

External Partnerships

Lifelong Learning, Maintenance of Certification
Professional Development

Updated: October 2025

Coaching Association of Canada

The Coaching Association of Canada (CAC) 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.

We aim to **enhance the experiences of all athletes and participants in Canada through quality coaching**. We foster this through key pillars of coaching leadership and sustainable coaching education. Our coach development supports coaches from grassroots, to professional levels and beyond.



Who are our coaches?



The CAC provides direct access to an expansive network of Community leaders across Canada. With membership of over **2 million coaches** and over 60,000 new coaches joining each day, our partners have the opportunity to engage with a captive audience of their target demographic, who are passionate, and loyal to brand that support their cause.



Above average household income



Value community involvement



Located across Canada



62% are over the age of 35

What is Lifelong Learning, Professional Development, Maintenance of Certification?

Lifelong Learning (LLL) is a philosophy, Professional Development (PD) is a process to facilitate learning and Maintenance of Certification (MoC) is a policy.

NCCP Maintenance of Certification

MoC is the NCCP policy that requires certified coaches to maintain their certification through PD and training opportunities over a predetermined period. Some sports also require coaches who have achieved TRAINED status to maintain their status through the PD program.

For more information, please visit:

<http://coach.ca/maintenance-certification-faqs>

Take Advantage of Your Learning Options

You can acquire PD points through a variety of sport-specific or multi-sport activities.

	Activity Category	Points	Limitations
Sport - Specific	Active coaching	1 point/year for every season coached OR 1 point/year for Learning Facilitator or Coach Evaluator activity	To a maximum number of points equal to the number of years of the certification renewal period, e.g. 3 points, if certification period is 3 years
	NCCP activity	5 points/training module or evaluation event	No maximum or minimum
	Non-NCCP activity	1 point/hour of activity up to 3 points maximum	No maximum or minimum
	Coach self-directed activity	3 points for the valid certification period	Maximum of 3 points for certification renewal period
	Re-evaluation in context	100% of the points required for PD credit in the context	No other PD is required if coach chooses reevaluation
Multi-sport	NCCP activity	5 points/training module or evaluation event	No maximum or minimum
	Non-NCCP activity	1 point/hour of activity up to 3 points maximum	To a maximum of 50% of required PD credit for the context in a certification renewal period

External
Partnership
PD
opportunity

External Partnership Application Process

Complete External Partner Application

- Name
- Organization
- Email
- Phone Number
- Name of PD opportunity
- Description of PD opportunity
- What is the revision process and timeline of your PD opportunity?
- How is your PD delivered?
- Is your PD opportunity available across the country?
- What language(s) is your PD opportunity available in?
- What is the length of your PD opportunity?
- What is the cost to participants?
- Does your organization track participants?
- Please provide link to materials or upload any materials to be reviewed

Internal Review

- Review of PD opportunity source files and materials (Education Partnerships Department, NCCP Partners)
- Review of organization (Education Partnerships Department, NCCP Partners)
- Reference checks of organization's owners and founders (Education Partnerships Department, NCCP Partners)
- Valuation of organization and PD opportunity (Marketing and Communications Department)

External Review (if needed)

- Finalize partnership

Sign Service Agreement

External Partnership Products Cost Overview

Product	Features	Cost
Manual Event Entry	Manual data transfer to the CAC Locker	\$1500 annually + billable hours setup and maintenance
Locker Logistics	Event logistics and payment	2.9% + \$0.30 Stripe Fee and 5% Administration Fee
eLearning Hosting Platform	eLearning content hosting and delivery	\$1000 annual Hosting Fee + 5% Administration Fee + 2.9% + \$0.30 Stripe Fee

Current CAC External Partners



Contact Us



We look forward to learning more about your organization and discussing the ways in which the Coaching Association of Canada can support them through a partnership opportunity.

To submit an External Partnership Application, please visit:

<https://forms.office.com/r/7TdF41D2gY>

For more information, please contact:

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