

Executive Summary

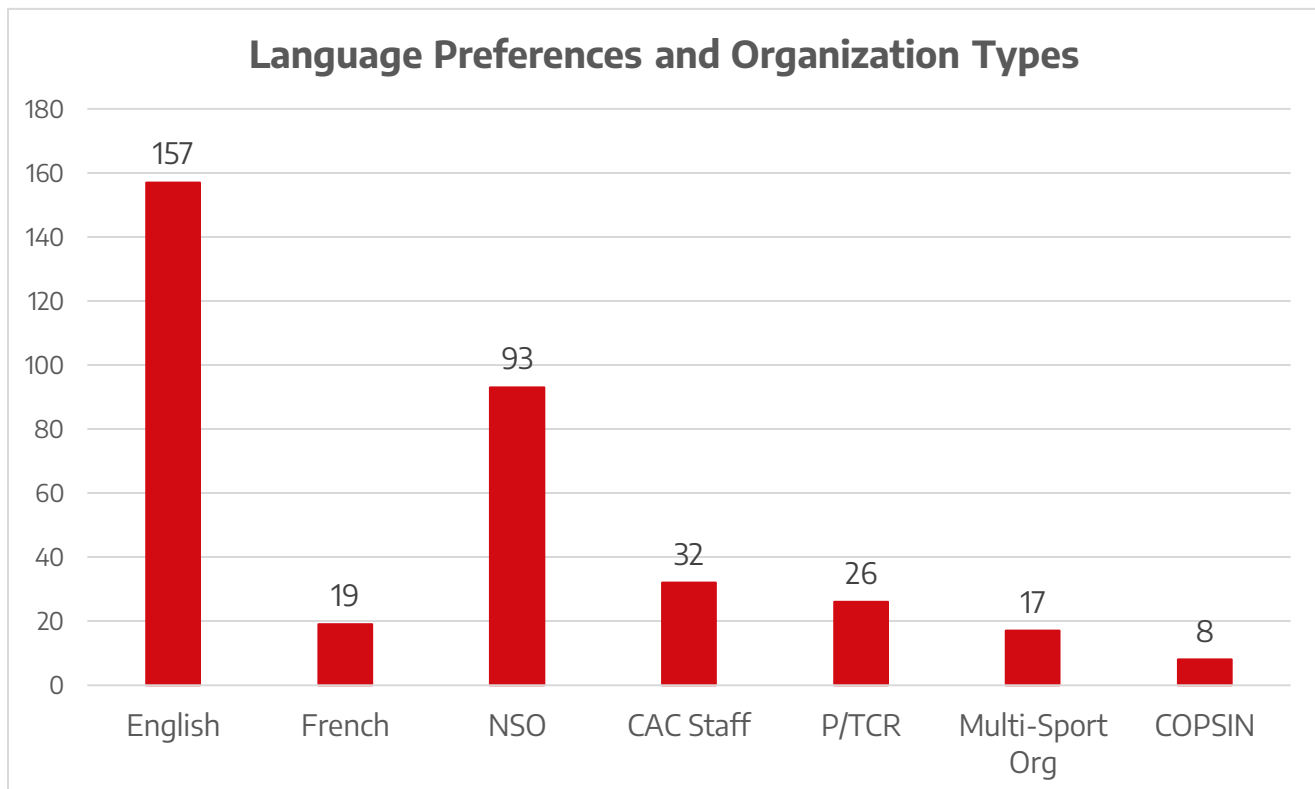
The 2025 Coaching Association of Canada (CAC) Partners Congress was successfully held in a virtual format from June 3–4, 2025. This report captures key insights, positive highlights, and next steps stemming from the two-day event, which included over 20 concurrent sessions, virtual networking, and over 180 participants from across Canada's coaching system. Participation was strong across National Sport Organization's (NSOs), Provincial / Territorial Coaching Representatives (P/TCR), CAC staff, and Multisport Service Organizations (MSOs). Sessions covered a range of critical topics, including Safe Sport, AI integration, Locker modernization, coach certification, mentorship, and instructional design.

Registration Overview

The following summarizes the delegates who attended the Partners Congress.

Total registrants: 185

Completed registrations: 185



Event Highlights, Key Takeaways and Actions by Theme

Safe Sport and Youth Education

- New program launched targeting youth athletes 13–18, in partnership with Swimming, Volleyball, and Athletics Canada.
- Modules focus on bullying, grooming, and athlete empowerment in both official languages.

Artificial Intelligence (AI) Integration and Learning Innovation

- Sessions on AI application in coaching, presented by BDO Canada, drew high engagement.
- Demonstrations included ChatGPT, predictive analytics, and data visualization via Power BI.
- Next steps will be to provide further guidance and consultation to the NCCP partnership on effective and appropriate use of AI to enhance NCCP practices and coach development.

Coach Certification and Professional Development

- Updated NCCP pathways and new options for self-employed coaches were well-received.
- Non-NCCP PD credits promoted as an underused but valuable tool for coach development.

Mentorship, Communities of Practice and Evaluation Models

- Volleyball and Fencing Canada showcased successful adaptations to mentoring models.
- Flexible, tech-enabled approaches supported broader access and individualized development.

Locker Modernization

- The session outlined upcoming major updates to The Locker, including migration of data to .net, a new dashboard and analytics tools, security, and improved user interface and user experience.
- Partners welcomed improved reporting and integration capacity with NSO/PTCR systems.

Instructional Design and Blended Learning

- Research presented from over 55,000 coach surveys following completion of multisport workshops or eLearning shows no difference in satisfaction and self-efficacy across all delivery methods (in-person, synchronous online, home study, eLearning).
- Focus on accessibility, asynchronous design, and future-proofing content.
- NSOs such as Equestrian Canada have successfully utilized eLearning to improve and enhance accessibility for coaches from coast to coast to coast, in both urban and rural areas—especially at the community stream.

Value Proposition of NCCP and Business Models to Reinvest back into coaching

- Emphasis on clearer messaging, templated content for partners, and enhanced user navigation.
- Partners appreciated the 10-point checklist shared by the CAC and Kharma Darma for simplifying NCCP communications.
- Several NSO partners have developed strong NCCP business models in partnership with their provincial-territorial partners to ensure continued investment into the NCCP and coach development. Understanding the partnership's target audience will aid in developing an effective model.

Coach Developer Training

- Pilot training programs successful; feedback supports continued investment in multi-sport super clinics.
- An interest form was circulated to build future coach developer pipeline collaboratively.

Professional Coach Pathways

- The CAC updated the Professional Coach pathways for both the Registered Coach and Chartered Professional Coach (ChPC) designations.
- The updated pathways aim to make the ChPC designation more accessible to coaches across all contexts and with diverse educational backgrounds.

Competition Development Advanced Gradation

- The CAC presented a standardized program and pathway towards the CDAG certification, with the Advanced Coaching Diploma (ACD) curriculum and delivery underpinning the coach pathway.
- Through partnership with the COPSIN, the model affords capacity across the partnership to ensure coaches at the Train to Compete level continue their journey and have access to world-leading coach education.

Coach Demographics

- Most coaches are volunteers who coach multiple age groups within a sport, and often across multiple sports.
- Coach developers bring significant experience to the role and are seeking ways to stay engaged—or become re-engaged—in coach development.
- These insights can inform NCCP planning and the development of new initiatives and programs.

Participant Feedback Summary

Overview

- 78% of respondents rated the event 4 or 5 out of 5
- Number of respondents: 28
- First-time attendance: 5

Key Highlights

- ✓ **Strong overall execution for a virtual event.** “Well done for a virtual congress.” “Managed very well with good variety of sessions.”
- ✓ **Well-designed event flow.** Pre-briefs, short sessions, mini-breaks, and pacing helped keep attendees engaged. “I really liked the way that the pre-briefs lead into each of the sessions, and that the sessions were short. This helped keep people speaking to the point and really get to the critical information that I wanted to learn.”
- ✓ **Appreciation for dynamic schedule.** Schedule updates and pacing were praised.
- ✓ **Relevant and engaging content.** Topics like AI and NCCP model were well-received.
- ✓ **Gratitude for budget-friendly virtual format.** “Thanks to CAC for thinking about our budgets.”
- ✓ **Smooth technical transitions.** Facilitators kept things on track effectively.

Constructive Feedback and Next Steps

While the Congress was broadly well received, feedback indicated some areas for further consideration:

- **Technical issues.** Some technical and platform stability issues during live presentations and transitions.
- **Lack of engagement at times in breakout rooms.** Some found them forced or ineffective.
- **Lack of clarity and formality.** A few sessions were rated lower due to lack of clarity on session goals or too much informality.
- **Sessions varied in relevance and could be too quick.** A few topics didn't align with specific participant roles, and for some, the speed dating sessions felt too quick and surface-level.

- **Language accessibility concern.** One participant had difficulty following in French despite translation.
- **Virtual Format:** some delegates indicated they found it difficult to remain focused in the meetings.

Next Steps

- ✓ Explore formats to enhance engagement if Partners Congress is to remain virtual
- ✓ Continue developing multilingual, accessible resources for all coaching audiences.
- ✓ Expand AI training pilots and consider developing a CAC AI learning hub.
- ✓ Publish follow-up toolkit and presentation archive to maximize post-event value.