



COACHING
ASSOCIATION
OF CANADA

2022 2023

ANNUAL
REPORT



Coaching Association of Canada
Association canadienne des entraîneurs

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

We aim to enhance the experiences of all athletes and participants in Canada through quality coaching.

We foster this through key pillars of coaching leadership and sustainable coaching education.

Our coach development programs and services support coaches from grassroots to professional levels, and beyond.

The Coaching Association of Canada's office is situated on the unceded territory of the Algonquin and Anishinaabe Peoples.

CAC Strategic Plan

At the start of the 2018–2022 planning cycle, we identified four strategic imperatives and 14 related goals to sustain our mission to enhance the experiences of all athletes and participants in Canada through quality coaching.



Coaching Education

Create, deliver, and promote excellence in education and lifelong learning to benefit NCCP partnership.

- Continuing improvement in programs and services through coach learning and systems expertise
- Meaningful partnerships to impact coach knowledge and behaviour
- Increased access through platforms and innovation beyond the classroom



Coaching Leadership

Grow the value and influence of coaching throughout society.

- Influence the public to elevate the value of the coach
- Unite stakeholders through platforms and events
- Mobilize and disseminate knowledge
- Distinguish Canada internationally



Coaching Profession

Enhance and build the profession and safe sport practices in the best interest of the public.

- Build professional coach identity
- Champion the Responsible Coaching Movement
- Create valued services for coaches and coach employers



Organizational Excellence

Mobilize and align the CAC's resources, services and leadership capacity.

- The CAC relentlessly pursues the values of the Chartered Professional Coach
- The CAC's decisions are evidence-based and responsive to the partnership
- Inclusion is a fundamental part of the CAC's practices
- Enhance organizational sustainability through diversification of funding

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

We are grateful for the collaboration and unity of the entire sport community in supporting Canada's return to sport. On behalf of the Coaching Association of Canada (CAC), we would like to take this opportunity to recognize and celebrate the hard work and dedication of our Staff, our Board Members, and our Partners in the National Coaching Certification Program.

Equally inspiring are the thousands of volunteer coaches from coast to coast to coast who are taking up the challenge to contribute to Canada's well-being through sport, all the while creating a safe and welcoming environment. There is still much work to be done to ensure participant safety, and this remains the CAC's number one priority.

An expression of this priority is that the CAC made a commitment to source funding to further the aims of safe sport and the mental health of Canadians post-pandemic. We are grateful that in 2022, the CAC was the recipient of a \$2.8 million two-year Public Health Agency of Canada (PHAC) grant to improve the mental health literacy of sport coaches and participants across Canada. This funding allows

us to offer enhanced training to coaches and sport leaders, particularly those in the communities disproportionately impacted by the COVID-19 pandemic.

Our Mental Health is Our Sport initiative is only possible because of our NCCP partners, and our partnerships with the Aboriginal Sport Circle, the Black Canadian Coaches Association, the Canadian Centre for Mental Health and Sport, Canadian Armed Forces Morale & Welfare Services, Game Plan, Kids Help Phone and School Sport Canada.

As you read through this annual report, you will no doubt see opportunities for the CAC and its partners to grow and improve its impact on behalf of all Canadians. Your insight and collaboration is important - please take the time to share your thoughts with coach@coach.ca.

Finally, we want to recognize your hard work and commitment to sport and recreation in Canada, or around the world. Sport is a powerful tool to improve the lives of us all.



A handwritten signature in black ink.

Paul Carson
Chair, Board of Directors
Coaching Association of Canada



A handwritten signature in black ink.

Lorraine Lafrenière
Chief Executive Officer
Coaching Association of Canada



Fiscal Year at a Glance

Partner Satisfaction

CAC Partners rated their satisfaction with the CAC at 87%, surpassing again our annual target of 75%. This year's survey provided significant positive feedback about CAC staff and how they collaborate, support, communicate and respond to partner's needs. It also provided important insight, which was mobilized into our 2023-2024 annual plan.

Canada

The programs of the Coaching Association of Canada are funded in part by the Government of Canada. The Government of Canada contribution to our sport system in Canada is critical and sustains Canada's successful sport program development for all participants. The CAC is proud to work in partnership with Sport Canada as we strive to build and strengthen our collective safe, inclusive, and valuable sport system.



UCCMS: New Safe Sport Policy

On January 20, 2023, the CAC became a program signatory of the Office of the Sport Integrity Commissioner (OSIC) and identified its Universal Code of Conduct to Prevent and Address Maltreatment in Sport (UCCMS) participants. UCCMS compliance is a government requirement to maintain funding eligibility with Sport Canada in 2023-24.

The CAC has revised and updated the Code of Conduct and Ethics, Discipline and complaints policy, and Positive workplace policy and implementation program to align with the UCCMS.

To learn more about the UCCMS visit coach.ca.

Annual Plan Key Themes

The Coaching Association of Canada (CAC) creates its comprehensive annual plan that aligns with the needs of the Canadian sport system through a collaborative process. The yearly plan was focused on three key themes: mental health and equity, diversity, and inclusion; NCCP (National Coaching Certification Program) policy revisions; and online learning.

The top priorities expressed by partners include revising NCCP training content, improving NCCP coach developer capacity, increasing the representation of women in coaching, and enhancing sport safety. These priorities will guide future initiatives and strengthen the CAC's partnerships with key stakeholders in the Canadian sports system.

Coaches

play important and impactful roles

**MENTAL
HEALTH
IS OUR
SPORT**



coach.ca

Coaching Association of Canada
Association canadienne des entraîneurs

Mental Health Is Our Sport

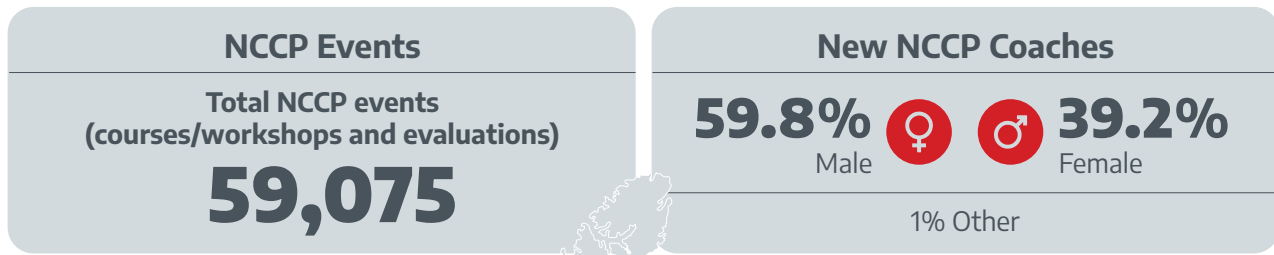
Mental health has been identified by federal, provincial, and territorial (FPT) governments as the greatest risk to people in Canada because of COVID-19. The COVID-19 pandemic has had a disproportionate impact on youth mental health and is particularly associated with depression and anxiety. The CAC received a \$2.8 million grant from The Public Health Agency of Canada (PHAC) to offer robust training and resources to partners, coaches, and sport leaders across Canada during the two-year agreement. The CAC has already trained 29 Learning Facilitators and 1 Master Coach Developer in 2022-23, with a goal of conducting more sessions in 2023-24.



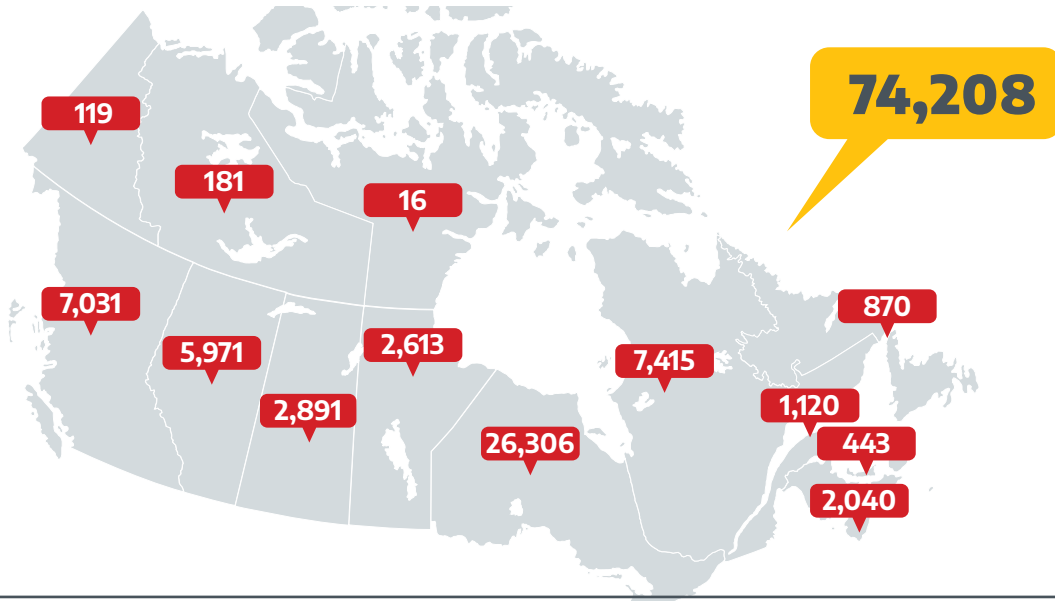
Coaching Education

NCCP delivery and attendance continues to rebound following the pandemic. Over the last year, we saw an increase in overall NCCP attendance of over 30%. Coaches accessing the NCCP in an online environment continues to be a trend as online synchronous delivery increased by a third, and eLearning completions increased by 40% from the 2021 – 2022 fiscal year. Finally, in-person delivery also contributed to this increase as it doubled in attendance from the 2021 – 2022 fiscal year.

NCCP Delivery



★ ★ **131,224** New Sport Specific Coaches Entered in the Locker ★ ★



NCCP Coach Breakdown



Launch of new CAC Anti-Racism in Coaching eLearning module

On May 11, 2022, the CAC launched a first-of-its kind Anti-Racism in Coaching eLearning module that addresses critical and timely issues raised by coaches and partners. To upskill coaches working with racialized participants, the module provides historical context about marginalized people in Canada, builds awareness of the current state of racism in sport in Canada, and provides tools, including a glossary of terms for contemporary anti-racist coaching methods through a Black, Indigenous and People of Colour (BIPOC) lens. 7,719 participants have completed the module to date.

The digital social media campaign, run from January 27 to February 28, 2023, attracted 1,050 to the NEW eLearning module.



The CAC collaborated with the Government of Nova Scotia and the Canadian Sport Centre-Atlantic to build content to increase awareness and understanding of how to navigate biases that contribute to racism; the value of equity, diversity, inclusion, and belonging; and how to be an active anti-racism ally. The pilot project served to combine the expertise of the CAC in developing eLearning modules through project management and their amassed network of professionals, to support the Nova Scotia-led content development. The anti-racism in sport modules for parents and youth were launched in the fall of 2022 and coincided with Nova Scotia's Anti-Racism Month.

Inclusive Sport

The CAC hosted a 5-part webinar series called The Rumble, exclusively for Master Coach Developers (MCDs). The goal was to equip MCDs with tools to have important conversations and navigate complex issues to enhance leading practices in equity, diversity, inclusion, safe sport, and the NCCP. There was a high level of engagement during the webinars which further explored topics in the newly revised M/CD guides. 503 MCDs registered and 349 people participated in the live sessions and satisfaction was above 90%.



eLearning – Expand Support Through Sport eLearning series

On June 1, 2022, the CAC launched the 3 remaining of 4 eLearning modules in the Support Through Sport series on teen dating violence and gender-based violence in sport: Bystander Empowerment, Modelling Healthy Relationships, and Gender-Based Violence in Sport. Understanding Teen Dating Violence, the first module of the 4 eLearning modules, was launched in June 2021.

8 focus groups were completed – 1 in English and 1 in French for each module, to gather feedback on the content and activities. Revisions to the modules will be completed in 2023 and feedback on the modules has been extremely positive.

Digital social media campaign of Support Through Sport, run from November 24 to December 12, 2022, during the United Nations’ 16 Days of Activism against Gender-Based Violence, received 144K impressions on coach.ca.

eLearning Modules	Outcome
1 Gender-Based Violence in Sport	1,512 participants
2 Understanding teen dating violence	1,807 participants
3 Bystander Empowerment	1,792 participants
4 Modelling Healthy Relationships	1,485 participants
5 Total of participants for the series	6,596 new participants



Measuring the impact of the Support Through Sport series

Launched in FY 2021–22, the Support Through Sport eLearning series helps coaches act in addressing, preventing, and responding to gender-based violence and abuse in sport.

Feedback from participants found that most coaches say these modules have made them more effective in their role.

Satisfaction and Positive Impact Survey Results:

87%

Understanding
Teen Dating
Violence

93%

Gender-based
Violence in
Sport

93%

Bystander
Empowerment

92%

Modelling
Healthy
Relationships

CAC research strategy (PULSE)

After 4 years of implementation, the CAC research strategy continues to improve and provide benefit to the CAC and its partners. Evidence-based decision making, initiatives, and program development became a consistent part of the CAC's business, and participants to CAC eLearning and NCCP multi-sport trainings perceive them as credible, based for their quality, relevance, impact, and degree to which they are research-based. Results from the assessment will be used to continue to support quality coaching programs, policies, and practices with enhanced knowledge mobilization.

NCCP Maintenance of Certification and Renewal of Certification policies

The Policies on Maintenance of NCCP Certification, and Renewal of NCCP Certification and Professional Development were revised to foster standardization across the partnership and reduce confusion in coaches, especially those at the grassroots level coaching across multiple sports. Through an extensive consultation process with all partners, the policies were approved in December 2022, and will come into effect January 2024.



*National
Coaching
Certification
Program*



Marketing and Communications

Update and standardize the Advanced Coaching Diploma (ACD)

Major revisions were made to the NCCP Advanced Coaching Diploma to continue to ensure quality learning with updated content and to improve program sustainability by reducing barriers related to accessibility and time. The new flexible and cutting-edge one-year program will be first offered in September 2023 to help coaches enhance competencies, apply learnings in their specific coaching context, and implement a safe and successful sport program.





Petro-Canada™ Sport Leadership sportif Conference and Awards Gala

The Petro-Canada Sport Leadership sportif conference (SLS22) was hosted November 10 – 12, 2022 at the Westin Ottawa. SLS22 was held as a hybrid event for the first time, welcoming almost 300 delegates in person from across Canada and an additional 400 remote delegates. The conference theme, A Tribute to Perseverance, provided the opportunity to recognize the loss and adversity faced during the pandemic, to celebrate resilience and how far the sport community has come, and to highlight future opportunities. SLS22 included three livestreamed plenaries, twelve breakout sessions (four livestreamed), a Remembrance Day viewing, a 5K walk/run/roll, and additional social and networking opportunities.



83%

of delegates were satisfied or very satisfied with their experience.



97%

of delegates said the conference provided a welcoming and inclusive environment.



87%

Training Sessions to NCCP Partnership on Locker Services



2022 Awards Program

On November 11, 2022, the CAC celebrated the outstanding accomplishments of coaches and sport leaders during the Petro-Canada Sport Leadership Awards Gala. The prestigious Lifetime Achievement Award was presented to Water Ski National Team Head coach Steve Bush. Canada Snowboard Para National Team coach Greg Picard was the recipient of the Coach of the Year Award, and NCCP Master Coach Developer Beth Barz was recognized with the National NCCP Coach Developer Award. A total of 46 coaches across 20 unique sports were presented with the Petro-Canada Coaching Excellence Award. The CAC was also honoured to support the Aboriginal Sport Circle in presenting the National Indigenous Coaching Awards to Renée Sonnenberg and Jeff Ross.



Steve Bush
Lifetime Achievement Award
 Sport: Water Ski



Greg Picard
Coach of the Year Award
 Sport: Snowboard



Beth Barz
National NCCP Coach Developer Award
 Sport: Rugby

National Coaches Week

National Coaches Week - September 17 - 25, 2022

The 2022 National Coaches Week (NCW) campaign celebrated coaches from across the country. The NCW digital campaign generated 2.22 million impressions and 4.4K engagements, which contributed to 196K visits to the landing page. More than 3K tweets included the campaign hashtags, generating 20 million potential impacts.

Twelve eLearning modules were available at no cost throughout the week. These modules were completed 8,287 times, with over 16,028 coaches logging into their account during that week. 4,790 new Locker accounts were created, a 76% increase from NCW 2021 and almost eight times the weekly average.

For the second year, the Petro-Canada™ #ThanksCoach contest offered the chance to win one of twenty pairs of \$100 Petro-Canada gift cards. A digital campaign to promote this contest generated 2.67 million impressions, 6,370 engagements, and more than 3,100 visits to the contest webpage. 556 eligible entries were received through social posts featuring personal stories of how coaches have had a positive impact on sport participants across the country.



The graphic features a dark blue background with a red and white geometric design. On the left is a circular logo with a red maple leaf at the top, the word "NATIONAL" in white, "COACHES" in large white letters with a red outline, and "WEEK" in white below. On the right is a photograph of a coach in a white polo shirt interacting with two young athletes in blue jerseys; one jersey has the number "31". Below the photo, the text "Join us to say #ThanksCoach" and "September 17-25, 2022" is written in white. At the bottom, it says "Visit coach.ca/NCW for free tools and information".

Partners Congress 2022

The 2022 Partners Congress theme was Reconnecting to Reignite Sport and was the first in-person hosted event for the CAC since November 2019. Over 100 delegates attended the Congress which focused on advancing diversity, equity and inclusion, sport safety, and effective delivery of the NCCP through various modes, and building coach developer capacity.



International Programs

CAC and the Bahrain Olympic Committee (BOC) welcomed a new cohort of International Level 4 coaches. While delivering the Level 4 program in Bahrain, we are actively reviewing and updating the International Level 4 content based on today's NCCP and leveraging the knowledge of our delivery experts.



CAC's international programs are recognized worldwide for the quality of the content and delivery of our programs. We continue to develop and nurture relationships with international sport organizations through word-of-mouth connections, reputation based on past experiences, presentations at key events, and directly reaching out to like-minded organizations responsible for coach development. The CAC has facilitated key partnerships between sport organizations and education ministries in various countries, creating key linkages within the domestic sport and education systems. In Bahrain, we introduced the NCCP Fundamental Movement Skills program in alignment with the BOC and the Bahrain Ministry of Education.



We continue to expand the pool of Canadian coaching content experts to support our programs, which facilitates the adaptation of programming to the needs of our international partners. International Relationships have been re-established with Sport Singapore, Barbados Olympic Association, and the Jordan Olympic Association.

The CAC continues to engage internationally to exchange leading practices in coaching and safe sport. The CEO currently sits on the Board of the International Council for Coaching Excellence as well as the Education Commission of the Panam Sports Organization.



Coaching Leadership

Mental Health is Our Sport



On February 16, 2023, the Coaching Association of Canada (CAC) launched a new project, made possible with financial contribution from the Public Health Agency of Canada (PHAC), to improve the mental health literacy of sport coaches and participants across Canada to normalize conversations around mental health. Specifically, the project aims to support coaches and sport leaders in the communities disproportionately impacted by the COVID-19 pandemic, including remote communities, Indigenous communities, socioeconomically disadvantaged communities, newcomers to Canada, the school system, and Canadian Armed Forces members.

In 2022-2023, the following results were achieved in alignment with the three project objectives:

1.

Work with partner organizations to update the content of coach mental health literacy courses, improve accessibility, and increase delivery to underserved communities:

- a. Enhanced the content of 4 NCCP multisport modules, trained more than 20 new NCCP Learning Facilitators, and supported the PTCRs in delivering 67 free modules for 689 coaches.
- b. Translated the Mental Health in Sport eLearning module into 8 new languages: Arabic, Tagalog, Punjabi, Chinese (Traditional), Inuktitut, Plains Cree, Dene (Chipewyan), and Farsi (available as of May 2023).
- c. Enhanced the accessibility of Mental Health in Sport and Leading a Return to Sport Participation eLearning modules by offering online access in the Mental Health and Sport Resource Hub and offline access with downloadable modules and documents.
- d. Funded the enhancement of 3 Canadian Centre for Mental Health and Sport (CCMHS) workshops, trained 15 new learning facilitators, and supported the delivery of 10 free workshops.

2.

Adapt the CAC Mental Health webpage into a national resource hub:

- a. Launched the Mental Health and Sport Resource Hub, a free online portal on coach.ca that offers more than 40 different resources for coaches to develop mental health literacy.

3.

Strategically promote and market the revised mental health literacy tools to new and diverse audiences across Canada through CAC network and project partners:

- a. Launched the #MentalHealthIsOurSport campaign, which included coverage by 340 media outlets in Canada and a digital campaign that reached 27 million impressions and more than 102,000 engagements.
- b. Sponsored an on-site activation at 2 major sport events, the Arctic Winter Games and the Canada Winter Games, where project representatives interacted with more 8,100 coaches, athletes, and spectators.

The CAC is grateful to work with the following partner organizations on this project:

*Financial contribution from
Avec le financement de*



Public Health
Agency of Canada

Agence de la santé
publique du Canada





Community Networking

Coach House at the Canada Games

The CAC, in partnership with the Canada Games Council and Host Society, hosted Coach House at the 2022 Summer Canada Games in Niagara, ON, and at the 2023 Winter Canada Games in Charlottetown, PEI. The Coach House is a space where all Games coaches can connect with one another, learn through professional development and workshops, meet coaches across Canada and celebrate the accomplishments of coaches. There were over 900 coach visits at Coach House at the Summer Games, and 1,300 at the Winter Games.

Sponsorships

We are grateful to our National Corporate Partners for their support of the CAC's coach education, development, and recognition programs.



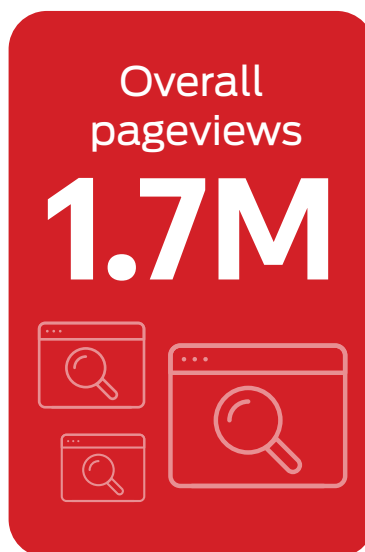
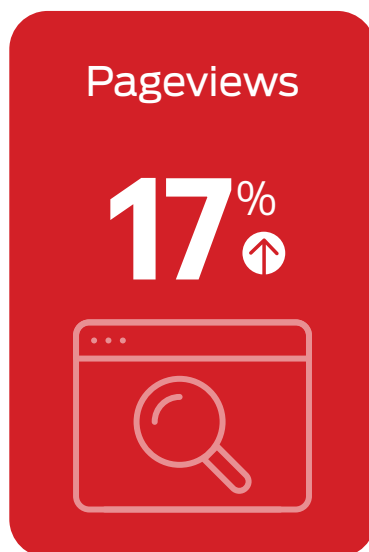
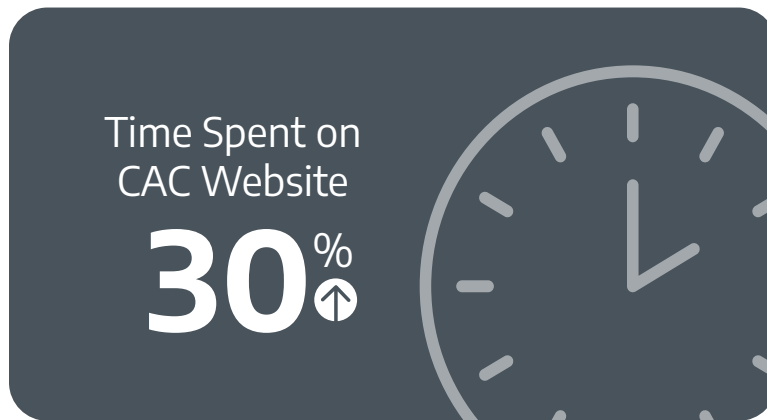
Our long-standing partnership with Petro-Canada enables us to celebrate and support coaches through several programs. As the title sponsor of the Petro-Canada Sport Leadership sportif conference (SLS22), Petro-Canada provided the opportunity for professional development and collaboration among sport leaders in Canada. At the Petro-Canada Sport Leadership Awards Gala, 46 coaches across 20 unique sports were honoured with a Petro-Canada Coaching Excellence Award. 1,351 individuals have received this award since 1986. The CAC also supported Petro-Canada in the activation of the Fueling Athlete and Coaching Excellence (FACE™) Program, which provides \$550,000 in direct funding annually to support 55 next-generation athletes and their coaches.



In 2022, TeamSnap's support for the NCCP Fundamental Movement Skills module educated 1,133 participants. More than 8,700 individuals have taken the module since the partnership began.

In addition to our National Corporate Partners, we are grateful for the participation of the 14 organizations who joined us as sponsors of the 2022 Petro-Canada Sport Leadership sportif conference. Their support enabled us to provide an exceptional opportunity for delegates to learn, network, and connect.

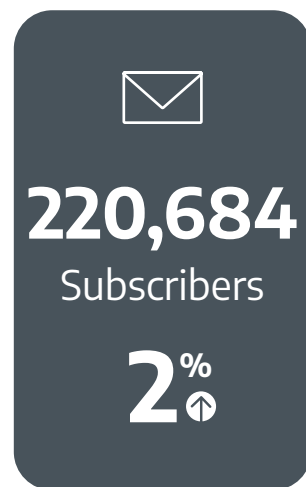
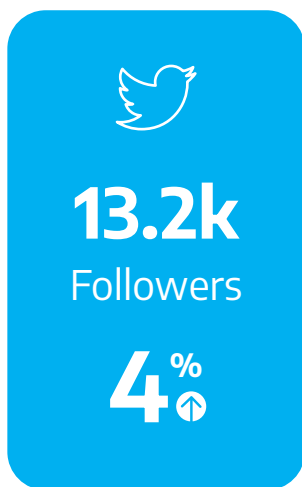
Web Stats



*New and existing web visitors who had not viewed our coach.ca website in more than six months.



Numbers to Highlight





Coach Diversity

High-Performance Women in Coaching Program

The CAC maintained the High-Performance Women in Coaching Mentorship with 8 CAC mentors and 11 mentees. In partnership with the CAC, Boccia Canada launched its first Women in Boccia Mentorship Program with Boccia Canada's head coach, 2 mentors and 4 mentees. Mentees from both programs completed CAC's Training for Effective Mentees and participated in a mentor-mentee panel discussion.

Canada Games Apprenticeship Program

The CAC, in partnership with the Aboriginal Sport Circle (ASC), Canada Games Council and Host Society, 13 P/TCRs and P/TSOs, to provide the Canada Games Apprenticeship Program at the 2022 Summer Games in Niagara (August) and the 2023 Winter Games (February-March) with over 40 women coaches.

Black Female Coach Mentorship Program

The Black Canadian Coaches Association (BCCA) and the CAC partnered to present at the 2022 International Working Group for Women in Sport in November 2022 on the Black Female Coach Mentorship Program.

Canadian Journal for Women in Coaching

The Canadian Journal for Women in Coaching (CJWC) released seven issues, including a report on the 2022 International Working Group for Women in Sport, Mental Health Powers Performances, and Transgender and non-binary athlete needs.

Inclusive Sport

Grants

The CAC issued 7 grants to NSOs to support coaching development initiatives and expand opportunities for equity-deserving coaches. 74 coaches benefited from the programs.

- Biathlon Canada, Intensive Women’s High Performance Coaching Development Program
- Bowls Canada Boulingrin, Increase Coach Diversity in Bowls
- Canada Basketball, CBxMWBA Women in Coaching
- Canadian Cerebral Palsy Sports Association, Boccia Female Coach Mentorship Model
- Speed Skating Canada, Women High Performance Mentorship Program
- Table Tennis Canada, Breaking Down Barriers with a Ping Pong Ball
- Water Ski and Wakeboard Canada, SkiAbility Coach Developer Workshop

Partnerships

Change the Culture, Change the Game 2.0

In October 2022, the CAC partnered with Maple Leaf Sports & Entertainment Launchpad (MLSE) by participating in a sport sector panel about promising change practices in coaching and leadership. Their “Change the Culture, Change the Game 2.0” report was launched during the half-day event to highlight new insights and recommendations emerging from the project, with a thematic emphasis on sport culture and positive environments for youth.

Voices from the Community

With funding support from Sport Canada, the CAC partnered with Canadian Tire Jumpstart Charities to launch a community-based initiative entitled “Voices from the Community” to better understand the barriers to sport, coaching and accessing coach education experienced by equity-deserving people and those working with diverse sport participants. 172 participants attended the listening sessions.



Para Sport Coaching – Research Strategy

The CAC continued to partner to enhance Para sport coach pathways. In conjunction with the Canadian Paralympic Committee (CPC), the CAC released two research-based practical checklists for accessible and inclusive design and delivery of Para coach training. The checklists were presented at the Petro Canada Sport Leadership Sportif and posted on coach.ca. They will help partners to support the Para sport coach pathway.



Coaching Profession



ProCoach Program / ChPC Designation

The CAC Professional Coaching Program (ProCoach) is an association that issues a Chartered Professional Coach (ChPC) designation to coaches that meet the highest standards of education including NCCP certification, experience and ethics and a Registered Coach (RC) license to coaches meeting an industry standard from entry to practice to representing Canada at Major Games.

In 2022-23, 1016 coaches were issued or renewed their designation or license. The program is supported by multiple NSOs, the Canadian

Paralympic Committee, Canadian Olympic Committee, Commonwealth Sport Canada and is required for coaches attending the Paralympic and Olympic Games, Para and PanAm Games, Commonwealth and Youth Games. Guelph University partnered with the CAC to fully support their full-time coaches to become Professional Coaches.

Additional services in the program include quarterly newsletters, free one-hour legal service, free language training, free access to the SIRC database of current sport research, discounted Coach Insurance Program for ChPCs and RCs, and Health & Dental benefits program.

Delivered two Community of Practice Pilots

In 2022-23 CAC was able to offer to ChPC/RC two peer-led communities of practice (CoP) pilots over a 6-month period. The University of Ottawa supported the CoPs and evaluated the two pilots:

1. Anti-racism in Coaching CoP that offered monthly discussion in a quality sport development experience to coaches wanting to pursue a more in depth understanding of racism and anti-racism in sport and coaching, following the completion of the CAC Anti-Racism in Coaching eLearning module. 16 Professional Coaches engaged.
2. Sport Safety CoP monthly discussions took a deep dive into the content using the Safe Sport training (SST) theory model of: awareness, acknowledge, action. Coaches completed the SST and Creating a Positive a Sport Environment eLearning modules prior to the start of the CoP. 15 Professional Coaches engaged.

Focus Groups with ProCoaches

In a 2022 Nanos review, coaches, sport administrators and coach employers identified the ChPC designation as the number one reason they endorsed the program because it added legitimacy to the profession, provided minimum standards and was a valuable attribute for their coaching resumes. Meeting a safe minimum industry standard by a National multisport coaching association was cited as the highest importance for coach employers, administrators, and coaches.

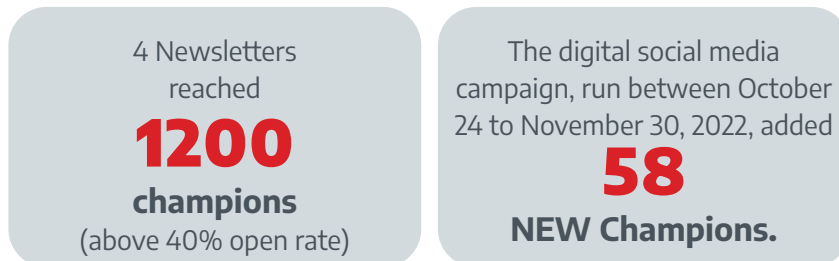
Focus groups conducted by Nanos in 2022 with coaches, administrators and coach employers demonstrated strong support for the ChPC designation and CAC brand recognition.



Responsible Coaching Movement (RCM) Initiatives

In 2021-22, research conducted by the University of New Brunswick with current RCM pledge takers known as “RCM Champions” expressed their challenges in implementing the RCM and were looking for additional support. In response to this, CAC in partnership with the Canadian Centre for Ethics in Sport (CCES), created an exclusive quarterly newsletter and webinar series that showcased leading practices implemented directly by RCM Champions. The focus was on general RCM implementation and the three pillars: Rule of Two, Background Screening and Ethics Training.

Summary of activities:



“There are always resources available when we need them.”



To support RCM Champions, the CAC provides resources under 3 pillars: Rule of two; Background screening; Ethics training.



New RCM eLearning Module: Understanding the Rule of Two

Launched in April 2022, a free eLearning module titled Understanding the Rule of Two was developed to support the needs of the sport community in providing scenarios experienced by coaches and showcases various opportunities for implementing a safe environment for all sport participants. The purpose of the module is to increase confidence and competence in implementing safe sport practices with the collaboration of parents/guardians, sport administrators, coaches, athletes, staff, volunteers, sport participants and athletes so that everyone is safe and is aware of policies and protocols to protect everyone. 12,496 participants have completed the module to date.

The digital social media campaign, run from March 1st to March 31st, attracted 1,940 new participants to complete the NEW eLearning module and 1,793 impressions on coach.ca

Responsible Coaching Movement (RCM)

Pledged Organizations = 1,387

April 1, 2022

Pledged Organizations	Total
MSO's	22
NSO's	59
PTCR's	12
PTSO's	221
Club	763
Other	19
University / College	12

Pledged Organizations = 1,108

March 31, 2023

Pledged Organizations	Total
MSO's	22
NSO's	59
PTCR's	12
PTSO's	246
Club	1,005
Other	25
University / College	18

Pledged Organizations = 1,387





NSO Safe Sport Round Tables

In partnership with the Canadian Paralympic Committee, Canadian Olympic Committee and Own the Podium, the CAC hosted NSO Safe Sport Round Tables with 56 sport partners including CEOs, High Performance Directors, OSIC, coaches and athletes. There is a collective desire across the national sport system to support the implementation of Safe Sport to fast-track leading practices across the sector while adopting the UCCMS and OSIC. The partners continue to engage in next steps for 23/24.



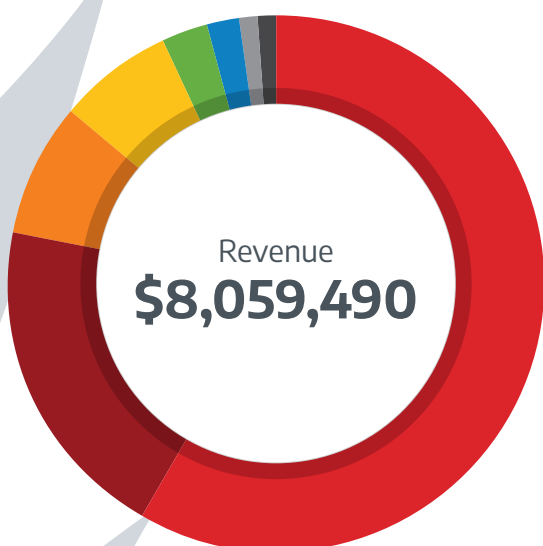
Coaching Association of Canada
Association canadienne des entraîneurs



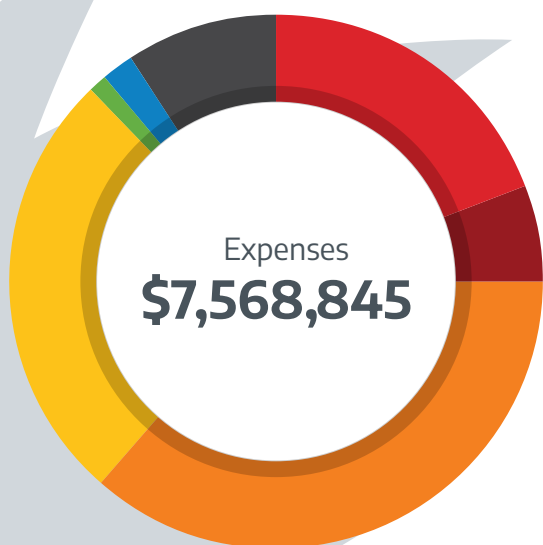
Organizational Excellence

Revenues & Expenditures

Revenues (\$8,059,490) and Expenditures (\$7,568,845) for the fiscal year 2022-2023 for the 12-month period ending 31/03/2023



● Sport Canada	4,724,491
● Public Health Agency of Canada	1,573,091
● E-commerce	624,866
● Partners fees and sales	587,218
● Sponsorship	259,931
● International Projects	163,987
● Registration fees	73,276
● Other revenue	52,630



● Education and partnerships	1,449,564
● Marketing and communications	466,050
● Salaries and benefits	2,728,442
● Administration	1,996,700
● International projects	56,648
● Innovation and business enablement	173,450
● Sport safety	697,991

Board of Directors

Paul Carson

Chair

Mathieu Boucher

National Sport Organization Member

Matt Allen

National Sport Organization Member

Danielle Emmons

National Sport Organization Member

Susan Lamboo

Provincial/Territorial Coaching and Sport Leadership Council Representative

Lynn Boudreau (ChPC)

Provincial/Territorial Coaching and Sport Leadership Council Representative

Doug Halliday

Provincial/Territorial Coaching and Sport Leadership Council Representative

Bill Greenlaw

Provincial/Territorial Government Representative

Saheed Khan

Athlete Member

Sue Hylland

Federal Government Representative

Jason Reindl (ChPC)

High Performance Coaching Representative

Janice Dawson (ChPC)

Member-at-Large

Dr. René Murphy

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

Tracy Hillis

Member-at-Large

CAC Staff

EXECUTIVE LEADERSHIP

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Chief Executive Officer

Sudeshna Nambiar

Chief Operating Officer

CORPORATE SERVICES

Martial Desrosiers Drainville

Director, Corporate Services

Claudia Gagnon

Manager, Project Management Office

Karlen Herauf

Manager, Corporate Services

Dunstan Decena

Manager, Finance

Mac Wright

Coordinator, Finance

EDUCATION & PARTNERSHIPS

Peter Niedre

Director, Education Partnerships

Neale Gillespie

Senior Coaching Consultant, Coach Developers

Gerard Lauzière

Senior Coaching Consultant, High Performance

Adam Sollitt

Coaching Consultant, Provincial/Territorial Coaching Representatives

Marie-Pier Charest

Coaching Consultant, Research

Winston To

Coaching Consultant, Locker Products and eLearning

Chris Wellsman
Coaching Consultant

Bukola Enaboifo
Coordinator, Education and Partnership

INNOVATION AND BUSINESS ENABLEMENT

Ian Denney
Director, Innovation and Business Enablement

Jeff Mees
Lead, Technology Platforms

Darren Larose
Senior Systems Analyst

Ifeoluwa Williams
Software Developer

Adewale Yussuf
Business Analyst

Joe Schwartz
Manager, Coach and Partner Services
and Data Analytics

Chris Patterson
Coordinator, Coach and Partner Services and Data
Analytics

Jennifer White
Coordinator, Coach and Partner Services and Data
Analytics

Rachel McCallan
Coordinator, Coach and Partner Services
and Data Analytics

MARKETING & COMMUNICATIONS

Yolande Usher
Director, Marketing and Communications

Alyssa McCulloch
Manager, Events

Selma Baaziz
Manager, Marketing and Communications

Katherine Zhang
Coordinator, Marketing and Communications

Evelyn Anderson
Associate Director, Marketing and
Corporate Partnerships

Arushi Phillips
Manager, Communications and Public Relations –
Special Project

Sarah Min
Manager, Marketing – Special Project

SPORT SAFETY

Isabelle Cayer
Director, Sport Safety

Andrea Johnson
Manager, Projects

Frances Priest
Manager, Sport Safety

Nathalie Joannette
Coordinator, Professional Coaching

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 the result of the work of highly-committed individuals from many different organizations who strive for coaching excellence from playground to podium. The programs of the Coaching Association of Canada are funded in part by the Government of Canada. We work in partnership to build and strengthen our sport system, and we are proud to lead and shape the coaching community in Canada.

NATIONAL SPORT ORGANIZATIONS

Alpine Canada
Archery Canada
Athletics Canada
Badminton Canada
Broomball Canada
Baseball Canada
Biathlon Canada
Bobsleigh Canada Skeleton
Boxing Canada
Bowls Canada
Canada Artistic Swimming
Canada Basketball
Canada Skateboard
Canada Snowboard
Canada Soccer
Canadian 5-Pin Bowlers Association
Canadian Blind Sports Association
Canadian Cerebral Palsy Sports Association
Canadian Fencing Federation
Canadian Handball Association
Canadian Lacrosse Association
Canadian Luge Association
Canadian Sport Parachuting Association
Canadian Team Handball Federation
Canadian Tenpin Federation Inc
Canadian Weightlifting Federation
Wheelchair Rugby Canada
Canoe Kayak Canada
Climbing Escalade Canada
Cricket Canada
Nordiq Canada
Curling Canada
Cycling Canada Cyclisme
Diving Canada
Equine Canada
Field Hockey Canada
Football Canada
Freestyle Canada
Gymnastics Canada
Hockey Canada
Judo Canada
Karate Canada
Nordic Combined Ski Canada
Orienteering Canada
Professional Golfers Association 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
Surf Canada
Swimming 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

PROVINCIAL / TERRITORIAL COACHING REPRESENTATIVES

Sport, Physical Activity and Recreation Alberta
viaSport British Columbia
Sport Manitoba
Coach New Brunswick
Government of Newfoundland and Labrador, Dept.
of Tourism, Culture and Recreation
Sport Newfoundland and Labrador Communities,
Sport and Recreation
Province 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 et de l'Enseignement
supérieur
SportsQuébec
Coaches Association of Saskatchewan
Government of Yukon, Dept. of Community Services

CANADIAN OLYMPIC AND PARALYMPIC SPORT INSTITUTES (COPSIN)

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

NATIONAL / INTERNATIONAL MULTI-SPORT SERVICE ORGANIZATION

Aboriginal Sport Circle
Active for Life
AthletesCAN
Bahrain Olympic Committee
Barbados Olympic Association
Black Canadian Coaches Association
Canadian Centre for Mental Health in Sport
Canadian Centre for Child Protection
Canadian Centre for Ethics in Sport (True Sport)
Canadian Collegiate Athletic Association
Canadian Council of University Physical Education
and Kinesiology Administrators (CCUPEKA)
Canadian Forces Morale and Wellness Services
Canada Games Council
2022 Canada Summer Games Host Society Niagara
2023 Canada Winter Games Host Society PEI
Canadian Olympic Committee
Canadian Paralympic Committee
Canadian Women and Sport
Commonwealth Games Canada
HIGH FIVE
Kids Help Phone
Lifesaving Society Canada
Next Gen Men
Own the Podium
Panam Sports
Parachute Canada
Physical and Health Education Canada
Red Cross
Respect Group
School Sport Canada
Sport Dispute Resolution Centre of Canada
Sport for Life Society
Sport Information Resource Centre (SIRC)
Sport Matters Group
U SPORTS
Knowledge development and exchange (KDE) Hub
Canadian Tire Jumpstart Charities
International Council for Coaching Excellence
Panam Sports Organization

COMMUNITY SPORT

Tennis Canada - Pickleball: NCCP Community Sport
Initiation Final Approval

Rugby Canada: NCCP Community Sport Initiation
Rookie Rugby; Conditional Approval
Instruction Stream

Tennis Canada – Pickleball: NCCP Instructor Beginner
Conditional Approval

COMPETITION STREAM

NCCP Competition Introduction
Cricket Canada, Conditional Approval





PARTNERS IN 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.



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



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James Ruddy, Canada Games 2022: Page 2

Dave Holland Canadian Paralympic Committee: Page 8, Page 19, Page 25

Derek Bottomley, Canada Games 2022: Page 24

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