

## The Amalgamation of the Coaching Association of Canada and the National Coaching Certification Council into a new governance structure.

### The Need for Change

**“Coaching in Canada is built on partnerships, and the new governance model strengthens our linkages with the key organizations that service coaches across the country.”**

– John Bales, CEO,  
Coaching Association  
of Canada

Coaches play a critical role in the delivery of sport in the creation of vibrant communities and in the development of healthy lifestyles, among people of all ages. With increasing levels of inactivity among youth and adults, and the number of obese children on the rise, there has never been a more important time to ensure that coaches are well prepared to provide effective leadership to our youth.

Following extensive consultations and a careful review of the needs of coaches, sport leaders, recreational participants, competitive athletes, parents, and sport partners, there is a growing awareness that our society is evolving and as a result, the needs of the sport community, partners, and Canadians, in general, are changing.

The amalgamation of the Coaching Association of Canada (CAC) and the National Coaching Certification Council (NCCC) signals the dedication of these organizations to develop a new entity that will foster an optimal sport environment at all levels by developing coaches and sport leaders that are trained and prepared to teach new skills, promote lifelong active living, and promote sportsmanship values among all participants.

#### One Seamless Governance Structure

The amalgamation of CAC and the NCCC will create a single organization that will pave the way for an enhanced governance structure that will facilitate broader participation from National Coaching Certification Program (NCCP) partners. With the needs of all sport partners and the ever-evolving nature of the sport community in mind, a single Board of Directors will lead coaching development with a unified vision and mandate for coaching within Canada. Equally importantly, by providing a single and direct line of responsibility to its stakeholders, this seamless governance structure will promote openness, transparency, and enhanced accountability to all sport stakeholders.

#### Making Partner Engagement a Priority

The transition to the new organization underscores the commitment of CAC and the NCCC to revitalize the pan-Canadian sports partnership by developing a structure that will actively engage and seek the collaboration of all provincial, territorial, and federal sport stakeholders in the decision-making process. At the heart of this new organization will be the increased opportunity to consult with partners to solicit opinions, ideas, and feedback. For example, a renewed Partnership Engagement Model will be implemented to ensure an inclusive approach to obtaining opinions, suggestions, and consensus from partners across the country.

**“Every Canadian athlete deserves quality coaching.**

**The Board of Directors is committed to this goal and to the partnership which will make us successful.”**

– Jean-Marie De Koninck,  
Chair,  
Coaching Association  
of Canada

Through this model, provincial and territorial councils will be put into place in an effort to ensure that all stakeholders from every region have the opportunity to be heard and feed into successful pan-Canadian coach and sport leader development programs and policies.

In addition to increased participation of our partners, an Accountability Report will also be submitted to provincial, territorial, and federal Ministers on an annual basis to ensure the openness and transparency of the new organization.

## **A Positive Step Forward for Communities**

The most exciting outcome of the new organization will be its broader mandate to increase the focus on community coaching. Recognizing the importance of recreational sport and the need for trained coaches to lead in these activities, the new organization will have a stronger focus on expanding and strengthening community coach programs and services. This emphasis on community coaches will be beneficial for all involved: it will ensure that youth enjoy and benefit from their sporting experience; parents feel comfortable with the level of expertise and experience relayed to their children; and volunteer coaches have access to the best training possible that will give them the confidence to lead.

At the same time, the new organization will continue to develop and deliver leading edge, high performance coach education programs.

## **Moving Forward...**

As we move forward, the new organization will facilitate the National Coaching Certification Program’s (NCCP) move towards a competency-based learning system, consistent with the long-term athlete development initiative endorsed by the Ministers in 2005. In fact, the new organization will be in a better position to support the NCCP’s ability to reach new audiences, develop new and improved curriculum, and establish new standards within coaching 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. They will also be responsible for managing the evolution to the new organization and they remain committed to working collaboratively with their provincial, territorial, and federal partners to ensure that the new organization is indeed reflective of the wants, needs, and priorities of the Canadian sport community.