

Professional Coach Employment Program

Future Directions

During 2016, the Government of New Brunswick supported both a review of its athlete development system and subsequently its Professional Coach Employment Program (P-CEP). We'd like to thank all of those who participated in the review and in particular the Canadian Sport Centre Atlantic (CSCA) and Benoit Girardin (LBB Strategies) for their work in leading the P-CEP review.

The P-CEP acknowledges and builds on the crucial role of coaching in the athlete development pathway. The coach is central to the developmental process and professional coaching can play a lead role in both the development of athletes as well as other coaches. Ideally, professional coaching would be commonplace within our sport system.

After considering the recommendations of the LBB Strategies report and further discussions with the CSCA the Branch has concluded the following:

The goals of the P-CEP program will remain as:

- a. Higher numbers of NB Train to Compete athletes achieving success at the national level including selection to junior national teams, top 3 finishes at national championships and Canada Games medals.
- b. Higher numbers of NB Train to Train athletes achieving success at the Regional (Eastern Canada) and national level.
- c. Greater numbers of NB athletes in the Train to Train and Train to Compete stages of development as demonstrated by increased number of entries in appropriate competitions.
- d. Increasing alignment of athlete development pathways with the sport's specific long-term athlete development plans.
- e. Increased number of positive coach mentoring experiences.
- f. Improved recognition of coaching as a career choice as evidenced by the number of NB coaches working towards professional positions.

The P-CEP will continue to support PSOs to hire a full-time professional coach to work primarily with a centralized group of aspiring Train to Train and Train to Compete athletes on a day to day basis as well as working to support the development of coaches within the sport.

The Sport and Recreation Branch will adopt the following recommendations to strengthen and reinforce the program:

1. An expert advisory committee shall be created to oversee the program. The Committee will be comprised of a representative from the Sport and Recreation Branch, a representative of the Canadian Sport Centre Atlantic, a representative at large and will recruit additional support and expertise as needed. (Recommendation #14)
2. A minimum criteria for organizational strength shall be established to ensure that all organizations accepted into the program have the strength and capacity to manage the position. PSOs already included in the program who do not meet the minimum standards will be 'Grandfathered' into the program until the next formal evaluation – March 2019. (Recommendations 10,11,13 &18)
3. The Advisory Committee will develop a support system for PSOs in the field of Human Resources. This will include assistance with the development and adoption of appropriate policies as well as with the work planning and review process. (Recommendations #13,14,22)
4. PSOs are strongly encourage to make a significant investment in their coach and high performance athletes. PSOs should plan to grow this investment over time and the planned financial support over time will be a key element within the application review process. (Recommendation #18).
5. All PSOs receiving support will be asked and supported to develop a written athlete development pathway that is aligned with that of their National Sport Organization. (see Recommendation #12)
6. Each PSO receiving support will be asked and supported to develop a written coach development plan that is aligned, where possible, with that of their National Sport Organization. (see Recommendations 1, 2 & 17)
7. The Advisory Committee will consider applications from a PSO that has a small number of training hubs rather than a pre-dominant centre providing a number of conditions are met. Each hub will be required to provide an appropriate training environment, appropriate coaching and have a strong working relationship with the professional coach. The coach's 'face-time' with the athletes is still required to be maximized. (See recommendation #15)
8. The evaluation of PSO's success with the P-CEP will be aligned with the evaluation of High Performance Training Group support where applicable.

The Expert Advisory Committee will seek to fill the vacant P-CEP position in the near future using the new minimum criteria for organizational strength and requiring appropriate formulation of athlete development pathways and the impact of the position on coaching development in the sport. The new application guidelines are posted on the CSCA and GNB web-sites.

All positions in the program will undergo a formal review for March 31st 2019 to determine whether they will be invited to participate in the program for the following 4 years.