



---

**Report to the 2015 ICCE General Assembly for the period  
October 2013 to August 2015**

---

**Vierumäki, Finland - 24 August 2015**



## **Report to the 2015 ICCE General Assembly for the period October 2013 to August 2015**

**Vierumäki, Finland - 24 August 2015**

**Prepared by:  
John Bales, President;  
Ladislav Petrovic, Secretary General;  
Sergio Lara-Bercial, Manager, Strategy and Development; and  
Karen Livingstone, Office Manager**

2014-2015 has been an extremely difficult period because of the passing of Dr. Pat Duffy, who succumbed to brain cancer in August 2014. Pat was one of the founders of ICCE, an exceptional leader in global coaching and someone who had that special talent to help anyone he came in contact with become a better person. His contribution to ICCE and to coaching worldwide will not be forgotten. We're very pleased that Baroness Sue Campbell from UK Sport and the Youth Sport Trust, and former head of the National Coaching Foundation (now sports coach UK) will present the first Pat Duffy Memorial lecture at Global Coach Conference Vierumäki 2015.

Pat's legacy lives on in the many activities of the ICCE, many of which originated from his exceptional ability to identify the key elements of a situation and envision the way forward. Highlighted below are the major activities since our last General Assembly in Durban, South Africa. Please see [www.icce.ws](http://www.icce.ws) for additional details.



## About the ICCE: a Global Cooperative

Especially for new and potential members, but also as a reminder for returning members, a key concept on which ICCE is based is that of a global cooperative. Oxford describes a cooperative as “[an organization] that is owned and run jointly by its members, who share the profits or benefits”; and, “involving mutual assistance in working toward a common goal”.

In the case of ICCE, we represent a group of like-minded organizations and leaders within those organizations who have a commitment to improving the quality of coaching as a means to provide high quality sport experiences to athletes and sport participants at all levels of performance.

Our capacity to achieve our vision, ‘a global community of coaching, where coaching is recognised as a profession and where skilled, qualified coaches are available to children, players, athletes and adult participants in line with their needs and stage of development’, depends on the commitment of our members and on the belief that working together we can all get better. A message that Pat Duffy believed and helped us put into practice is that that being a member is not only about what you get from the organisation, but equally about what you bring to the organization, and that we all get stronger when we work towards common goals.



Assisting the National Sport Institute of Malaysia with the redevelopment of their coaching program

## Membership

ICCE has 35 “A” members (national coaching bodies or international sport federations); and 36 “B” members (institutions who deliver coaching programs, such as coaching institutes, national federations and universities), from 35 countries. This includes many of the strongest sport countries in the world, with 12 organizations having chosen to become part of the ICCE “Innovation Group of Leading Agencies”, working together to enhance coaching within their own countries and globally: Australian Sports Commission, Coaching Association of Canada, INSEP-France, Trainerakademie – Germany, Israel Sport

Authority, NOC\*NSF -Netherlands, Sport New Zealand, Norwegian Sport Confederation, SASCOC – South Africa, BASPO Switzerland, UK Sport, and our Global Office host Leeds Beckett University.

However, the majority of countries, particularly in Africa, South and Central America, and parts of Asia, still do not offer formal coaching development programs, have not established coaching as a priority within their sport systems, and suffer from a lack of coaching leadership at both the youth and high performance levels. ICCE continues to work towards global recognition of the importance of coaching and coach development and to enhance coaching as a profession.

### **The 2013-2017 ICCE Board of Directors**

President, John Bales, Canada; Vice President Strategy and Development , Vacant; Past President, Uri Schaefer, Israel; Secretary General, Ladislav Petrovic, Hungary; Treasurer, Miguel Crespo, Spain; Vice President Africa, Jerry Segwaba, South Africa; Vice President Americas, Chris Snyder, USA; Vice President Asia, Bingshu Zhong, China; Vice President Europe, Jose Curado, Portugal; Vice President Oceania, Darlene Harrison, Australia; Members: Avia Chan, Hong Kong; Kirsi Hämäläinen, Finland; Mark Harrington, Ireland; Frederic Sadys, France; Adrian Bürgi, Switzerland

### **2014-2015 Highlights**

#### **International Sport Coaching Framework**

We're very pleased that together with our publishing partner Human Kinetics we are now able to distribute the electronic version of ISCF version 1.2 to our members at no cost. The ISCF remains the foundation of our efforts to agree on common principles and create a common language for coaching, and thereby to strengthen the global position of coaching. We invite all coaching-related organizations to use the ISCF as a reference document in their coaching development work, and organizations that wish to create a sport specific adaptation of the ISCF can do so with the assistance of Human Kinetics. Please contact Sergio Lara-Bercial [s.lara-bercial@icce.ws](mailto:s.lara-bercial@icce.ws) for more information.

#### **Innovation Group of Leading Agencies**

As mentioned above, 12 organizations have come together over the past four years to work on important elements of coaching from a global perspective. These "lead partners" have produced some outstanding work that benefits all countries.

#### **Coach Developer Workgroup**

Chaired by Penny Crisfield, the Coach Developer Workgroup published the International Coach Developer Framework in 2014, and has put in place global standards for the progression of Coach Developers. This is truly a foundation piece of work for the enhancement of coaching development around the world.

Members of the workgroup are: Penny Crisfield, UK; Kathy Brook, Canada (CAC); Ophelia Jeanneret, Switzerland (BASPO); Klaus Oltmanns, Germany (Trainerakademie); Desiree Vardhan, South Africa (SASCOC); Schlomo Sabia, Israel (Ministry of Sport); Per Vesti and Antero Wallinus Rinne, Norway (NIF); Andrew Eade, New Zealand (Sport NZ); Sergio Lara-Bercial, ICCE.

### **Quality in Coaching Workgroup**

Chaired by Adrian Bürgi, the Quality in coaching Workgroup developed a diagnostic, developmental and quality assurance tool for coaching organizations, which is now available online for use by ICCE members. For countries embarking on coaching development or initiating a review of their coaching system, this is an excellent starting point to help address the critical components of a coaching system.

Members of the workgroup are: Adrian Bürgi, Switzerland (BASPO); Cyndie Flett, Canada; Jan Minkhorst, Netherlands (NOC\*NSF); Brynjar Saua, Norway (NIF); Klaus Oltmanns, Germany (Trainerakademie); Schlomo Sabia, Israel (Ministry of Sport); Sergio Lara-Bercial, ICCE; Antero Wallinus-Rinne (NIF); Desiree Vardhan, South Africa (SASCOC).

### **High Performance Workgroup**

The High Performance Workgroup, chaired by John Bales and Sergio Lara-Bercial, has conducted a research project on Serial Winning Coaches, with Sergio and Cliff Mallett as principle researchers. A feature paper will be published in the *International Sport Coaching Journal* in 2016, and other publishing options are being considered. The group also initiated a study titled "An Overview of Seven National High Performance Coach Education Programs", by Bettina Callary, Diane Culver, Penny Werthner and John Bales (*International Sport Coaching Journal*, 2014, 1, 152-164).

Members of the workgroup are: John Bales and Sergio Lara-Bercial (ICCE); Darlene Harrison, Australia (AIS); Lorraine Lafrenière, Canada (CAC); Frédéric Sadys, France (INSEP); Arjen Boonstoppel, Netherlands (NOC\*NSF); Lutz Nordmann, Germany (Trainerakademie); Cris Bullen, New Zealand (High Performance sport NZ); Mark Wolf, Switzerland (BASPO); Sarah Craven, UK (UK Sport); Antero Wallinus-Rinne, Norway (NIF); Julian North, UK (LBU).

### **NSSU Coach Developer Academy**

The ICCE is extremely pleased to be working with Nippon Sport Science University in the delivery of the NSSU Coach Developer Academy. Led by ICCE Master Trainer Penny Crisfield, the Academy qualifies graduates as ICCE Coach Developers (CDs), Senior Coach Developers (SCDs) and/or Master Coach Developers (MCDs).

Six candidates participated in the first class in February, 2015, and 18 have been admitted to the second cohort, to take place in Tokyo in September 2015 and February 2016. Congratulations to ICCE members Masa Ito, Jun Sekiguchi and John Alder for their leadership of this ground-breaking program.

Included in the February 2016 program will be a two day "**Coaching Development Think Tank**", to share ideas and develop strategies for initiating and enhancing coaching systems. ICCE members are invited to attend.



Reviewing coaching-related undergraduate degrees for the Japan Sport Council

### ICCE Member Consultation projects

A number of organizations have requested ICCE assistance to enhance and provide a global perspective on their coaching programs:

- ICCE conducted a curriculum review of coaching related undergraduate degrees for the **Japan Sport Council**.
- The **National Sport Institute of Malaysia** asked ICCE to assist with the redevelopment of their coaching program, resulting in an initial scoping study and to be followed up with a national coaching meeting this fall.
- **The Polish Sport Institute** requested that ICCE support them in the development of their National Coaching Qualifications Framework. The work was completed in March 2015.
- Growing out of the 2013 Global Coaching Conference in Durban, the **southern African countries (Region 5) and COSANOC (Confederation of Southern Africa National Olympic Committees)** are working on the development of a Southern Africa Coaching Council, as a first step towards a continental body. ICCE lead partners SASCOC and the Norwegian Sport Confederation (NIF) are assisting.
- The South Africa Coaching Framework is a “best practice” model that contributed to the development of the ISCF, and the ICCE continues to work with **SASCOC** (South African Sport Confederation and Olympic Committee) on the endorsement of their Senior Coach Developers (National Coach Education Advisors).
- ICCE and Leeds Beckett University are working with the **Philippines Academy of Sport** on programs for talent development coaches and elite high school age athletes.
- Through our Manager for Strategy and Development Sergio Lara-Bercial, ICCE is participating in the FA-initiated **Coaching Research Exchange Group**, a select group of footballing nations including Spain, Germany, Holland, Belgium, France and Denmark, that is looking at research and development activities related to Identity, Playing Style, Coaching, and Leadership.
- ICCE VP Europe José Curado is working on coaching development in Portuguese-speaking countries, most recently in Cape Verde where he delivered a Coach Developer workshop.

- Sergio Lara-Bercial and John Bales have contributed a chapter to the forthcoming Coach Development Essentials book published by Human Kinetics and edited by Kristen Dieffenbach and Melissa Thompson. The chapter is entitled 'International Coach Education and Development'.



Winning Coaches Seminar, Lisbon, June 2014

### European Coaching Council (ECC)

As the European arm of the ICCE, the ECC has initiated a number of crucial projects that set the foundation for ongoing global adaptation:

- **CoachNet** was a European (EU) funded program that investigated the voice of the coach in decision-making, and has set the stage for enhanced efforts to ensure coach representation and involvement in all sport organizations.
- ICCE/ECC are contributing to the **SCORE** project, "Strengthening Coaching with the Objective to Raise Equality", to increase the representation of employed and volunteer female coaches in the coaching workforce.
- The **CoachLearn** project: 'Enhancing sport coaches' learning, mobility and employment within the context of a European Sport Coaching Framework' will take place between September 2014 and August 2017. Under the leadership of LBU and ICCE and with the participation of the Netherlands Olympic Committee (NOC\*NSF), the Hungarian Coaching Association, the Trainerakademie in Germany and HAAGA-HELIA University in Finland, the project will focus on coach development, education and change management.
- The **TESS** and **TENG-SPORTS** projects are geared to improving the ability of coaches, referees and managers to use English, specifically the technical sport language aspects, in order to be better able to operate in international sporting activities.
- ICCE has participated in the **Pro Safe Sport** for Young Athletes project, which over 18 months developed a tool kit for sport administrators, coaches, parents and athletes to support the fostering of safe environments for young people engaged in performance sport.
- The **1<sup>st</sup> European Meeting of Coaches Associations and Coaching Organisations** was held in Köln, Germany in cooperation with the Trainerakademie in April 2014.

- The ICCE also participates in the SPEACH (Sport, Physical Education and Coaching in Health) project, which is supported by the EU Erasmus+ program and aims to stimulate health and physical activity through the physical education and coaching sectors.
- ECC is a permanent observer to EU Expert Groups on Good Governance, Human Resources in Sport, and Social Dialogue.
- ESCO is a multilingual classification of European Skills/Competences, qualifications and Occupations, and organises concepts that are relevant in the European labour market and in the education/training sector. ECC represents sport coaching in this process.

The members of the ECC Executive Board are:

Chair: José Curado, Coaching Confederation of Portugal / PT; Secretary: Ladislav Petrovic, Hungarian Coaching Association; Members: Jan Minkhorst, NOC\*NSF; Frederic Sadys, INSEP; Lutz Nordmann, Trainerakademie Köln; Piotr Marek, Institute of Sport, Poland; Pekka Potinkara, Professional Coaches of Finland SAVAL; Henk-Jan Geelen, NL Coach; Antero Wallinus-Rinne, NIF; Claudio Mantovani, CONI; Mark Harrington, International Rugby Board; Kirsi Hamalainen, Finnish Olympic Committee; Miguel Crespo, International Tennis Federation; Adrian Buergi, Federal Institute of Sports Magglingen; Michael McGeehin, Coaching Ireland.

### **Partner Organizations**

A new agreement was signed with **Leeds Beckett University** (formerly Leeds Metropolitan University) for the hosting of the global coaching office. ICCE and LBU continue to collaborate on a variety of European and global projects.

ICCE continues to work closely with the **IOC Sports Department, Athletes' Entourage Commission and Olympic Solidarity** to support their coaching objectives. In the summer of 2014, ICCE representatives strongly contributed to an OS funded coach development event run by the Portuguese Olympic and Paralympic Committee in Lisbon. Further events like this one are being planned.

**ASOIF** (Association of Summer Olympic International Federations) and ICCE are currently working closely together on three projects:

- The distribution of the International Sport Coaching Framework (ISCF); ASOIF is investigating the translation of the ISCF into a number of languages which will enhance the use of this important publication by International Federations and their member national federations
- Promotion of the NSSU Coach Developer Academy among International Federations.
- Representation on the International Coaching Degree Standards Group (see below).

ICCE, LBU and **WADA (World Anti-doping Agency)** are working on a research project to investigate the current and potential role of high performance training centres in the overall education of high performance coaches, specifically with regard to anti-doping issues.

It was with deep sadness that we learned of the passing of Margaret Talbot, President of **ICSSPE (International Council of Sport Science and Physical Education)** in December 2014. Margaret has been a long-time advocate for sport and physical education and will be missed.

ICCE Past-President Uri Schaefer has been named interim president of ICSSPE.

ICCE and **Human Kinetics** have signed a new partnership agreement through to 2017. In addition to the International Sport Coaching Framework discussed above, ICCE and HK are collaborating on the International Sport Coaching Journal (edited by Wade Gilbert), and the Sport Coaching Handbook publication is now in preparation.

### **Global Coaches House (GCH)**

In partnership with Sport Scotland and Strathclyde University, a very successful Global Coaches House was held from 26<sup>th</sup> July – 2<sup>nd</sup> August 2014 in Glasgow during the Commonwealth Games. Led by GCH Technical Director Frank Dick, the program provides an excellent opportunity for coach networking and development.

Attention is now turned to Global Coaches House Rio 2016, but unfortunately we have not yet secured a venue and accommodation although several options are being investigated.

ICCE is also looking for an institution that is committed to high performance coaching development to create a partnership for the delivery of the GCH program in the host cities of world sporting events, as well as housing the technical resources (an online coaching library) that are produced during a GCH.



GCH win a gold award for international contribution at the Game Changer Awards, Glasgow, April 2014

### **Global Coach Conference and Research Fair, and the ICCE Research Committee**

The biennial Global Coach Conference and Research Fair has become the primary opportunity for coaches, coach developers and coaching researchers to share current research and practice in coaching. Following the very successful 2013 Global Coach Conference in Durban South Africa, the 2015 conference will be held in Finland in partnership with the Finnish Olympic Committee, the Ministry of Education and Culture, and Vierumäki Sport Institute of Finland.

Bids are being accepted to host the 2017 Global Coach Conference until 30 September 2015.

The ICCE Research Committee, co-chaired by Pierre Trudel (University of Ottawa, Canada) and Cliff Mallett (University of Queensland, Australia) has done excellent work building a network of researchers who focus on coaching issues. Other members of the committee are:

Jean Côté, Kristen Dieffenbach, Julien North, Christine Nash, Masamitsu Ito, and Sergio Lara-Bercial representing ICCE and Wade Gilbert as editor of the International Sport Coaching Journal.

### **Women and Coaching**

At the June 2014 International Women's Group (IWG) 6<sup>th</sup> World Conference on Women and Sport, ICCE "Winning Women" leader Pauline Harrison organized a series of three workshops on closing the gender gap in elite coaching. The Gender Coaching Report Card presented by Leanne Norman (LBU) showed that despite the nearly equitable representation of men and women as athletes at recent Olympic Games, only 11% of the Olympic coaches are women. At the conference ICCE President John Bales signed the Brighton Declaration confirming ICCE's commitment to working towards improved gender equity in sport. Winning Women presentations have also been featured at the 2014 Global Coaches House in Glasgow, and the 2013 and 2015 Global Coach Conferences.

### **International Coaching Degree Standards Workgroup**

A new project being initiated in 2015 is the development of international standards for undergraduate degrees in coaching. The workgroup will be chaired by Alfonso Jimenez from Coventry University in the UK.

### **ICCE internal operations**

The ICCE Global Coaching Office has recently moved from Headingley Stadium to Leeds Beckett University, Headingley Campus, working more closely with the academic coaching team.

The ICCE is now well-established as a UK company, limited by guarantee, and has appointed accountants to prepare annual accounts for submission to Companies House.

The ICCE website is being continually improved, and a general flyer is now in circulation, which strongly promotes its mission of leading and developing sport coaching globally. Social media accounts have also been established to engage existing and new members.

In closing, we invite all those dedicated to the enhancement of coaching to join the ICCE and contribute towards our cooperative efforts to improve the quality of sport for all participants.

Respectfully submitted,

John Bales      Ladislav Petrovic      Sergio Lara-Bercial      Karen Livingstone

11 August 2015