

# Frequently Asked Questions



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# 1

## Why are the Coaching Association of Canada (CAC) and the National Coaching Certification Council (NCCC) amalgamating?

After a series of consultations and a careful review of the needs of coaches, sport leaders, recreational participants, competitive athletes, parents, and sport partners across Canada, CAC and the NCCC have amalgamated into a new organization that will respond more effectively to the evolving needs of all of their stakeholders.

With increased levels of inactivity among youth and adults and the staggering rise of obesity in children, there has never been a more important time to encourage Canadians of all ages and aspirations to integrate sport activities into their regular routines. In light of this, the need to train all coaches, especially those at the community and recreational level, has become increasingly important in order to provide sport participants with qualified coaches that are able to create a positive and beneficial sport experience.

With the support of provincial, territorial, and federal partners, the new organization will be a dynamic new force that will ensure collaboration among all partners in taking coaching in a new direction.

# 2

## What is the mandate of the new organization?

The mandate of the new organization is to lead coach and sport leader training, delivery and promotion in association with other stakeholders, primarily through a leading edge national coach and sport leader development program that provides for coaching within a broad context of sport leadership based on the needs of sport participants, from playground to podium.

# 3

## What are the benefits of the amalgamation?

The amalgamation of the Coaching Association of Canada (CAC) and National Coaching Certification Council (NCCC) will result in the following benefits:

- A unified vision and mandate through a single Board of Directors;
- Enhanced accountability by providing a single and direct line of responsibility;
- Openness and transparency through changes in the governance structure;
- A new Partnership Engagement Model that encourages stakeholder participation and consensus building among all stakeholders prior to changes in programs, policies or general direction of the organization;
- A broad mandate to encourage an increased emphasis on the community coach program in order to provide a broader reach to all coaches, volunteers, athletes, and parents;
- A continued partnership with sport leaders across the country to develop and deliver an internationally recognized high performance coaching program.

# 4

## Why is the Community Sport stream being emphasized in the new organization?

A child's first experience in sport is critical to the attitudes they develop towards sport and physical activity throughout their lives. In the vast majority of cases this first experience happens in community recreation programs. To ensure that participants enjoy the most beneficial community sport experience possible, all coaches must be prepared to teach new skills, promote lifelong active living, and impart necessary sportsmanship values.

With this in mind, further emphasis is being placed on an expanded and strengthened community coach and sport leader development program that is being developed and delivered in partnership with the national, provincial, and territorial sport organizations. This past year, NSOs have launched many innovative programs targeted towards coaches of Canadian youth as part of the transition of the NCCP. Governed by this new structure, these programs:

- Provide youth with an optimal recreational sport experience that helps them to enjoy sport and encourages them to develop healthy lifestyle habits;
- Attract larger number of community coaches to complete their training through the National Coaching Certification Program by offering them more accessibility to this program;
- Cater to the needs of a diverse range of recreational athletes, parents, and volunteers in various sport disciplines across the country; and
- Reassure sport participants and parents that they will receive quality, consistent coaching in a positive environment.

# 5

## What is the name of the new organization?

The new organization will continue to be named the Coaching Association of Canada, however, a branding study will be conducted to consider whether a change would be desirable for CAC and its programs.

# 6

## What is the governance structure of the new organization?

The new organization's governance structure consists of an Inaugural Board of Directors with 15 members that represent various organizations, regions, and disciplines throughout Canada. This Board will provide strategic vision, leadership, and direction to coaching in Canada. The new organization will be managed by the Chief Executive Officer, who will report directly to the Board of Directors, and provide the leadership to implement this vision. The governance structure of the new organization will incorporate provincial/territorial councils that will engage regional partners in the strategic direction of coaching programs and services and would work under the leadership and in direct partnership with the new national organization on key issues and programs.

CAC staff will continue to deliver the same high standards of quality programs and services that are necessary for the development of coaches and sport leaders in Canada and will be responsible for managing the evolution to the new organization in collaboration with their provincial, territorial, and federal partners.

# 7

## What role will the Inaugural Board of Directors have in the new organization?

The Inaugural Board will be responsible for:

- Ensuring the transition process from the Coaching Association of Canada (CAC) and the National Coaching Certification Council (NCCC) is effectively managed
- Establishing the organization's Mission, Vision, Values, Strategic Priorities, and Business Plan
- Launching a new brand that will result in strong brand recognition within the Canadian sport community and public at large
- Establishing a new culture of strong partnerships with key stakeholders leading to high profile and credibility of the organization throughout the Canadian sport system
- Undertaking a study to determine the need to strategically re-brand the organization to reflect the broadened mandate of the new organization.

# 8

## Who will serve on the Inaugural Board of Directors?

The members of this new Board of Directors will consist of representatives from the following organizations:

- 1 Federal Government Representative:  
Tom Scrimger, Director General, Sport Canada
- 1 Provincial/Territorial Government Representative:  
Anita Comella, Manager, Sport Unit, Ontario Government
- 1 Canadian Council of University Physical Education and Kinesiology Administrators (CCUPEKA) Representative:  
Mike Mahon, Dean, Faculty of Physical Education, University of Alberta
- 1 Canadian Professional Coaches Association Representative:  
Dave Johnson, President, CPCA
- 3 Provincial/Territorial Coaching and Sport Leadership Council Representatives:  
Luc Denis, Sports-Québec; Rob Meckling, Sport North; John Neufeld, Sask Sport
- 3 National Sport Organizations Members: Jean-Paul Caron, Gymnastics Canada;  
Anne Merklinger, CanoeKayak Canada; Dean McIntosh, Hockey Canada
- 2 Members at Large: Kelly McGiffin, British Columbia; Mary Bluechardt, Special Olympics Canada
- 1 Athlete: Claire Carver-Dias, Synchronized Swimming
- 1 Community Coach Member: Virginia Smith, Swimming, Nova Scotia

# 9

## How was the Inaugural Board of Directors selected?

Members of the 15-Member Board of Directors have been chosen through a pan-Canadian nomination process. The guiding objective of this nomination process was to assemble a team that reflects the diversity of the Canadian sport community, and that includes a mix of skills, expertise, and experience essential to ensuring the successful transition to a new organization. For more detailed information, please refer to [http://www.coach.ca/e/archives/2005/0707\\_CACBoard\\_Nominations.htm](http://www.coach.ca/e/archives/2005/0707_CACBoard_Nominations.htm) for the nomination document.

# 10

## How will partners be engaged in the new organization?

One exciting component of the new organization will be the implementation of a Partnership Engagement Model that will take an inclusive approach to obtaining opinions, suggestions, and consensus from our partners in each region. Councils will be developed in each province/territory to gain insight of the regional issues and ideas. These councils will have a similar composition to the Inaugural Board of Directors, and would have a mandate that is consistent with the new organization.

# 11

## Will the Canadian Professional Coaches Association (CPCA) be amalgamated into the new organization as well?

No. The Canadian Professional Coaches Association (CPCA) will continue their process to separate into an independent organization that will advocate on behalf of professional coaches throughout Canada. CPCA will, however, continue to be a prominent and valued partner of the new organization by occupying a position on the new organization's Board of Directors. Similarly, a representative from the new organization will also be on the CPCA's Board of Directors.

# 12

## How will the current National Coaching Certification Program's (NCCP) transition to a competency-based learning system be affected by the amalgamation process?

The amalgamation process will facilitate the NCCP's transition to a competency-based program. The change in governance structure is being undertaken in parallel with the National Coaching Certification Program's move towards a competency-based learning system for all levels of coach and sport leader development.

# 13

## How will the amalgamation affect the delivery of current programs and services offered by the Coaching Association of Canada (CAC) and the National Coaching Certification Council (NCCC)?

The new organization will adhere to the same high standards of quality and continue to offer services for the development of coaches and sport leaders in Canada, including:

- National standards for coach and sport leader education programs
- Development of educational programs and resource materials
- Organizing and promoting coaching and sport leadership opportunities
- Educating the public with respect to the conduct and qualifications of coaches and sport leaders

- Facilitating the exchange of information among key partners and experts
- Recognition and development programs
- National coach and sport leader conferences
- Generate and disperse funds in support of key objectives
- Support the National Coaching Institutes with the Canadian Sport Centres
- Deliver the Women in Coaching program
- Petro-Canada Sport Leadership sportif, Canada's premier sport conference
- Coach Recognition

## 14

### What are the next steps?

The Inaugural Board Meeting is planned for the end of November, from which the next steps in the transition will be determined.

## 15

### How do I get more information about the transition?

With stakeholder needs in mind, the Coaching Association of Canada (CAC) and the National Coaching Certification Council (NCCC) will communicate further details on the new organization as they become available. Updates will be posted frequently and can be accessed at [www.coach.ca](http://www.coach.ca). For all other inquiries, please contact John Bales, Chief Executive Officer for CAC, at [jbales@coach.ca](mailto:jbales@coach.ca) and Lorraine Lafrenière, Chief Operating Officer at [llafreniere@coach.ca](mailto:llafreniere@coach.ca) or phone 613-235-5000.