



Coaching
Association
of Canada

2003–2004
Annual Report

www.coach.ca



Dear Coaches and Sport Partners,

This past year was an important one for Canadian sport and for Canadian coaches in particular. Without question, the event that has provided a nation-wide boost to sport was the awarding of the 2010 Olympic Winter Games to Vancouver last July. These Games will provide our sporting nation with the momentum to further entrench sport into our culture. The opportunity is ours to take advantage of the 2010 Games by investing in the development of the coaching system in Canada for the benefit of all participants in sport...from the recreational participant to the high performance athlete. We are well positioned to capitalize on the opportunities that will develop over the coming years as the sport system prepares for this key event.

The momentum to improve the coaching system in Canada has been growing during the past few years. Recent government studies on coaching, culminating with the Report of the Coaching Implementation Group, have laid the foundation for an education and training model that emphasizes coach development and the professionalization of coaching. Federal and provincial/territorial

Mandate, Mission, AND Core Strategies

The Coaching Association of Canada is a not-for-profit amateur sport organization with the mandate to improve the effectiveness of coaching across all levels of the sport system.

MISSION

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

CORE STRATEGIES

- Coach Education and Training
- Professionalization and Membership
- Communications and Marketing
- Resource and Organizational Development
- Sport Excellence
- Sport Participation

Letter

from the President and the Chair

governments have reconfirmed their support of the transition of the National Coaching Certification Program (NCCP) to a competency-based system, and to improving the working conditions and employment opportunities for coaches. To support these changes, the governance of coaching will be restructured. The Canadian Professional Coaches Association (CPCA) will become an independent, professional membership body and the Coaching Association of Canada (CAC) will continue to provide expertise in the education and development of all coaches.

This past year we also celebrated a major, visible, systemic change that affects the training of coaches within the NCCP—the launch of the Competition – Introduction multi-sport modules. These modules replaced the traditional Level 1 and Level 2 Theory courses. This is just the first of many changes to come within the next few years. Each of these changes will enable the NCCP to better meet the needs of the coaches and their participants.

With the launch of the multi-sport modules for Competition – Introduction, the transition of the NCCP has moved into a new phase. The national sport federations, who have made significant progress in the transition over the past year, now have a solid reference point that will assist them in the redesign of their sport-specific learning experiences in order to meet a wider range of coaches.

Appreciation is extended to CAC's Board of Directors and staff, to our partners and sponsors, and in particular to Sport Canada, for their continued support over the last year.


Peggy Gallant
Chair


John Bales
President

CAC Board of Directors

Peggy Gallant, Chair

John Bales, President

Guy Arseneault, Secretary

Wendy Bedingfield

Ron Brown

Alanna Hinrichsen

Dave Johnson

Gerry Peckham

Edmond Richard

Brian Richardson

Dan Smith

Steven Sugar



National Coaching Certification Program

Whether an athlete is just beginning in sport or is competing at the international level, the quality of the coach is key to the success and growth that the athlete will experience throughout their sporting life. The new competency-based approach to the NCCP is an exciting step towards helping coaches to become more effective and have a more meaningful impact on an athlete's experience.

Working in close partnership with the national sport federations and our provincial and territorial partners, the new program objectives are making considerable progress.

Among the significant developments over the past year were:

- The completion of the new learning materials for the Competition – Introduction Part A and Part B workshops. The new modules are: Planning a Practice, Design a Basic Sport Program, Basic Mental Skills, Make Ethical Decisions, Teaching and Learning, and Nutrition.
- The training of Master Learning Facilitators across Canada to deliver the new multi-sport workshops.
- Major revisions to the NCCP Database that enable the ongoing management of coach education records.
- Progress by the NSFs in their sport-specific development, with 59 out of 65 sports actively involved in the redesign phase.
- The development of an "Evaluation Toolkit" that will assist sports with coach assessment.

In 2003–2004, 62,863 coaches participated in 5,754 workshops in 1,121 communities across Canada. In addition, CAC provided \$749,711.54 in funding support to NSFs and coaches for NCCP and professional development projects.

The NCCP has been Canada's recognized coach training and certification program for coaches in over 60 sports since 1974. It has made Canada a world leader in coach education and training. Since its inception, nearly one million Canadians have taken part in the program.

NCCP

National Coaching Certification Program





Canadian
Professional
Coaches
Association

For the past ten years, CPCA has been the membership arm of the Coaching Association of Canada and has been a strong partner in coaching development.

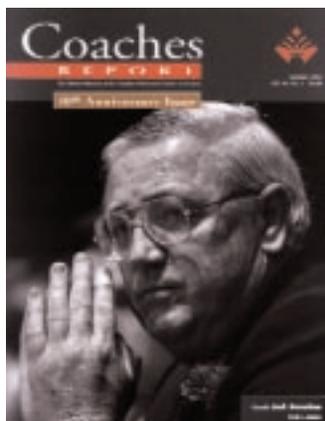
During the past year, CPCA continued its journey toward becoming the independent body responsible for coach professionalization in Canada. CPCA continued to provide the Chartered Professional Coach designation to qualified coaches, produced quarterly editions of *Coaches Report*, offered online employment guidelines, provided one-on-one coach counselling on employment issues, advocated on behalf of coaches through strategic alliances with

key partners, offered development and networking opportunities via assemblies, coach workshops, and customized professional development opportunities.

Finally, this year we undertook a national team coach employability standards research paper to assist the organization in developing a better understanding of the status and needs of those engaged in the profession.

In closing, CPCA would like to thank the efforts of those who have supported the principle of the professionalization of coaching in Canada since the mid-1980s with the founding of the Canadian Association of National Coaches (CANC).

*Coaches Report, Canada's national
high performance coaching
magazine, celebrated its ten-year
anniversary in 2003.*



IN MEMORIAM

Jack Donohue, 1931–2003
Founding President,
Canadian Association of
National Coaches

**CPCA
Executive**

Dave Johnson, President

**Lorraine Lafrenière,
Interim Executive Director**

Ken Dool, Vice President

Steven Sugar, Vice President

Ozzie Sawicki, Vice President

Brian Richardson, Vice President

Sheilagh Croxon, Secretary

Tom Johnson, Treasurer

Ron Brown

Jean Pierre Cantin

Susan Kitchen

Gail Donohue

Alanna Hinrichsen

John Bales, CAC President

CPCA
Canadian Professional Coaches Association

National Coaching Institutes

The mission of the National Coaching Institutes is to develop world-class professional coaches who are capable of preparing athletes for podium performances in sport and for life outside sport.

CAC has supported the establishment of National Coaching Institutes as a key component at each of the Canadian Sport Centres to ensure our Canadian athletes have well prepared and fully qualified coaches to guide their preparation.

In 2003–2004, 96 coaches from 31 sports were registered in either the one-year or two-year NCI diploma programs.



Of the four hundred and sixty eight coaches who have participated in the NCI diploma program since its inception in 1986, 59% (276 coaches) have graduated.

Women in Coaching program

The Women in Coaching program supports the ongoing development of women coaches with the support of many individuals and organizations committed to improving the coaching environment for women in sport.

In 2003–2004, twelve women coaches were selected to participate in the National Team Coaching Apprenticeship Program; 22 scholarships were awarded to women coaches attending national coaching institutes across Canada; 8 professional development grants were given to high performance coaches; and 7 grants were awarded to NSFs for projects designed to develop women coaches at all levels.

In addition, four online issues of the *Canadian Journal for Women in Coaching* were produced; women coaches were provided with opportunities to network and share experiences at events such as the Petro-Canada Sport Leadership sportif Women in Coaching Luncheon as well as the third annual Women in Coaching National Coach Retreat; and the program was also instrumental in designing and facilitating a professional development seminar for the coaches selected to the Provincial/Territorial Canada Games Apprenticeship Program for Women Coaches.



Coaching Internship Program

Funding from the Youth Employment Strategy of Human Resources Development Canada enables CAC to offer subsidies to sport organizations wishing to offer coaching internships to young NCCP Level 3 certified coaches.

The goal of the Coaching Internship Program (CIP) is long-term employment in their chosen profession.

Twenty-five interns participated in the program during the past fiscal year, ninety per cent of whom were working full-time in coaching positions upon completion of the CIP.

Investors Group Community Coaching Conferences

From April 1, 2003 to March 31, 2004, thirty-nine Investors Group Community Coaching Conferences took place and 37 Investors Group Community Sport Administrator Awards were presented. Over 6,500 individuals attended the conferences and award presentation ceremonies.

The highlight this year was the launch of a newly designed Web site to promote the program and assist conference organizers with planning their events.

Dianne Barker of Kamloops, British Columbia (curling), recipient of the **Investors Group National Sport Administrator Award**, was honoured for her outstanding contribution to local sports programs.



More than 250,000 individuals have benefited from Investors Group's sponsorship of Community Coaching Conferences and events over the past 12 years.



Petro-Canada Sport Leadership sportif 2003

In September 2003, CAC announced that Petro-Canada had signed a two-year contract as title sponsor of the annual Sport Leadership conference. One of the world's premier conferences for sport leaders, Petro-Canada Sport Leadership sportif 2003 brought together 539 coaches, athletes, sport administrators, and coach educators from 32 different countries to share ideas and experiences and gain insights from renowned experts.

This year, CAC partnered with the International Council for Coach Education (ICCE) to offer delegates an opportunity to attend both Petro-Canada Sport Leadership sportif 2003 and the ICCE Global Coach Conference in Vancouver. More than 50 Canadian and international experts were on hand to share their expertise on topics such as developing successful high performance sport systems, coaching and technology, sport organization leadership, current research in coach education, and managing risk in youth sport.

Resource and Organizational Development

The primary focus of Resource and Organizational Development is revenue generation through the securing of sponsorships and donations from corporations and charitable foundations. CAC has been undergoing organizational restructuring to reflect our current priorities in programming, specifically protecting limited resources for the transition of the NCCP. Our primary focus has been on strengthening the partnerships within our key stakeholder groups and expanding key corporate partnerships to secure the resources to maintain our excellent programs and services. We thank our corporate partners and the charitable foundations that support us. In addition, we are grateful to Sport Canada for their continued support, especially during this time of transition.

The programs of this organization are funded in part by Sport Canada



Canadian
Heritage

Patrimoine
canadien

CORPORATE AND CHARITABLE FOUNDATION PATRONS



The Hamber Foundation
The Royal Bank of Canada Charitable Foundation

S.M. Blair Family Foundation
Pfizer Canada Inc.



Communications and Marketing

In 2003–2004, our emphasis was on the changes in the NCCP, sport nutrition for coaches and athletes, and coach recognition. CAC developed a comprehensive communications strategy to facilitate the launch of the Competition – Introduction modules and to inform partners and the public about the exciting changes to the NCCP. An NCCP Communications Toolkit was developed and made available to all partners in coach education and training. In addition, CAC launched two new Web sites. The first NCCP Web site is geared towards the public and features an updated program overview, detailed information about the new structure, and more than 60 FAQs in a searchable database. The second NCCP Web site is a revamped password-protected Web site for NCCP partners that features a searchable lexicon and updated statistics on NSF progress through the transition.

CAC, in collaboration with its sponsors, recognized more than 30 coaches at the Sport Leadership Awards Dinner in Vancouver.

Michel Larouche of Laval, Quebec (diving) received the inaugural **Jack Donohue “Coach of the Year” Award** for his dedication to the profession of coaching and the outstanding performances of his athletes during this past competitive season.

Marilyn Savage of Cambridge, Ontario (gymnastics) received the **Geoff Gowan Award** in recognition for her lifetime contribution to coaching development.

Even Pellerud of Toronto, Ontario (soccer), recipient of the inaugural **Vector “Performance of the Year” Award**, was recognized for his team’s inspirational performances throughout the past year.



The **Petro-Canada Coaching Excellence Awards** were presented to a select group of coaches whose athletes won medals in open world championships this past year.



BRITISH COLUMBIA

Steve Bush (water skiing)

Yury Kashirin (cycling)

Patrick Newman (rowing)

Shaun Pearce (whitewater slalom paddling)

Derrick Schoof (swimming)

Mike Spracklen (rowing)

Don Steen (track and field)

ALBERTA

Gerd Grimme (bobsleigh)

Shawn Holman (speed skating)

Bill Humby (swimming)

Kelly Manjak (gymnastics)

Neal Marshall (speed skating)

Teresa Schlachter (skeleton)

Mark Sharp (alpine skiing)

Julie Steggall (freestyle skiing)

Xiuli Wang (speed skating)

SASKATCHEWAN

Todd Hinds (wrestling)

ONTARIO

Dennis Capicik (freestyle skiing)

Andrew Craven (swimming)

Byron MacDonald (swimming)

Scott Oldershaw (paddling)

QUEBEC

Piotr Jelen (alpine skiing)

Frédéric Jobin (paddling)

Michel Larouche (diving)

Benoit Lebrun (swimming)

Chong Soo Lee (taekwondo)

Réjean Sergerie (taekwondo)

Guy Thibault (speed skating)

Benoît Venne (figure skating)

NOVA SCOTIA

Ken Bagnell (curling)