Coaches Association of BC

- Support coach education and offer coach services

- The province has consistently recognized the valuable contribution that coaches play in the development of sport and it has funded coach development to significant levels over the years.

- The province has provided financial support to PSO’s in the area of coach development (SportsFunder, Evaluator Training, IPS Pro.D. etc)
Coaches Association of BC

• New expectations by our provincial funders for growth in the number of sport participants, and in the number of coaches trained.

• Over the next 4 years there is an expectation that sport organizations will have increased their membership by 15%

• Attached to this expectation is that all coaches involved in sport will be certified by 2015.
The confluence of a bulging aged population and a shrinking supply of youth is unlike anything that has happened since the dying centuries of the Roman Empire

Peter Drucker

• These new demands on the sport system raise the question: Where are these new coaches going to come from and how are we (the sport system) going to keep them?
Coaches Association of BC

• “Baby Boomers” Work Values
  - Workaholic
  - Acceptance of stress
  - Team-oriented
  - Importance of title/status symbols
  - Demanding of respect and sacrifice from subordinates
Coaches Association of BC

• Generation “Y” work values
  – Independent
  – Variety seeking
  – Distrust of hierarchy and authority
  – Lack of loyalty/unwillingness to commit
  – Work-life balance
  – Fun and communal workplace
Change in demographics. We are seeing more visible minorities but these changes are not being addressed at by our sport bodies at the national and provincial level.

How are we going to meet the expectations by the Ministry for increasing the number of certified coaches?
Coaches Association of BC

- In the meantime: how are we going to get coaches trained and certified, and how can the CABC help in this process?

- Coach evaluation will be a bigger challenge for PSO’s and the CABC has developed an “on-line” tool.

- More opportunities for on-line education to meet the needs of rural coaches. All modules through H.S.
Coaches Association of BC

• Learning Facilitator Professional Development sessions by the CABC to support PSO’s

• Professional Development for coaches will be required to maintain certification, and the CABC will be hosting seminars and educational sessions to support coaches

• Coach bursaries are available to offset NCCP fees
Coaches Association of BC

• Coach Education and the Canadian Sport 4 Life model (LTAD) backbone of the new sport system and coach development. Need to incorporate into coaching and sport.

• Fundamental structure for sports in the development of athlete and coach pathway.
Long-Term Athlete Development

National Coaching Certification Program

C. Flett, Director NCCP