and provides practical information and proactive solutions for coaches, their employers, the parents of their athletes, and their clubs and associations. In 2014-2015, four issues of the *Canadian Journal for Women in Coaching* were published.

## II Canada Games Apprenticeship Program

The CAC continues to work in partnership with the Provincial/Territorial Coaching Representatives, the Canada Games Council, and the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), to support the development of female coaches to lead teams at the Canada Games through an Apprenticeship Program. The CAC hosted a professional development workshop in May 2014, in conjunction with the annual SaskSport Conference, to prepare coaches for their Canada Games experience. Twenty apprentice coaches participated in the 2015 Canada Winter Games in Prince George, BC, representing 10 provinces and two territories in 11 different sports.

## III National Team Apprenticeship Program

Ten coaches participated in the National Team Apprenticeship Program (NTAP) which is lead by National Sport Organizations with support from the CAC. The NTAP is designed to provide opportunities for Canadian women coaches to work with their national team programs leading to and during major international events. For 2014-2015, Wrestling Canada Lutte and Hockey Canada selected coaches for participation in the program to support their development as role models, mentors, leaders, and coaches in the Canadian and International Sport System.

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The apprenticeship program has been instrumental in my development as a coach. I was able to attend professional development conferences and various provincial, national, and international events thanks to this program. The constant support, encouragement, and positive feedback helped to shape who I am as a coach today.

Amanda Mazzotta, National Team Apprentice,  
U18 National Team Goalie Coach, Hockey

# Sustainable Coach Education

## CAC Programs (continued)

### Canadian Parasport Coaching Landscape

In partnership with the Canadian Paralympic Committee (CPC), the CAC began working on two collaborative initiatives centered on Parasport coaching. The first, a task force that includes members of the CAC, CPC, Canadian Sport For Life, Own the Podium, and Sport Canada, was established to support the “Paralympic Pathway’s” project. The project’s goal is to identify the ideal NSO Paralympic pathway with an emphasis on coach education and capacity. Also, the CAC has supported the development of a coach edition of CPC’s “Changing Minds, Changing Lives” seminar program, which educates those in a position to influence persons with a disability on the benefits of sport and how to get involved.

### Advanced Coaching Diploma

Much work has been done to revise the delivery of the Advanced Coaching Diploma delivered at Canadian Sport Institutes (CSIs) across the country, in order to create a more sustainable model which frees resources to focus on High Performance Context development. As a result, it was decided to move towards a three hub delivery model for the Advanced Coaching Diploma (ACD), complemented with more online workshops for ACD candidates.

The CAC completed a quality assessment of CSI Calgary. Significant work was completed on the NCCP Competition – Development Advanced Gradation, resulting in it now being in the final phase.

Ninety coaches were enrolled in the Advanced Coaching Diploma programs across the network of centres and institutes this past year, with 39 coaches graduating.

### Making Head Way

The Making Head Way Concussion eLearning Series helps coaches gain the knowledge and skills required to ensure the safety of their athletes.

In July 2014, the Making Head Way eLearning Series was made available free of charge to all coaches in Canada. The Making Head Way eLearning modules were completed 3,506 times this year. Support for the NCCP module is evident from a number of National Sport Organizations who have mandated it as required training for their coaches, including Football Canada as part of their Safe Contact program.



Through the Making Head Way in Football eLearning module, coaches gain the skills and knowledge required to improve player safety.

Richard MacLean, President, Football Canada

## Investors Group Community Coaching Grants

Through the CAC's ongoing partnership with Investors Group, funding was made available to support the following coach training:

- 65 sport-specific NCCP workshops
- 10 community coaching conferences
- 13 community coaching conferences with an NCCP workshop

The CAC saw a steady increase in the percentage of Investors Group Community Conferences Grants funds supporting NCCP workshops across Canada. This financial support allowed over 950 coaches to attend an NCCP workshop and nearly 3,300 participants to pursue coach development opportunities.

## Get Coaching!

With the continued support of Investors Group, this year Get Coaching! was accessed by more new coaches than ever before. The free online tutorial series is designed to guide new coaches towards building their own practice plan and introduce them to the NCCP. Parents and coaches found Get Coaching! on Facebook through a marketing campaign which drove over 15,000 people to the Get Coaching! web page.



The screenshot shows the 'coach.ca' website with the 'Get Coaching!' tutorial. The navigation menu includes: Be A Coach, What is the NCCP?, Coach Training, Coach Resources, Programs, About CAC, and The Locker. Social media sharing options for Facebook (127 likes), Twitter (14 tweets), and a share button (20) are visible. The main content area is a corkboard with several pinned cards:

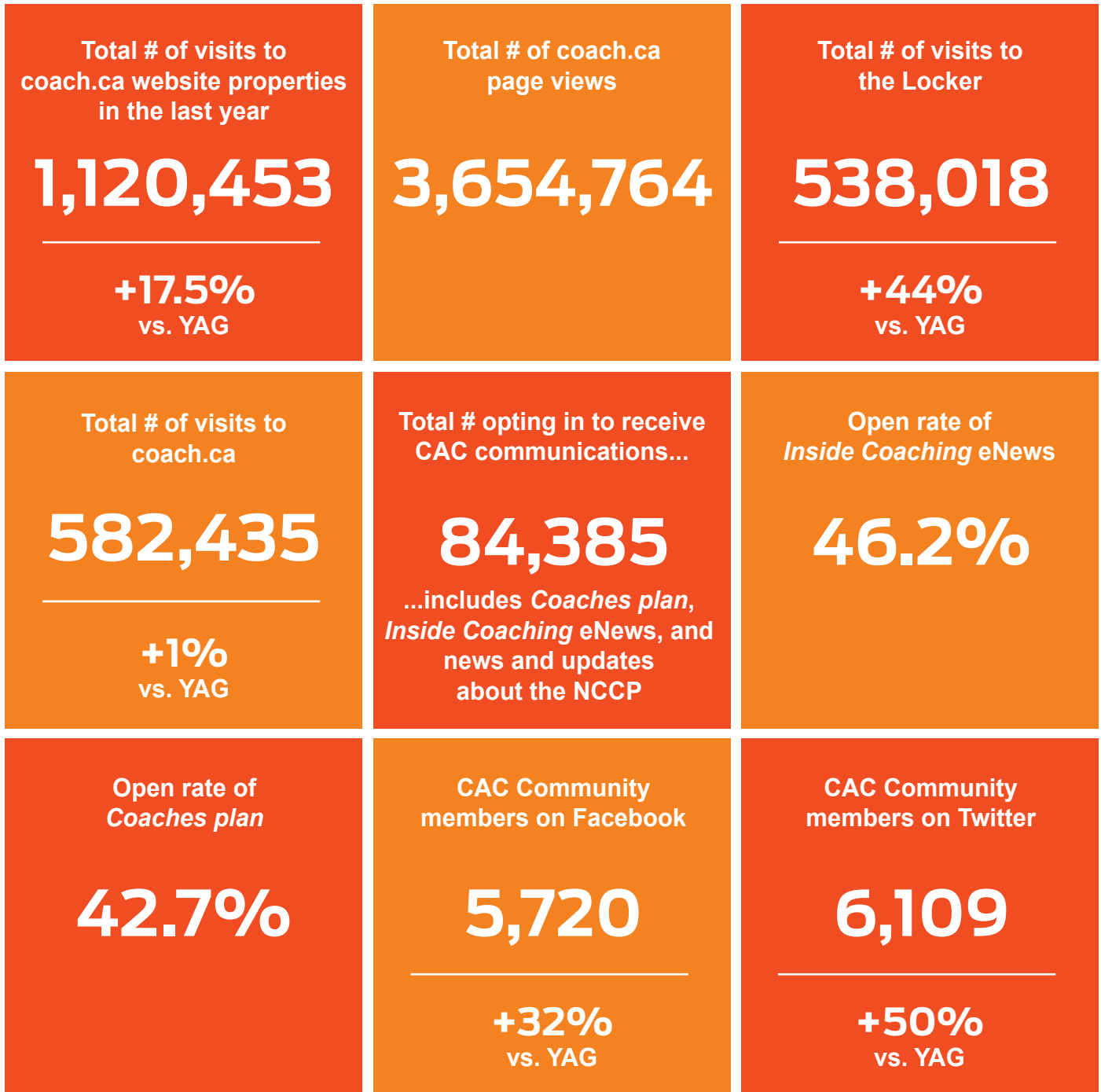
- Prepare:** A card showing a woman thinking, with thought bubbles containing icons for a brain, a calendar, and a checklist.
- Plan:** A card showing a man holding a tablet with a diagram of a practice plan.
- Deliver:** A card showing a basketball game in progress.
- Conclude:** A card showing a coach talking to a group of young athletes.
- Need help?:** A button with a lifebuoy icon.
- Acknowledgements:** A red button.

Below the video player, there is introductory text: "Is this your first year of coaching, and you have no clue what to do? Or, perhaps you've been a coach for a couple of years, but know that there are still some things you could learn about planning your practices? Now, let's build a practice plan through a four-step process: Prepare, Plan, Deliver, and Conclude (but feel free to click whichever tutorial is most relevant to you at this time!)"

At the bottom, it says "Brought to you by Investors Group" with their logo.

Get Coaching! offers free tutorials on coach.ca

# Keeping Canada's Coaches Connected



# Coaching Leadership

## 2014 Partners Day



Partners Day celebrated the work of many partners completing NCCP core program development

The CAC hosted a very successful 2014 Partners Day at the beautiful Shaw Convention Centre in Ottawa on June 2, 2014. The Honourable Bal Gosal, Minister of State (Sport), addressed the 146 participants attending from a number of partner organizations including NSOs, PTSOs, Sport Canada, CSIs and CSCs, CAAWS, and CCES. Ninety-five per cent of delegates surveyed rated the venue and schedule as good or

excellent, while all workshops and sessions received a 75% satisfaction rating or higher. The annual meeting is dedicated to improving the development and delivery of the NCCP and included sessions on the Value of the NCCP Brand, Locker Delivery Support, Coach Developer Policy and Implementation, PTCR Coach Support, Maintenance of Certification, and High Performance Coaching.



# SPORT LEADERSHIP SPORTIF



Bob Kierstead, ChPC, 2014 Geoff Gowan Award Winner, honoured at the 2014 Petro-Canada Sport Leadership Awards Gala



Conference hosts Stephanie Dixon and Benoît Huot welcome delegates



Cookin' with Canada's Chefs de Mission panel

Held at the Westin Ottawa from November 6-8, 2014, the 2014 Petro-Canada Sport Leadership sportif conference reflected on and celebrated Sport Leadership NOW! With a formidable lineup of speakers – highlighted by an energetic opening by Drew Dudley, an emotional keynote challenge by Sheldon Kennedy, and a personal reflection by Kelly Vanderbeek – 450 of Canada's sport leaders benefited from powerful presentations throughout the course of three days. Highlights of the event included the red carpet walk upon arrival at the annual Petro-Canada Sport Leadership Awards Gala, and the humour and grace of the conference's hosts, Paralympians Benoît Huot and Stephanie Dixon.

Robert "Bob" Kierstead took home Canada's most prestigious coach education award at the 2014 Petro-Canada Sport Leadership Awards Gala. The Geoff Gowan Award was presented to the shooting coach who pioneered the integration of able-bodied athletes' training alongside their disabled counterparts at the highest levels of sport. Bob was joined by Investors Group National NCCP Coach Developer Award winner Glenn Cundari of the PGA of Canada, Athletics coach and Jack Donohue "Coach of the Year" Award winner Gerry Dragomir, and Hockey Canada, winner of the Sheila Robertson Award. Seventy-six Petro-Canada Coaching Excellence Award recipients were also honoured at the Gala. In total, 83 deserving coaches received awards this year as part of Petro-Canada's and the CAC's shared commitment to recognize the contributions of Canadian coaches at all levels.

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This conference was the best I have ever gone to. So many ideas shared resonated with me. It has given me concrete reasons why I can be proud to be a part of the sport system of Canada. Thank you.

2014 Petro-Canada Sport Leadership sportif conference delegate



# Coaching Profession

## Professional Coaching Department

On April 1, 2014, Coaches of Canada amalgamated with the Coaching Association of Canada and the result is one national organization that services the needs of coaches from community sport to high performance.

The newly created Professional Coaching department of the CAC has continued to provide services to coaches and to partners. Licensed and Registered coaches receive services such as *Coaches plan*, professional advice (legal and accounting), pay-for-use insurance programs such as liability insurance and a group benefits plan, among others.

We continue to work with our sport partners to develop and manage standards for coaching within those organizations, and create a self-regulated professional environment through these partnerships.

### Coach House

In July 2014, the Professional Coaching department of the CAC was present at the 2014 Commonwealth Games in Glasgow, Scotland. Canadian coaches appreciated the on-site support of the CAC staff at the Coach House facility which provided access to key business services, and the ability to hold meetings in a quiet, friendly environment.

In February of 2015, the Professional Coaching department also supported the 430 coaches participating in the 2015 Canada Winter Games in Prince George, British Columbia. On-site support for all coaches included access to Coach House as a work and social hub dedicated to servicing coaches attending the Canada Games. On average, 90 coaches per day visited Coach House!



Bet Naumovski, ChPC, heads the Queens College women's basketball program.



Chantal Petitclerc, Chef de Mission, 2014 Commonwealth Games, visits Coach House in Glasgow, Scotland.

# Organizational Excellence



## Coach and Partner Services

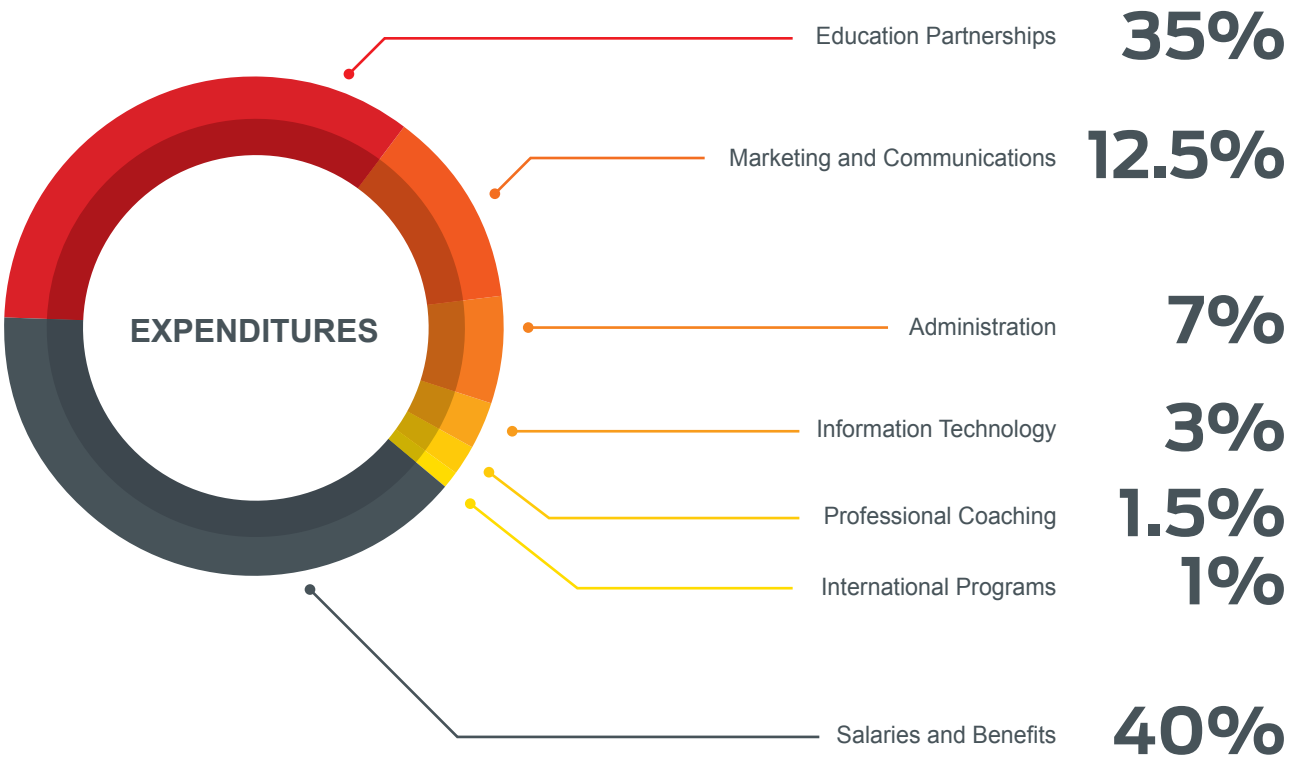
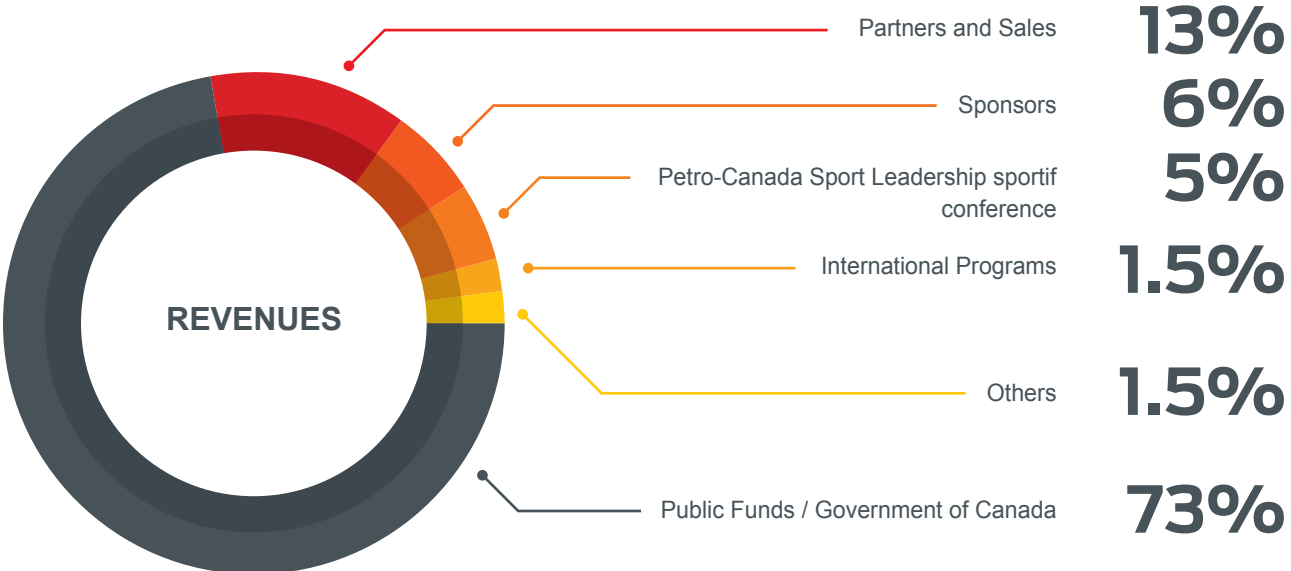
The Coach and Partner Services team continued to provide service to coaches and partners at all levels of the NCCP partnership. In addition to providing live phone support, the Coach and Partner Services team responded to more than 17,800 emails in 2014. In 2014, the Coach and Partner Services team continued its engagement with partners by delivering Locker training weekly. As an added service to NCCP partners, members of the Coach and Partner Services team operated booths representing the CAC and the Locker at various partner events and conferences, informing coaches and providing on-the-spot service related to their Locker accounts and NCCP transcripts.

It is so easy and helpful to deal with the Coach and Partner Services team at the CAC. We know we all share some kind of responsibility to ensure the data and transcripts are right, and they are awesome to work with and very helpful.

Athletics Canada

# Revenues and Expenditures

Revenues and Expenditures for fiscal year 2014-2015 for the 12-month period ending 31/03/2015



# Board of Directors

### **Gabor Csepregi**

*Chair*

President, Université de Saint-Boniface; Auxiliary Professor, Faculty of Philosophy – Université Laval

### **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-President and High Performance Coach Member*

Professional Sport Consultant Mentor

### **Paul Carson**

*National Sport Organization Member*

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

### **Mathieu Boucher**

*National Sport Organization Member*

Performance Development Director, Cycling Canada Cyclisme

### **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 Clérout**

*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

## Education Partnerships Department

**Alain Roy**  
Director, Education Partnerships

**Anthony Bhagwandin**  
Product Development Coordinator and Coaching Consultant

**Kathy Brook**  
Coaching Consultant, Coach Developer programs

**Isabelle Cayer**  
Senior Coaching Consultant, Women in Coaching

**Jenny Davey**  
Coaching Consultant, Parasport and Research

**Claudia Gagnon**  
Coaching Consultant, Research

**Neale Gillespie**  
Senior Coaching Consultant, Policy Development

**Doug Krochak**  
Coaching Consultant, School System Support

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

**Anthony Sauv **  
Manager, Aboriginal Coach Development

**Laura Watson**  
Senior Coaching Consultant, Multi-sport Development and Parasport

## Information Technology Department

**Jonathan Lavoie-Copeland**  
Director, Information Technology

**Jean-Christophe Charbonneau**  
Software Developer

**Darren Larose**  
Software Developer

**Itamar Lopes**  
Coordinator, Information Technology

**Jeff Mees**  
Software Developer

## Coach and Partner Services Team

**Chris Patterson**  
Links Coordinator, Team Leader – Coach and Partner Services

**Mikaela Martin**  
Coach and Partner Services

**Jacqueline Tittley**  
Coach and Partner Services

**Jennifer White**  
Coach and Partner Services

## Professional Coaching Department

**Wayne Parro**  
Executive Director, Professional Coaching Department

**Philippe Patry**  
Coordinator, Professional Coaching Department

## Finance & Administration Department

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Director, Finance and Administration

**Erica Bergman**  
Assistant, Finance

**Martial Desrosiers Drainville**  
Executive Coordinator and International Communications

**Jacinthe Goulet**  
Assistant, Operations

**Lucie LeBel**  
Coordinator, Official Languages

**Nevan Sullivan**  
Coordinator, Finance and Administration

## Marketing and Communications Department

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Director, Marketing and Communications

**Alexandre Dumond**  
Coordinator, Communications

**Krissy Murphy**  
Manager, Corporate Partnerships and Marketing

**Julie Parkins-Forget**  
Manager, Communications and Marketing

**Brad Welock**  
Coordinator, Marketing

# 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.

### National Sport Organizations:

Alpine Canada Alpin  
Archery Canada  
Athletics Canada  
Badminton Canada  
Ballon sur glace Broomball Canada  
Baseball Canada  
Biathlon Canada  
Bobsleigh Canada Skeleton  
Bowls Canada Boulingrin  
Canada Basketball  
Canada Snowboard  
Canada Soccer  
Canadian 5-Pin Bowlers Association  
Canadian Amateur Boxing Association  
Canadian Association for Disabled Skiing Association  
Canadian Blind Sports Association  
Canadian Cerebral Palsy Sports Association  
Canadian Fencing Federation  
Canadian Freestyle Ski Association  
Canadian Handball Association  
Canadian Lacrosse Association  
Canadian Luge Association  
Canadian Ski Coaches Federation  
Canadian Sport Parachuting Association  
Canadian Team Handball Federation  
Canadian Tenpin Federation Inc.  
Canadian Weightlifting Federation  
Canadian Wheelchair Sports Association  
CanoeKayak Canada  
Cricket Canada  
Cross Country Canada  
Curling Canada  
Cycling Canada Cyclisme  
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  
Speed Skating Canada  
Squash Canada  
Swimming Canada  
Synchro Canada  
Table Tennis 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

### Provincial/Territorial Coaching Representatives:

Alberta Sport Connection  
ViaSport British Columbia  
Sport Manitoba/Coaching Manitoba  
Coach New Brunswick  
Government of Newfoundland and Labrador,  
Dept. of Tourism, Culture and Recreation  
Sport Newfoundland and Labrador  
Department of Health and Wellness,  
Government of Nova Scotia  
Sport North Federation  
Government of Nunavut, Sport and Recreation Division  
Government of 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  
Coaching Association of Saskatchewan  
Government of Yukon, Dept. of Community Services

# CAC Sport Partners

## 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

## National Multi-sport Service Organizations:

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

# CAC Corporate Partners

The CAC's corporate partners play a vital role in shaping the lives of both young Canadians and our communities. We are indebted to these partners for their continued support of coach education and recognition programs.



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