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.
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 (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.
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

<table>
<thead>
<tr>
<th>Programs</th>
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<tbody>
<tr>
<td>Canoe Kayak Canada – Whitewater (FA)</td>
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<tr>
<td>Sail Canada (FA)</td>
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### COMPETITION – INTRODUCTION

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<th>Programs</th>
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<tr>
<td>Canoe Kayak Canada – Whitewater (FA)</td>
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<tr>
<td>Gymnastics Canada (CA)</td>
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<tr>
<td>Canoe Kayak Canada – Dragon Boat and War Canoe (FA)</td>
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<tr>
<td>Water ski and Wakeboard Canada (FA)</td>
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### COMPETITION – INTRODUCTION, ADVANCED GRADATION

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### COMPETITION – DEVELOPMENT

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<td>Ski Jumping Canada (CA)</td>
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<td>Badminton Canada (FA)</td>
<td>Bobsleigh Canada Skeleton (CA)</td>
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<td>Broomball Canada (CA)</td>
<td>Speed Skating Canada (FA)</td>
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<td>Broomball Canada (FA)</td>
<td>Taekwondo Canada (CA)</td>
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<td>Canadian Luge Association (CA)</td>
<td>Volleyball Canada (FA)</td>
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<td>Canadian Team Handball Federation (CA)</td>
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<td>Canadian Weightlifting Federation (CA)</td>
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<td>Canadian Wheelchair Sports Association (Wheelchair Rugby) (FA)</td>
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<td>Canadian Wheelchair Sports Association (Wheelchair Rugby) (FA)</td>
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<td>Canoe Kayak Canada – Whitewater (FA)</td>
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<td>Field Hockey Canada (FA)</td>
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<td>Rowing Canada Aviron (FA)</td>
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<td>Nordic Combined Ski Canada (CA)</td>
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### COMPETITION – DEVELOPMENT, ADVANCED GRADATION

<table>
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<tr>
<th>Programs</th>
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<tr>
<td>Cross Country Canada (CA)</td>
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### COMPETITION – HIGH PERFORMANCE

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<th>Programs</th>
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<td>Canadian Wheelchair Sports Association (Wheelchair Rugby) (FA)</td>
<td>Canadian Wheelchair Sports Association (Wheelchair Rugby) (CA)</td>
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### INSTRUCTION – BEGINNERS

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<td>Canoe Kayak Canada – Whitewater (FA)</td>
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### INSTRUCTION – ADVANCED

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<th>Programs</th>
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<td>PGA of Canada (FA)</td>
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### INSTRUCTION – INITIATION

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<th>Programs</th>
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<tr>
<td>Canoe Kayak Canada – Whitewater (FA)</td>
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NCCP Delivery

Number of trainings achieved by NCCP stream:

- **COMMUNITY**
  - 30,823 Coaches

- **COMPETITION**
  - 13,361 Coaches

- **INSTRUCTION**
  - 14,995 Coaches

= 59,179 Coaches

NCCP Events

Total NCCP events (courses/workshops and evaluations):

- 30,366

New NCCP Coaches

- 70% Male
- 30% Female

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
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.
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.
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.
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.
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.

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.
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.

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

- **Twitter Followers**: 9,441
- **Facebook Page Likes**: 11,086
- **The Locker Logins**: 355,637
- **coach.ca Page Views**: 2,065,685

**#CoachToolKit**

- **Tips**: 26
- **coach.ca views generated**: 60,737

**Coach and Partner Services**

- **Calls Received**: 9,755
- **eMails Processed**: 16,635

**Coach Breakdown**

- **New Coaches in the Locker**: 60,762
- **Enrolled in Advanced Coaching Diploma**: 108
- **New Coaches Women**: 30%
- **ChPCs**: 344
- **Making Head Way completed**: 10,920
Revenues and Expenditures

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

**REVENUES**

- Public Funds / Government of Canada: 72%
- Partners and Sales: 16%
- Petro-Canada Sport Leadership sportif Conference: 6%
- Sponsors: 4%
- International Programs: 1%
- Others: 1%

**EXPENDITURES**

- Salaries and Benefits: 44%
- Education and Partnerships: 31%
- Marketing and Communications: 12%
- Administration: 8%
- Information Technology: 2%
- Professional Coaching: 2%
- International Programs: 1%
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
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
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 Parachuting Association
Canadian Team Handball Federation
Canadian Tenpin Federation Inc.
Canadian Weightlifting Federation Halterphile 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

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
Sports Québec
Coaches Association of Saskatchewan
Government of Yukon, Dept. of Community Services
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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

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

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

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.

CAC Corporate Partners

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