



coach.ca

COACHING
ASSOCIATION
OF CANADA

2016 – 2017 ANNUAL REPORT



*Paul Carson, Chair, Board of Directors
Lorraine Lafrenière, Chief Executive Officer*

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

The Strength of Partnership

In 2016-2017, the CAC continued to focus its role of strengthening partnerships to enhance the athlete and participant experience through quality coaching. This was achieved by effectively allocating resources across the four strategic imperatives.

Within the strategic imperative of **Sustainable Coach Education**, the CAC prioritized on supporting the partnership to deliver the National Coaching Certification Program (NCCP) in a sustainable manner. Resources were directed towards quality assurance, creative solutions to address shared challenges, as well improve the coach user experience. In response to partner feedback, the Coach Developer model was refined and roles collapsed to reflect the human resource capacity in the system. In a significant move targeted at enhancing the experience of the Coach Developer, the Locker transcript was adapted to identify the progress and requirements to achieving the desired status. This shift in user experience for the Coach Developer took incredible dedication, from the CAC's expert Locker development team who work so diligently to ensure an accurate and complete profile for all Locker users.

Another milestone was achieved with the completion of the revised Aboriginal Coaching Modules (ACM). To improve the awareness of this resource, the CAC hosted free ACM workshops for NSO partners. We look forward to building our relationship with the Aboriginal Sport Circle to impact indigenous youth throughout the country.

Building on the High Performance pilot of 2015-16, the CAC worked with a number of sports to build out the Competition Development Advanced context, as well as high performance contexts. The organization partnered with Own the Podium to jointly hire a High Performance Coaching Advisor to work with targeted sports on professional development plans. The year resulted in a milestone in the CAC's partnership with Canadian Universities with the graduation of the first cohort of students from UBC's Certificate in Coaching and Technical Leadership combined with the NCCP's Advanced Coaching Diploma. It is our intent to continue to engage in University partnerships to formalize masters and undergraduate programs to advance the **Profession of Coaching**, our second strategic imperative. There was also significant work in recognizing coaches of medal winning athletes, and to celebrate the coaches at the 2016 Olympic and Paralympic Games in Rio de Janeiro. Building valued services and partnerships with National Sport Organizations, Universities, and other coach employers to support the profession of coaching continues to be a priority, as we continuously monitor services usage.

Within the **Coaching Leadership** strategic imperative, the priority of creating safe sport for youth and coaches was the impetus of the launch of the Responsible Coaching Movement in partnership with the Canadian Centre for Ethics in Sport. The Movement aims to protect the Canadian Sport System through three key steps for sport organizations including screening, the rule of two, and training and education. Together with our partners, we recognized the need to take action and mobilize our collective resources to change our practices. To ensure the CAC is living the practices internally, all employees must take the NCCP Make Ethical Decisions module as well as Respect in the Workplace Training, and it has established an independent ombudsperson.

An ongoing hallmark, the Petro-Canada Sport Leadership sportif conference, achieved new heights with its focus on accessibility and inclusion to challenge the system in becoming better beyond the field of play. And the second annual National Coaches Week resulted in increased participation from sports, greater reach, and ultimately greater visibility to the great work of coaches across the country. Within the **Organizational Excellence** strategic imperative, the organization embraced enhancing a growth mindset to benefit all staff and partners by launching its Best in Class initiative. The initiative provides for individual and organizational professional development, volunteer days, health and wellness in fitness subsidies, and performance recognition commensurate to dedication. Retaining a leading workplace culture will remain a key priority.

It is also important to thank the CAC Board of Directors. Their leadership continues to have a profound impact on the sport community in Canada. Their thoughtful advice, patience, and expertise is greatly appreciated by staff, the partnership, and the Canadian Sport System.

A special thanks to our partners for their leadership and engagement with the CAC, and for their dedication to building a better sport community. These partners include the Canadian Paralympic Committee, the Canadian Olympic Committee, Own the Podium, the Canadian Centre for Ethics in Sport, Aboriginal Sport Circle, Sport 4 Life, Commonwealth Games Canada, Canada Games Council, and CCUPEKA.



Paul Carson
Chair, Board of Directors
Coaching Association of Canada



Lorraine Lafrenière
Chief Executive Officer
Coaching Association of Canada

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.

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.

Our Mission

To enhance the experiences of all Canadian athletes through quality 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.

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.

Responsible Coaching Movement **Champions**



The Responsible Coaching Movement (RCM) aims to strengthen safety and ethical behaviour in sport for the benefit of children, coaches, and Canada's sport system. It is a multi-phase, system-wide initiative that has the potential to affect all Canadian sport organizations and coaches.

The RCM is open to all National Coaching Certification Program (NCCP) partners and sanctioned organizations, including those at the national, provincial and territorial, club, and community level. Partners and organizations are encouraged to pledge adoption of the RCM.

Since its launch in 2016, more than 50 organizations have signed the pledge to adopt the RCM policies and practices, and this number continues to grow.

By making the pledge, these organizations have committed to implementing supportive policies and processes that adhere to the three key areas of focus in Phase 1 of the Responsible Coaching Movement.

Providing leadership for organized sport in Quebec by promoting and defending the interests of the sport community, SportsQuébec is proud to adhere to the Responsible Coaching Movement. Through the adoption of policies, procedures and best practices, we want to inspire the entire sport community to join us and to bring about real change.

Alain Deschamps, CEO, SportsQuébec

Skate Canada places great importance on creating a fun and safe environment for our members and registrants, especially children and youth. While we realize that the full implementation of the Responsible Coaching Movement will require change and a shift in the way we operate, we believe that the work we are doing will shape the future of sport in Canada.

Ilan Yampolsky, Enterprise Risk Management Director, Skate Canada

By championing the Responsible Coaching Movement, Ringette Canada is motivated to demonstrate, through collective effort and alignment, our commitment to the safety and well-being of our athletes and coaches. Ringette Canada will continue to press for action at every level by providing guidance and an understanding of expectations with our partners through coordinated action.

Natasha Johnston, Executive Director, Ringette Canada

Badminton Canada places great value in providing a safe and secure environment for our players, coaches, and parents. The Responsible Coaching Movement is changing how we deliver our events for the better and we look forward to continuing the implementation of the program in the near future.

Joe Morissette, Executive Director, Badminton Canada

Player welfare is Rugby Canada's number one priority. The Responsible Coaching Movement aligns well with our PlaySmart initiative. Much of what is involved with the Responsible Coaching Movement is already common practice and procedure with Rugby Canada and by signing the pledge we show our support for a national strategy and direction across all sports.

Allen Vansen, Chief Executive Officer, Rugby Canada

I feel the Responsible Coaching Movement is a critical step in supporting all members of our industry in safe and respectful interactions. Important initiatives like this will help retain developing athletes, long-term coaches, and sustainable sport organizations.

Dale Henwood, President and CEO, Canadian Sport Institute Calgary



National Coaching Certification Program

National Coaching Certification Program (NCCP) Development

The CAC continued to adapt its support of the partnership, and of coaches in the maintenance of their certification. The CAC implemented creative solutions to both enhance the development of the NCCP in the Competition Development (core and advanced) and High Performance contexts, and build the capacity to deliver the NCCP across all contexts. The CAC supported the NCCP through a number of initiatives and workshops towards this goal, including:

- **The CAC invested close to \$1M into the development of the NCCP with its sport partners.**
- **Provided funding to nine NSOs to develop Competition-Development Advanced Gradation (CDAG) and Competition High Performance contexts;**
- **Hosted three NSO workdays (two in Ottawa, one in Calgary) for NSO experts to learn how to develop the CDAG and Competition High Performance contexts;**
- **Provided travel grants and consultant support to an NSO Content-Specific Coach Developer training weekend. Six NSOs participated in the weekend;**
- **Provided subsidies to NSOs to enhance Master Coach Developer training, co-delivery and evaluation;**
- **Led and subsidized national multi-sport Coach Developer pilot training in PEI to build capacity to deliver the new Advanced Practice Planning, Performance Planning, Manage a Sport Program, and Mentorship modules;**
- **Created a platform for coaches to self-report professional development (PD) opportunities, as well as to declare active coaching for PD points towards their maintenance of certification.**

NCCP High Performance Program

Following last year's High Performance (HP) pilot, nine sports have received funding to develop their Competition Development Advanced Gradation (CDAG) and HP programs. As of March 31, 2017, two sports have received Conditional Approval of their CDAG program and one sport has received Final Approval of their HP program.

The CAC partnered with Own the Podium (OTP) to contract a High Performance Coaching Advisor to bring leadership and focus to accelerate high performance coaching in Canada, particularly to professional development. Based on lessons learned from the 2016 High Performance Pilot, the CAC and OTP have been working in partnership directly with identified NSOs to lead personal professional development plans for podium and next generation coaches.

NCCP Highlights – NCCP Development

The CAC continued to support NSOs in completing their NCCP transition through achieving final approvals and transfer of qualifications, as well as developing new contexts. In 2016-2017, 21 programs received Final Approval (FA) status, and an additional 11 programs received Conditional Approval (CA).

COMMUNITY SPORT – INITIATION

Canoe Kayak Canada – Whitewater (FA)

Sail Canada (FA)

COMPETITION – INTRODUCTION

Canoe Kayak Canada – Whitewater (FA)

Gymnastics Canada (CA)

Canoe Kayak Canada – Dragon Boat and War Canoe (FA)

Water ski and Wakeboard Canada (FA)

COMPETITION – INTRODUCTION, ADVANCED GRADATION

Canoe Kayak Canada – Sprint (FA)

COMPETITION – DEVELOPMENT

Athletics Canada (FA)

Ski Jumping Canada (CA)

Badminton Canada (FA)

Bobsleigh Canada Skeleton (CA)

Broomball Canada (CA)

Speed Skating Canada (FA)

Broomball Canada (FA)

Taekwondo Canada (CA)

Canadian Luge Association (CA)

Volleyball Canada (FA)

Canadian Team Handball Federation (CA)

Canadian Weightlifting Federation (CA)

Canadian Wheelchair Sports Association (Wheelchair Rugby) (FA)

Canoe Kayak Canada – Whitewater (FA)

Field Hockey Canada (FA)

Rowing Canada Aviron (FA)

Nordic Combined Ski Canada (CA)

COMPETITION – DEVELOPMENT, ADVANCED GRADATION

Cross Country Canada (CA)

COMPETITION – HIGH PERFORMANCE

Canadian Wheelchair Sports Association (Wheelchair Rugby) (FA)

Canadian Wheelchair Sports Association (Wheelchair Rugby) (CA)

INSTRUCTION – BEGINNERS

Badminton Canada (FA)

Canoe Kayak Canada – Whitewater (FA)

INSTRUCTION – ADVANCED

Canoe Kayak Canada – Whitewater (FA)

PGA of Canada (FA)

INSTRUCTION – INITIATION

Canoe Kayak Canada – Whitewater (FA)

NCCP Delivery

Number of trainings achieved by NCCP stream:

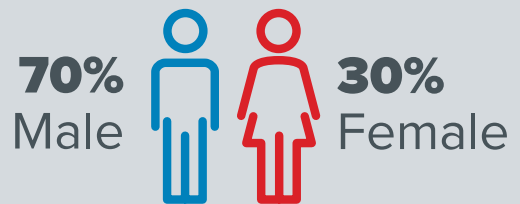


NCCP Events

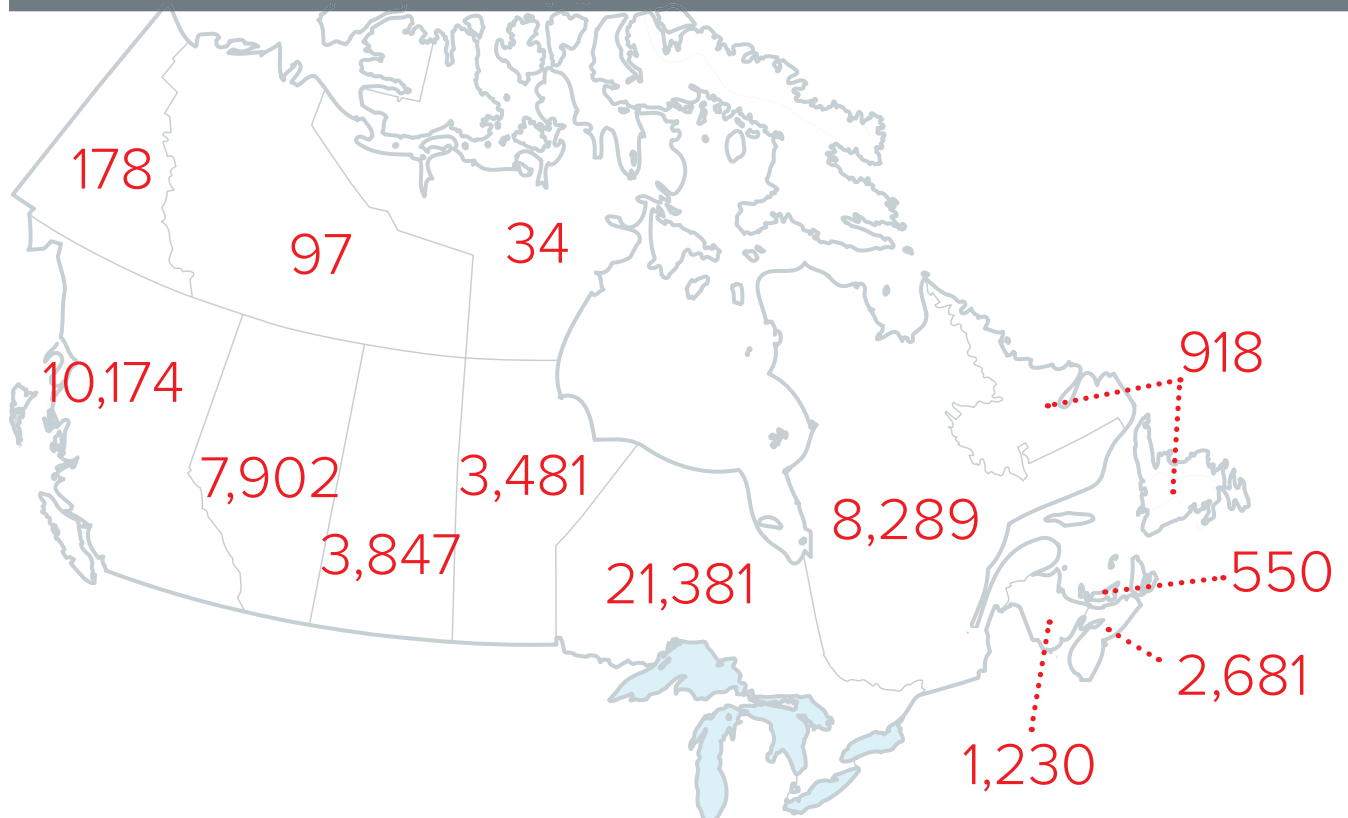
Total NCCP events
(courses/workshops and evaluations):

30,366

New NCCP Coaches



60,762 New Sport-specific Coaches Entered in the Locker



Advanced Coaching Diploma

The Advanced Coaching Diploma (ACD) is delivered in partnership with the Canadian Olympic and Paralympic Sport Institute Network (COPSIN). It is delivered via a three-hub system, providing ease of accessibility to coaches across Canada. ACD coaches are recognized as being among the most qualified coaches and leaders of athletes and sport programs

provincially, nationally, and internationally. There were 108 coaches enrolled in the ACD across the network this past year: 49 at Canadian Sport Institute (CSI) Ontario, 29 at CSI Calgary, and 30 at Institut national du sport du Québec. A total of 19 coaches graduated from the ACD this past year.

NCCP Coach Initiation in Sport

The NCCP Coach Initiation in Sport module is an online, multi-sport module developed to introduce coaches to the foundational skills in coaching, such as long-term athlete development, ethics, coaching motivation, and athlete safety and wellness. The NCCP Coach Initiation

in Sport module also introduces coaches to the NCCP, a valuable tool for preparing a coach for their first in-person NCCP workshop. From its launch on March 6th to March 31, 2017, more than 1,400 coaches completed NCCP Coach Initiation in Sport.



NCCP Coach Developers

NCCP Coach Developer is now the generic term which refers to Learning Facilitators (LFs), Coach Evaluators (CEs), and Master Coach Developers (MCDs).

For simplicity, the Coach Developer roles were reduced from six to three, which now include Master Coach Developer, Learning Facilitator, and Coach Evaluator. The CAC's website, coach.ca, was updated accordingly to reflect this change and to provide more information to support Coach Developers in each stage of the pathway.

Several NCCP Coach Developer initiatives were implemented to enhance communication, recruitment, training, and certification of Coach Developers.

In addition, three new initiatives were created to better communicate with Coach Developers and to improve Quality Assurance:

- 1) A bi-annual Coach Developer newsletter was created to keep them better informed of news, updates, and information about the NCCP and its delivery.
- 2) A Coach Developer tab was added to the Locker that tracks their training and evaluation.
- 3) Support of Coach Developers in their pursuit to become evaluated was offered through Investors Group grants and above core funding.

“The new Coach Developer functions within the Locker have made it much easier for both administrative staff and the individual Coach Developer to determine what has been completed and what the next steps are in the pathway.”

Kate Kloos, ViaSport BC

CAC Programs

International NCCP Development

On the international stage, the CAC continued to offer coach education support to other countries. The CAC was active with development in Bahrain and Barbados.

Bahrain: The implementation of NCCP International Level 4 in Bahrain was completed, with the first cohort of coaches completing their training and evaluation in December 2016. A second cohort has begun the same training and is set to finish in December 2018. The CAC is working with Master Coach Developers to conduct eight training sessions and one final evaluation in Bahrain during a two-year period.

Barbados: The CAC sent Coach Developers on four occasions to Barbados for the delivery of two NCCP International Level 1 training sessions and two NCCP International Level 2 training sessions. The CAC has built a strong relationship with the Barbados Olympic Committee and is currently in discussion to have the first NCCP International Level 3 training during 2017.

Coaching Research

Coach Education Research Grants

This year, the CAC provided funding for two research projects through its Coach Education Research Grants:

1. *Investigating the Barriers and Facilitators to Achieving NCCP Certification*

Lead Researcher: Dr. Gretchen Kerr, University of Toronto

2. *Understanding the Quality and Validity of the Coach Evaluation Experience throughout Canada*

Lead Researcher: Dr. Jonathon Edwards, University of New Brunswick

Research Findings

The Role of Parasport Coaches in Shaping the Quality of Athletes' Sport Experiences – *Awarded a CAC grant in 2015*

Lead Researcher: Dr. Jean Côté, Queen's University

Summary of Findings

- Three overarching themes were developed in relation to how coaches shape the quality of athletes' experiences in parasport: consideration, collaboration, and professionalism.
- How these themes are balanced was unique to each individual athlete and the developmental context of the sport. For example,

entry-level athletes desired consideration (catering to the needs of each individual athlete to enable equal opportunities for participation). Alternatively, high performance athletes desired professionalism (coaches with advanced technical/tactical knowledge who could push them to reach their full potential).

- Collaboration remained consistently important throughout athlete development: Quality coach-athlete relationships occurred when the coach could learn from the athlete, and the athlete could learn from the coach.
- While a balance of consideration, collaboration, and professionalism may be necessary for all athletes, the results implied that coach training and education should be tailored to the developmental context of the sport and emphasized strengths-based, collaborative approaches to coaching.

Aboriginal Coaching Modules

The Aboriginal Coaching Modules (ACM) provide culturally relevant training for coaches and people working with aboriginal athletes and youth. A total of 506 coaches completed the training this past year.

The CAC also hosted training for 14 Coach Developers to prepare them to deliver the ACM and provided delivery support funding to six organizations. Additionally, the CAC hosted free ACM workshops in Ottawa, Calgary, and Vancouver as an opportunity to train and familiarize NSO representatives with the ACM. A total of 39 participants took part in the training, representing 15 NSOs.

CAC Programs

Women in Coaching

CAAWS – CAC Female Coach Mentorship Program

The CAC partnered with the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) and successfully received a Status of Women Canada grant to create a sustainable mentorship model.

Partnering with the University of Toronto and working with four NSOs (Hockey Canada, Wrestling Canada, Canada Basketball, and Tennis Canada) and two lead mentors (Allison McNeill and Mel Davidson), a total of eight mentees and seven mentors received mentor-mentee training.

National Team Apprenticeship Program

The CAC worked with the sport of women's hockey to support an apprenticeship program for three national team coaches and the training of 32 Olympians in the NCCP Competition-Development/High Performance 1 program.

University – Female Coach Mentorship Programs

The CAC partnered with Queen's University, University of Toronto, and Ryerson University to support female athletes transition to coaching.

CANADIAN JOURNAL FOR WOMEN IN COACHING

Three issues of the journal were published on coach.ca, focusing on mentorship and increasing the number of female coaches in the system.

2017 Canada Games Apprentice Coaches



CAC Programs

2017 Canada Games Apprenticeship Program

Women in Coaching

The CAC hosted a professional development workshop in November for 21 apprentice coaches to develop their coaching and leadership skills in preparation for the 2017 Canada Summer Games. Four leadership development webinars were also hosted by Dr. Cari Din. NCCP grants were provided to the coaches for Competition-Development training.

Aboriginal Apprentice Coaching Program

The CAC hosted a professional development workshop in November in conjunction with the Petro-Canada Sport Leadership sportif conference for 11 apprentice coaches, providing NCCP training in the following workshops: Nutrition, Empower +, and the Aboriginal Coaching Modules.

Investors Group Community Coaching Grants

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

- 67 sport-specific NCCP workshops;
- 9 Coach Developer NCCP workshops;
- 21 community coaching conferences with an NCCP workshop; and
- 5 community coaching conferences.

As a result of an increased focus on supporting Coach Developer-specific workshops, the Investors Group Community Coaching Grant program resulted in 135 new Coach Developers in seven sports. This year's financial support allowed more than 1,800 coaches to attend an NCCP workshop and introduced 2,600 participants to coaching professional development opportunities.

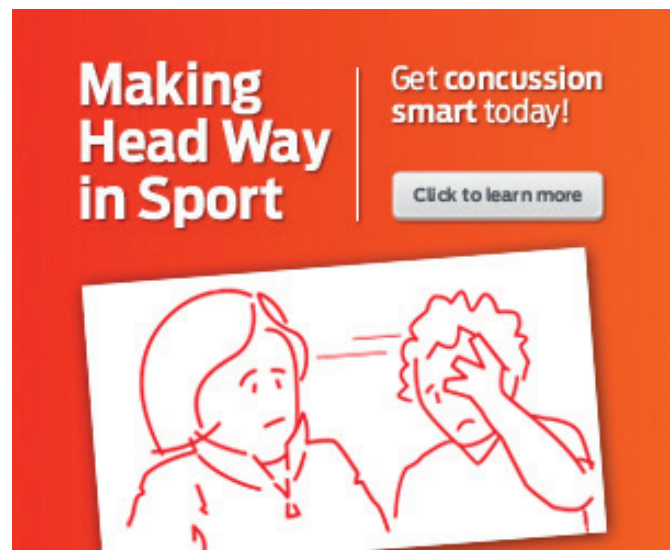


Making Head Way

Designed to help coaches gain the knowledge and skills required to ensure the safety of your athletes, the free Making Head Way Concussion eLearning module covers:

- What to do to prevent concussions;
- How to recognize the signs and symptoms of a concussion;
- What to do when you suspect an athlete has a concussion; and
- How to ensure athletes return to play safely.

The eLearning module was completed 10,920 times.





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.





Partners Congress celebrated the work of many NSOs completing their NCCP core program development

Partners Congress

The CAC hosted a very successful Partners Congress at the EY Centre in Ottawa from May 31st to June 2nd. The Honourable Carla Qualtrough, Minister of Sport and Persons with Disabilities, addressed the 170 participants attending from partner organizations including NSOs, P/TSOs, Sport Canada, COPSIs, CAAWS, CPC, CCES, and OTP.

The annual meeting was dedicated to improving the development and delivery of the NCCP and CAC partnerships, as well as celebrating the final approval of 41 programs. A number of workshops were held, including NCCP Delivery Business Model Review, Retaining Experienced Coaches, NCCP High Performance context, Coach Developer Policy Updates and Implementation, and Understanding Perceptions and Building Value of the NCCP Brand. The Responsible Coaching Movement (RCM) was officially launched at the meeting, with Skate Canada and Luge Canada being first to sign the pledge.

Responsible Coaching Movement

The Responsible Coaching Movement (RCM) was officially launched in May 2016. The multi-phase, system-wide movement, led by the CAC and the Canadian Centre for Ethics in Sport, has the potential to affect all sport organizations across Canada and ensures the safety and protection of athletes and coaches, both on and off the field of play. The RCM encourages the commitment and implementation of supportive policies in three key areas:

- **The Rule of Two;**
- **Background screening; and**
- **Respect and ethics training.**

As of March 31, 2017, over 50 national, provincial and territorial, club, and community level organizations had taken the RCM pledge.



Ilan Yampolsky of Skate Canada (second from left) and Tim Farstad of Luge Canada (second from right) signed the RCM pledge at Partners Congress 2016.



SPORT LEADERSHIP SPORTIF

November 3-5, 2016 · Richmond, BC

CONFERENCE



The emcees Special Olympics Coach Jessica Chapelski and Special Olympics Athlete Matthew Williams

The Petro-Canada Sport Leadership sportif conference raised the bar for professional development for industry leaders in the Canadian sport system. With the largest delegation in event history, over 600 people were challenged and inspired by the theme *Innovation and Inclusion: Empowering Diversity*.

Hosted by Special Olympics Athlete Matthew Williams and Special Olympics Coach Jessica Chapelski, the line-up of speakers celebrated the powerful impact diversity has on sport featuring local chef and entrepreneur Vikram Vij and Strive4 (Christine Sinclair, Diana Matheson, Rhian Wilkinson, and Karina LeBlanc).

“The theme of inclusivity was both inspiring and highly relevant. I would like to see this continue as a cross-cutting theme in future conferences.”

2016 Petro-Canada Sport Leadership sportif conference delegate

Petro-Canada Sport Leadership Awards Gala

Canada’s coaching stars were honoured at the Petro-Canada Sport Leadership Awards Gala on Friday, November 4th, in Richmond, British Columbia.

Volleyball coach, Glenn Hoag, was presented with the Geoff Gowan Award in recognition of lifetime contribution to coaching development. He was joined by the Jack Donohue “Coach of the Year” Award winner,

Mark Smith, ChPC, formerly Director of Coaching with Sport Nova Scotia and the Canadian Sport Centre Atlantic and now a High Performance Director/Head Coach with Softball Canada; the Investors Group NCCP Coach Developer Award winner, Andy Van Neutegem of Wheelchair Rugby; and viaSport British Columbia, winner of the Sheila Robertson Award. 61 Petro-Canada Coaching Excellence Award recipients were also honoured at the Gala.



Paul Carson, Hayden Bissoondatt of Investors Group, Andy Van Neutegem – 2016 recipient of the Investors Group NCCP Coach Developer Award, and Lorraine Lafrenière

National Coaches Week

National Coaches Week increased the awareness of the role of the coach by engaging over 70% of Canadian National Sport Organizations, all 13 provincial and territorial coaching representatives, hundreds of municipalities, and sport organizations at every level, in a coordinated awareness effort. It generated over 15 million impressions with the support of Canadians and the annual #ThanksCoach campaign. Over 650 people sent their coaches electronic #ThanksCoach cards and 358,000 Petro-Points were donated during #CoachesWeek to support Canadian coaches! #ThanksCoach



150 Coaching Collection

In support of ParticipACTION’s 150 Play List, the CAC developed the 150 Coaching Collection: Activities to Plan and Deliver in Practice. This resource is designed for coaches to develop a practice in any environment with activities for all ages and stages. The CAC supported the ParticipACTION 150 Play List initiative to get Canadians moving by hosting Get Coaching! Day on March 28th, where coaches across Canada developed practices using the resource to get their athletes moving.



Professional Coaching Program

The CAC is committed to enhancing the profession of coaching. As the educational and professional body for coaches in Canada, the CAC grants the official designation of Chartered Professional Coach (ChPC) and the status of Registered Coach to professionals in the field of coaching. As of March 31st, there were 344 ChPC Coaches and 221 Registered Coaches.

The CAC provides multiple important services to coaches and promotes the integral role they play in the success and effectiveness of sport programs and athlete development in Canada. As such, four Professional Development webinars were offered:

1. Off-Season: Recharging and Improving for Next Year;
2. Coach Transition;
3. Coach Wellness; and
4. Social Media.

The CAC also partnered with a new insurance provider to better serve professional coaches and teamed up with FITSTATS Technologies Inc. to provide ChPCs and Registered Coaches with access to AthleteMonitoring.com, an adaptable and cost-effective athlete monitoring and sport science data management platform.



An evening to honour coaches of the Canadian Team attending the 2016 Rio Olympic Games, hosted by Petro-Canada, the Canadian Olympic Committee and the CAC

Team Canada Coach Celebration

Petro-Canada, in conjunction with the Canadian Olympic Committee and CAC, hosted a celebration in honour of Canadian Coaches at the Rio 2016 Olympic Games. Held at Canada Olympic House, more than 70 coaches and support staff attended the reception.

Coach House at the Rio 2016 Paralympic Games

The CAC partnered with the Canadian Paralympic Committee to provide support to coaches at the Rio 2016 Paralympic Games. Located in the Games Village, Coach House was visited by an average of 30 coaches and 15 support staff daily. It provided meeting space, business, administrative, and technical support for coaches, and was the place for them to relax and connect with colleagues during the Games.

CAC by the Numbers

Social Media and Online Stats



9,441

Twitter Followers



11,086

Facebook Page Likes



355,637

The Locker Logins



2,065,685

coach.ca Page Views

#CoachToolKit



Tips



60,737

coach.ca views generated

Coach and Partner Services



9,755

Calls Received



16,635

eMails Processed



Coach Breakdown

60,762 New Coaches in the Locker

108 Enrolled in Advanced Coaching Diploma

30% New Coaches Women

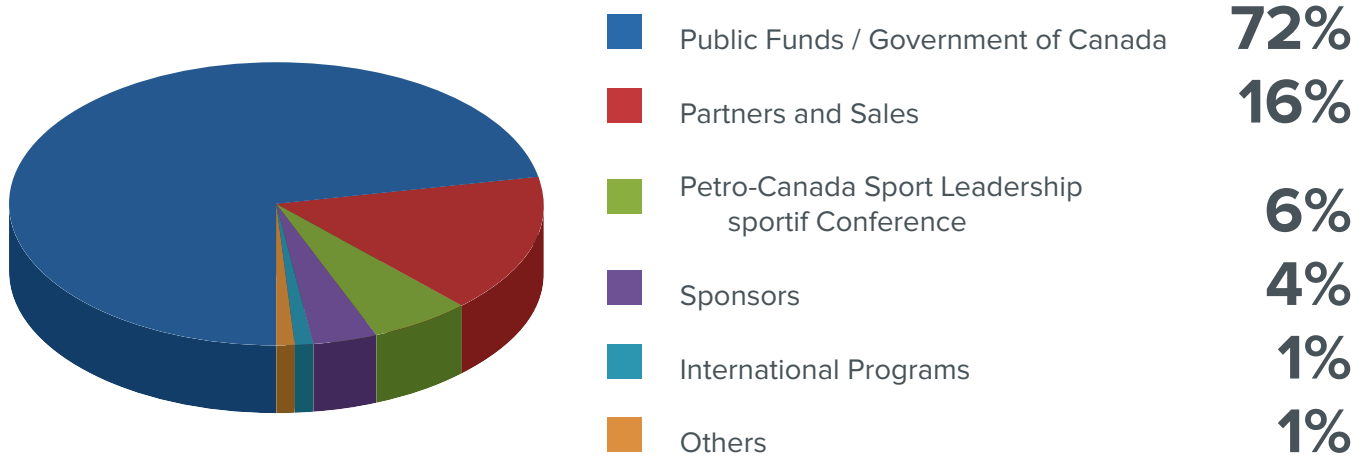
344 ChPCs

10,920 Making Head Way completed

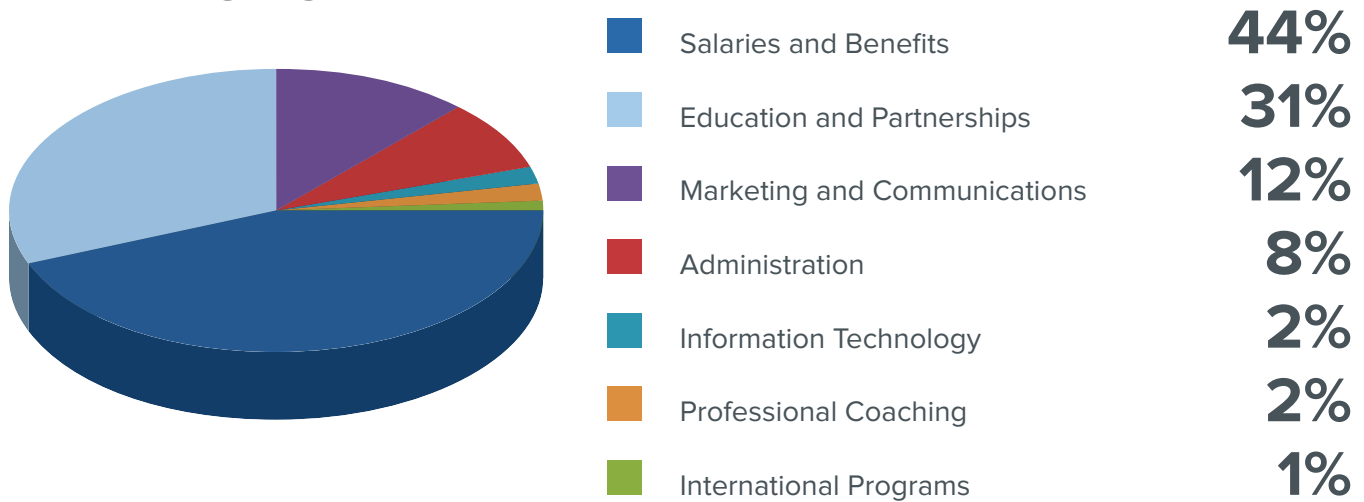
Revenues and Expenditures

Revenues and Expenditures for fiscal year 2016-2017 for the 12-month period ending 31/03/2017

REVENUES



EXPENDITURES



Board of Directors

Paul Carson

Chair

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

Gail Donohue, ChPC

Vice-Chair and High Performance Coach Member

Professional Sport Consultant Mentor

Paul Webster, ChPC

Federal Government Representative National Coach

Curling Canada Provincial High Performance Coach
for the Alberta Curling Federation

Janice Dawson, ChPC

National Sport Organization Member

Director of Sport Development – Speed Skating Canada

Sherry Robertson, ChPC

National Sport Organization Member

Sports Medicine, Nutritional Biochemistry,
Nutrition and Dietetics RD

Manon Landry Ouellette, Registered Coach

Provincial/Territorial Coaching and Sport Leadership Council Representative

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

Greg Guenther

Provincial/Territorial Coaching and Sport Leadership Council Representative

Senior Manager Sport Development, Sport Manitoba

Bill Greenlaw

Provincial/Territorial Government Representative

Executive Director Communities, Sport and Recreation – Nova Scotia
Department of Health and Wellness

Eric Sinker

Provincial/Territorial Coaching and Sport Leadership Council Representative

Development Manager, viaSport BC

Elise Marcotte

Athlete Member

Marketing & Communications Manager, Game Plan
Olympian 2008-2012

Monica Lockie

National Sport Organization Member

National Performance Centre Director, Skate Canada

Jean Blackie, Registered Coach

Community Coach Member

Curling Coach and Team Manager, Canada Games

Kerry Mummery

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

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

Daniel Domitrovic, ChPC

Member-at-Large

High Performance Hockey Coach

Ranil Sonnadara

Member-at-Large

Behavioural Neuroscientist and Research Computing Specialist,
McMaster University; Head Coach, Westdale Fencing Club

Training pilot to launch the new Coach Developer model in PEI



CAC Staff (as at March 31, 2017)

Erica Bergman, Kathy Brook, Isabelle Cayer, Jean-Christophe Charbonneau, Shelley Coolidge, Martial Desrosiers Drainville, Claudia Gagnon, Neale Gillespie, Lorraine Lafrenière, Darren Larose, Gérard Lauzière, Vickie Lemire, Itamar Lopes, Michel Hachey, Samantha Manto, Jeff Mees, Krissy Murphy, Peter Niedre, Wayne Parro, Chris Patterson, Natalie Rumscheidt, Anthony Sauvé, Nevan Sullivan, Jacqueline Tittley, Keira Torkko, Laura Watson, Brad Welock, Jennifer White

CAC Fun Stats

4.8

The number of hours CAC staff collectively did wall sits during the annual “Energy Cube” challenge

7

The number of Chartered Professional Coaches (ChPC) and Registered Coaches on the CAC Board of Directors



12,431

The number of kilometres Felipe travelled giving pep talks to Team Canada coaches ahead of the Rio 2016 Olympic and Paralympic Games

13

The number of sports in which CAC staff participate as coach: Ultimate, Synchro, Basketball, Rugby, Karate, CanoeKayak, Athletics, Soccer, Baseball, Hockey, Softball, Ringette, Alpine Skiing

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
 Boxing Canada
 Bowls Canada Boulingrin
 Canada Basketball
 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 Haltérophile Canadienne
 Canadian Wheelchair Sports Association
 Canoe Kayak Canada
 Cricket Canada
 Cross Country Canada
 Curling Canada
 Cycling Canada Cyclisme
 Diving Plongeon Canada
 Equine Canada
 Field Hockey Canada
 Football Canada
 Freestyle 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
 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:

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

Canadian Olympic Committee
 Canadian Paralympic Committee
 Canadian Swimming Coaches and Teachers Association
 Commonwealth Games Canada
 HIGH FIVE
 International Support Program to the African and
 Caribbean Sport (PAISAC)
 Own the Podium
 Parachute Canada
 Physical and Health Education Canada
 Respect Group
 School Sport Canada
 Special Olympics Canada
 Sport Dispute Resolution Centre of Canada
 Sport for Life Society
 Sport Matters Group
 U SPORTS

National Multi-Sport Service Organizations:

Aboriginal Sport Circle
 Active for Life
 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

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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On the cover: Mark Smith, Head Coach of the Women's National Softball Team and 2016 recipient of the CAC's Jack Donohue Award, and athlete Karissa Hovinga.

Back cover: Nicole Ban, Head Coach of the Women's National Sitting Volleyball Team

Photo credit: Canadian Paralympic Committee



National
Coaching
Certification
Program

COACHING ASSOCIATION OF CANADA

1155 Lola Street, Suite 201, Ottawa, Ontario K1K 4C1

