

# SAINT JOHN CANADA GAMES COACH PROJECT

Delivered by Sport New Nouveau Brunswick (Coaching)

## Background

Coaches play a significant role in the lives of athletes and in our communities. Unfortunately, the number of coaches has declined in recent years. The biggest challenges for many coaches and Provincial Sport Organizations (PSOs) are the costs associated with of the NCCP in-training to certification pathway, as well as the availability and accessibility of the training. Contributing to this challenge are the high expectations and stressful situations placed on coaches, which may lead to burnout or withdrawal from sport to protect psychological well-being.

Individuals appointed as coaches for the Canada Games are required to meet specific certification status under the National Coaching Certification Program (NCCP) as outlined in each sport's technical package. In the last 2 Canada Games (2022 and 2023), Team New Brunswick requested 34 exemptions for coaches who did not meet the NCCP requirements.

The Saint John Canada Games Foundation has been instrumental in supporting coaches to continue their coaching development and we have identified a need for more strategic investment and greater awareness of the program in the Province of New Brunswick. This project is a part of the Performance Excellence Council (PEC), with the goal in mind to promote systematic collaboration and alignment in the high-performance realm.

The ultimate goal of this project is to **build a larger community of certified and satisfied coaches in the province**, reducing the need for future coach exemption requests at the Canada Games.

## The Guidelines

Provincial Sport Organisers are invited to submit a list of coaches who are looking to complete the NCCP Competition Development certification and / or are looking to take part in the Mental Training Seminars to : [manon.ouellette@sportnb.com](mailto:manon.ouellette@sportnb.com). While we encourage PSO's to include them, it is not mandatory for identified coaches to be named to the coaching staff for the 2025 Canada Summer Games and 2027 Canada Winter Games.

Two opportunities of coaching development are available.

- Coach certification: *Funding will include support and travel to the Coach to reach the NCCP Competition Development to Certified status.*
- Professional Development
  - Coach Mental Training: A Mental Performance Consultant (MPC) will facilitate seminars on the following topics (targeting specific elements of the Areas of Work life Model; Leiter & Maslach, 2006). These seminars delivered in a hybrid (in-person and online) manner would be scheduled throughout the 2024-2025 period (approximately once monthly). These seminars would be recorded, which would



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allow for the coach to review at any time during this program. The MPC would ask the coach for homework and reflection within their journey.

- Other professional development: At the request of PSOs, Coaches who are already NCCP Competition Development certified may be approved to attend other professional development opportunities.

**Expectations:**

*There will be a signed commitment between all parties upon every participant's entry into the program.*

The PSO agrees to:

- Identifying a pool of coaches that are Competition Introduction certified or are ready as per the sport NCCP pathway to begin their Competition Development journey.
- Providing Coach Support, and regular check-ins with The Coach and Sport NB.
- Develop a cost-sharing model with Sport NB.

The Coach agrees to:

- Identify and commit to their preferred coaching development opportunity.
- Attend and participating in the project.

Sport NB agrees to:

- Provide The Coach in collaboration with the PSO a clear Coach Competition Development NCCP pathway.
- Offer NCCP Multisport Competition Development modules at no cost to The Coach
- Provide funding to the PSO/Coach for The Coach to:
  - Attend the identified NCCP Sport-Specific Courses.
  - Travel and accommodation if required to attend the NCCP Sport-Specific Courses to complete the evaluation process (which may be an evaluation on-deck/field/court/rink/etc. at a national competition, portfolio submissions to the NSO's).
- Conduct regular Check-ins with The Coach and PSO's.
- Provide a Community of Practice to engage The Coach to share their journey with the other CG Coaches.
- Provide a Calendar of the scheduled Mental Training Seminars that will take place virtually, hybrid and or in-person.

There will be an evaluation process established in September of 2025 to learn, measure, and understand the support that was identified and provided in the two-pronged, multi-tiered approach. *\*This evaluation may result to adapting to the 2027 project.*

