This has been an exceptionally busy and productive period for the ICCE. Highlights of the progress being made toward our mission, TO LEAD AND SUPPORT THE DEVELOPMENT OF SPORT COACHING GLOBALLY, are outlined below, under the headings of our four strategic priority areas.

**Strategic Area 1: Building Coaching as a Profession.**
With the ultimate goal being recognition of coaching as a blended professional area, the link to higher education is crucial. The publication of the ICCE Standards for Higher Education Sport Coaching Bachelor Degrees in October 2016 has led to extensive dialogue and the consideration of establishing a formal accreditation process for coaching degrees.

A number of universities have reported the standards have been helpful in both the design of new programmes and the assessment of existing degrees, and have asked about getting formal recognition from ICCE. ICCE therefore intends to pilot an accreditation process and determine with its HE partners the need and feasibility of such a process.

Parallel to this, extensive work has been done in the development of standards for Coach Developers. A partnership has been developed with the Chartered Institute for the Management of Sport and Physical Activity in Great Britain.
(CIMSPA) to establish “professional” and “charter” standards, and a pilot project was completed in 2019 with the English football Premier League and Portsmouth University to recognize an initial cohort of Coach Developers who have completed the Premier League Elite Heads of Coaching programme.

Another important component of building coaching as a profession is establishing and enforcing ethical standards for coaches. An ICCE Task Force on Coaching Integrity and Values-Based Sport was established in 2018 to help determine how ICCE can best contribute in this area. Members of the task force are:

- Lorraine Lafrenière, Canada, Chair
- Troy Engle, Singapore
- Takashi Katsuta, Japan
- Walter Mengisen, Switzerland
- Antero Wallinus-Rinne, Norway

**Strategic Area 2: Giving Coaching a Strong Voice**

In order for Coaching to be appropriately represented in all relevant fields, a number of actions have been taken.

**Women-in-Coaching**

Women are still seriously under-represented in coaching, as shown by the analysis completed by Leanne Norman from Leeds Beckett University following the 2016 Rio Olympics: only 11% of accredited coaches are women, which means there has been no improvement since the London 2012 Olympics. The IOC is studying the situation, and released a Gender Equality Review in 2018. Recommendation 6 of this review dealt specifically with coaching:

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**6. Coaches**

- Balanced gender representation for coaches selected to participate at the Games.

**Action:**

a. The Working Group recognises the importance of supporting the participation of more female coaches at the Games. The Working Group recommends the IOC coordinates the development of an action plan in collaboration with Olympic Movement stakeholders for more women to be eligible and selected to participate at Olympic Games level. It is also recommended that a baseline for female encourage members at the Olympic Games is established.

**Timeline:** Project Lead to work with Olympic Solidarity and Sport (Entourage) on an action plan. Initial findings and action recommendations reported to IOC Athletes’ Entourage, Olympic Solidarity and Women in Sport Commissions by December 2018.

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From


The ICCE Women-in-Coaching committee, chaired by Pauline Harrison, submitted a paper to the IOC with ideas and recommendations on what could be included in their Action Plan to achieve Recommendation 6. The ICCE paper emphasized that:
“In order to achieve balanced gender representation for coaches, there will need to be a pipeline of women high performance coaches who work in an environment that values, includes and supports women coaches. Each sport therefore needs to work on developing a depth of women coaches, not just a single Olympic or national coach. There needs to be enough women coaches with international experience to select the best coach for every athlete, a commitment to change existing cultures where they do not support women coaches, and funding to provide opportunities for women coaches across all levels of sport.”

Members of the Women in Coaching Committee are:

- Pauline Harrison (Chair), NZ
- Rosie Mayglothling, UK
- Sari Tuunainen, Finland
- Guylaine Demers, Canada
- Leanne Norman, UK
- Desiree Vardhan, South Africa

Global Coaches House

The Global Coaches House program provides professional development and networking opportunities for coaches while also promoting the essential role coaches play in major games. An excellent Global Coaches House program was delivered during the 2018 Commonwealth Games in Gold Coast, Australia.

- When you go to your training session, are you thinking about coaching the drills, the physical capacities, the strategies, or are you thinking about coaching the person? Alyson Annan, hockey (Aus / NL)
- CGF and GOLDOC put on “the most gender-equal multi-sports event ever”, and GCH did it’s part!

Thanks to Darlene Harrison and Erin Burrows from the AIS for doing an amazing job putting together a world class program, and to Michael Powell and Peter Milburn from Griffith University and Pauline Harrison and Sergio Lara-Bercial from ICCE.

PEAK and CoachForce 21

Two projects have been initiated that will contribute to enhancing the voice of the coach, as well as our development of the profession. Both are European Union Erasmus+ projects and as we have done in the past we will take the learnings from these experiences to consider global implications.

PEAK, standing for Policy, Evidence and Knowledge in Coaching, will investigate what policies governments and sport organizations have as a foundation for their support of coaching by asking such questions as:

- What status does coaching currently hold in the overall sport strategies of national Governments?
- Is coaching regulated, to improve its quality and ensure the safety of all participants in sport, especially children?
- What strategies and policies are in place to increase opportunities for women in coaching?
CoachForce 21 aims to strengthen coach representation through the development of coaches’ associations, and to enhance the voice of the coach to foster good governance. This will include a significant amount of research to establish a baseline of the current situation in Europe and will also lead to the publication of a position statement on the professionalization of coaching.

Both projects began in 2019 and will continue until 2021.

**Strategic area 3: Supporting Coaching Development Systems**

**iCoachKids**

Undoubtedly the highlight of these two years has been the incredible success of the iCoachKids program, that has evolved into a worldwide movement. Three MOOCs (free e-learning courses) and supporting materials are available and letters of agreement have been signed with many different partners (eg UEFA, FIBA, ISU, Special Olympics International (to come on 1 Nov!)).

Additional materials will now be developed, with a focus on 12-18 year olds, as a result of the approval of iCoachKids Plus by the Erasmus+ programme which will run between 2020 and 2022.

**ICCE Coach Developer Programme**

In addition to the work mentioned above on professional and charter standards, this has been a very active period for the delivery of the ICCE Coach Developer Program.

Manuals and e-learning modules are supporting the delivery of courses in Zambia, South Africa, Singapore, Poland, USA and Ireland.

Our partnership with Nippon Sport Science University and the NSSU Coach Developer Academy continues to provide opportunities for Coach Developers from around the world to join a global network of professionals dedicated to improving the practice of coaching. Deep appreciation is extended to NSSU President Koji Gushiken, to NCDA Deputy Director Masa Ito, and to Shigeki Sarodo and Shiori Hirashima.

**High Performance Coaching Workgroup**

An ICCE workgroup, made up of twelve individuals who deliver programmes for high performance coaches, spent the last eight months sharing experiences and discussing issues related to their work. The group identified four elements that they feel are effective in the development of high performance coaches:

1. **Learning in the workplace**: Programs, initiatives and interventions occurring within the coach’s workplace were found to be the most effective in accurately assessing performance, monitoring behaviours and positively changing coaching practice.
2. **A syllabus driven by performance-based problems** derived from real life scenarios was also found effective in enhancing coaching practice in situations where coaches come together for education and training experiences.

3. **Personalised, individualised support** with a consistent coach developer with expertise (or the ability to draw upon expertise) across multiple dimensions of High Performance coaching.

4. Content and development outcomes that **increased self-awareness and improved coach-athlete relationships** were found to be both in demand and very successful in improving coaching practice.

Members of the group were:

- Matt Wilkie, chair, Ireland
- Ashley Ross, co-chair, Australia
- Jon Anders Bjørkøy, Norway
- Kirs Hämäläinen, Finland
- Narin HajTass, Jordan
- Andrew Gillott, UK
- Michel Milistetd, Brazil
- Pierre Trudel, Canada
- Darlene Harrison, Aus
- Darragh Sheridan, NZ
- Azhar Yusof, Singapore
- Steven Rynne, Aus

**Strategic area 4: Strengthening the Organization**

**Global Coaching Office, Leeds Beckett University**

ICCE and Leeds Beckett University (LBU) have enjoyed a synergistic relationship since the office moved to the UK in 2011, with LBU offering world-class research and coaching degree programmes and ICCE identifying key issues, projects and global connections. The two organizations have collaborated on multiple projects, such as CoachNet, CoachLearn, iCoachKids, CoachForce and iCoachKids+. Earlier this year, ICCE and LBU signed an agreement co-funding a PhD studentship, who will work on ICCE and Leeds Beckett University research, strengthening the relationship between both organisations.

In addition to the thriving relationship with LBU, ICCE also has co-operations and partnerships with:

- International Olympic Committee + IOC Olympic Solidarity (coaching and coach education related issues)
- European Commission – Expert Group HR in Sport, EWoS, Projects
- Japanese Government/Sport for Tomorrow – Coach Developer Academy
- Commonwealth Games Federation (Global Coaches House during Commonwealth Games – Glasgow 2014, Gold Coast 2018)
- European Network of Sport Education (through an MoU on sport coaching related agenda)
- European Handball Federation (Coaching in Higher Education)
- Europe Active (Competencies overlap with fitness and personal training)
- ENGSO (Women in Coaching)
- Partnerships through iCoachKids Project

**Global Coach Conference**

Our global conferences continue to provide an excellent opportunity to share research and practice in coaching at all levels and across all contexts. After a successful 2017 conference in Liverpool, our 2019 hosts, the Japan Sports Council, are poised to put on another stimulating event. Thanks to Katsuta San, Waku San and Kubota San for their commitment to global coaching development.

We look forward to working with Treinadores Portugal as hosts of Global Coach Conference 2021 in Lisbon.
ICCE Research Committee
Special thanks to the Cliff Mallett and the ICCE Research Committee for their work in organizing the Research Fair and global conference, and for leading a network of researchers committed to helping us provide an evidence-base for coaching development.
Cliff Mallett (Australia) – Chair
Jean Cote (Canada) – Deputy Chair
Julian North (UK)
Larissa Galatti (Brazil)

Kristen Dieffenbach (USA)
Christine Nash (UK)
Masamitsu Ito (Japan)
Donna O’Connor (Australia)

International Sport Coaching Journal
Now in its sixth year of publication, the ISCJ aims to “to advance the profession of coaching through peer-reviewed research articles, informative essays, experiential accounts, and systematic applications that enhance the education, development of knowledge, leadership, and best practices of coaches.” An incredible body of knowledge has been collected over these six years, and continues to grow with every issue.

As Editor-in-Chief Wade Gilbert steps aside and welcomes Bettina Callary to take over this role, we thank them, and publisher Human Kinetics, for their commitment to improving coaching at all levels.

Para-coaching
ICCE has extended it's commitment to support the development of coaching at all levels within the Para/disability sport context. Doing so, recognises that coaches play a pivotal role in ensuring the social inclusion of disabled people within sport and physical activity. Hence the ICCE are key partners in the ParaCoach project which seeks to support the learning, development and mobility of Para coaches through the creation of a Coaching Framework, E-learning Course and online community of shared practices. Supporting the global development of ParaCoaching, the ICCE has also recently established an international working group. The aim being to create a strategy ensuring this under developed, under researched and under resourced coaching context receives greater attention and support.

ICCE international Projects in cooperation and with financial support of European Commission (August 2017 to October 2019):

Finished in December 2017:
- SPEACH – Supporting physical education teachers and sports coaches to promote an active and healthy lifestyle
- Fix the Fixing – Proactive quelling of sports events manipulation
- PsyTool – Role of sport psychology to create positive values and further social inclusion

Finished in December 2018:
- Whistle – Whistleblowing of harmful irregularities in sport through learning and education
- PRIME – Participation, recreation and inclusion through martial arts education

Finished in August 2019:
- iCoachKids – Innovative Education & Training for a Specialist Children & Youth Coaching Workforce (September 2016 – August 2019)

Running:
- MEW – Movement, environment, well-being (January 2018 – December 2019)
Successful bids for projects starting in January 2020:

**iCoachKids** - Digital Coach Education to Enhance Participation, Retention and Development in Youth Sport (January 2020 – December 2022)

**PARA COACH XCCELERATOR SERIES** – Providing a forum for Parasports education developers and coaches to meet, discuss and learn from one another (January 2020 – December 2021)

Vice-Presidents Continental Reports:

**ICCE Europe 2018-2019**

Recruitment of new and retention of current ICCE members

Most of the A and B-members of the ICCE are European. About 60% of members are located in Europe, that includes most of the International Federations. In last two years the number of members hasn’t changed.
Europe is covered quite well. Possible new members could be Russia, Balkan area, Latvia, Slovakia and Island. Lot’s of potential also in B-memberships.

Cooperation among current and potential ICCE members

- Coaches Day, 25.9.2019, was launched together with the ICCE members and European Union Sport Unit as a part of European Week of Sport. The initiation came from Finnish Olympic Committee and both Coaches Associations of Finland. and the ICCE. Some promotion material was made, and the Coaches Day was also present at the opening of European Week of Sport.
- EU projects: ICCE is involved in several EU funded projects and ICCE members are actively involved in all the projects.
The ICCE Nordic group (Island, Denmark, Sweden, Norway, Finland) works actively. The first emerging coaches network project was organized, and the continuum is planned.

- Coach Developers workshop In Ireland.
- Eu Expert groups: ICCE was involved at the Human Resources Development in Sport Expert Group (Sergio Lara-Bercial)
- European week of sport activities
- ENSE Forum, Vienna

**Promotion the submission of articles and subscriptions to the International Sport Coaching Journal**
The ISCJ was promoted mainly in social media. Very little activities and difficult to follow.

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**VP of Americas Report Summary April 2017 - Present Key Points**

USOPC utilized the ICCE International Framework and adapted it to create a US version called the Quality Coaching Framework, published by USOPC and Human Kinetics, led by Wade Gilbert. The QCF has been presented to the US National Governing Bodies to adapt their own sport-specific version. The USOPC utilizes the QCF as a guiding document for all coaching education/development projects and resources.

USOPC has supported the USCC in promoting quality coach education/development including their annual North American Coaching Summit. The USCC has also worked directly with ICCE on the Coach Developer Academy, hosting workshops for US NGBs during the annual conference and for specific sports (ice hockey and swimming).

USOPC has written Coaching Principles to provide direction and consistency to US NGBs to use within their own coach development programs. The principles will provide a list of skills/knowledge that every coach should know. This can ensure coaches understand their responsibility in being a well-prepared coach to provide a positive atmosphere for athlete development, and be sure developers are addressing consistent information and language, and promote the value of coach training. There will be a Phase 2 of the of the project that will provide resources on how NGBs can/should train coaches in each of the principles.

The USOPC American Development Model continues to evolve, providing direction in proper athlete development. The USOPC is also building out resources for the US NGBs to utilize that are specific to their own sports, which is translating to better athlete experiences.

USOPC has been working with project play to advance both How to Coach Kids and promote I Coach Kids from the UK/ICCE. We have messaged I coach kids in previous newsletters and across PASO leadership.

**Opportunities Moving Forward**
The USOPC will continue to support and promote efforts by the USCC in helping to support the coach developer network and best practices. The USOPC remains engaged with PASO in supporting coach development efforts and delivery/dissemination of content through our mobile platform. Additional opportunities exist in the America’s beyond North America, although the ICCE needs to expand its reach to both South America and Central America.

**Submitted by:** Christine Bolger - VP of Americas, Christine.BolgerU@USOPC.org
ASIA - Overview of Asian Coach Training

The International Council for Coaching Excellence (ICCE) are holding more training courses and seminars for Asian countries. Much effort has been made to develop and to train the sport coaches in Asia. From August 2017 to now, more than 30 cases of training courses and seminars have taken place in Asia, which covers a wide range of sport category, including athletics, golf, tennis, football, volleyball, badminton, table tennis, gymnastics, weightlifting, triathlon, baseball, bodybuilding and Special Olympics projects, etc. These activities not only develop elite coach training programs in Asia, but are also dedicated to push these training to the international level. To be more specific, comprehensive and large-scale coach training and gathering activities have been held, some of them concerning basic coaching theory and coaching certificates. Journals of Asian Coaching Science has been published and numerous awarding ceremonies have recognized and distinguished outstanding coaches. All in all, ICCE Asia has upgraded the professional qualification of coaches, enhanced communication among them, promoted their social status, and effectively improved the scientific development of sports in various Asian countries and regions. In addition, the Chinese mainland is preparing textbook for junior coach position, so the staff ever engaged in the teaching of competitive sport or college sport and those majored in martial arts or traditional sports may have the opportunity to participate in the training and selecting of junior coaches and are likely to become professional national junior coaches in the future. The examples of coaching seminars and courses holding in Asia (including those organized by ICCE and each individual sport associations) are as follows:

- 4 X 100mR baton pass training session, August 18, 2017, Tokyo Japan.
- Golf technical assistance seminar. September 9, 2015, Mie Japan.
- The 19th ITF Southern & East Asian Regional Coaches Conference.29 to 31 October,2018, Hong Kong China. (International Tennis Federation)
- 2nd ITF West & Central Asian Regional Coaches Conference.10 -12 October, 2018, Doha, Qatar. (International Tennis Federation)
- Asia Association of Coaching Science New executive board member elected 2018/2020- Executive board meeting -25th October 2018-Shanghai, China.
- 6th AFC Medical Conference (Asian Football Confederation), March 8-10, 2019, Chengdu, China.
- 7th IAAAC Conference (International Association of Athletic Administrators Coaches), Building Better Athletic Programs Worldwide, 5-7 October 2018 - Bangkok.
- ICCE Global Coaches House at the Special Olympics World Games. 15th March. 2019 Abu Dhabi. The United Arab Emirates.
• Badminton Asia Regional Training Course 2018 for South East and East Asia. Dec 7-16, 2018. Miryang City, South Korea.
• ITTF (International Table Tennis Federation) – PTT Level 1 coach courses. 19-24 Sep 2019. Malaysia.
• ITTF/PTT Level One Coach Education Course and Training Camp. 1 to 10th April, 2019. Vung Tau, Vietnam.
• ITTF Level Two Coaches Course. 16-24, November. 2018. Singapore.
• ITTF Development Programme Highly motivated coaches progress. 25-30 April. Kuala Lumpur, Malaysia.
• FIVB International Beach Volleyball Coaches Course. October 18, 2019. Bangkok, Thailand.
• The FIVB Level-1 Coaches Course in India. May 15-20, 2019. Chennai, India.
• A first event for Parkour among June FIG (Federation International Gymnastics) (FIG) coach education activities. June 14-21, June 22-29, 2019. Singapore.
• Korean Triathlon Federation-ITU Triathlon Coaching Education Programme. 29 October to 9 November 2019. Incheon, Korea.

AFRICA: ICCE- SASCOC SPORTS COACHING (2018-2019 REPORT)

1. Sports Coaching in Africa - 30 August 2019

At the recent 2019 African Games in Morocco (19-31 August 2019), SASCOC initiated a Sports Coaching meeting with the member countries at the International University of Rabat. A strong message was echoed to the leadership and policymakers as to why it makes sense to invest in our continent’s sports
coaches. ‘Great athletes need great coaches’. The need to showcase and explore how sports coaches play a crucial role in not only improving the performances of our athletes, but building healthier and happier communities. With over 34 countries and over 50 delegates in attendance at a meeting held on 30 August 2019 in Rabat, Morocco. A forum of sports coaches shared and exchanged information and discussed the latest sports coaching developments, partnership-building across our continent with the goal of improving the communication, sharing of knowledge and coordination.

It was unanimously agreed that we need to create an immediate platform where Sports Coaches in Africa can meet, network and share their experiences, they stated that ‘this was long overdue’.

Below the outcomes from the meeting held on 30 August 2019:-

i. To establish a conduit for sports coaches in Africa
ii. To host an annual a sports coaching meeting and conference in African and for 2019 the proposed dates for the conference is 4-6 December 2019
iii. To obtain a database for the sports coaching contact person from each country
iv. To provide and facilitate opportunities for African sports coaches to network and share experiences
v. To create the foundation for building an African community for sports coaches

2. International Women and Girls World Conference - 17-20 May 2019

The 7th IWG World Conference from the 17th-20th May 2018 was held in Gaborone, Botswana, Over 1000 delegates representing 71 nations provided significant opportunities for interaction and discussions on the conference theme “Determine the future. Be Part of the Change”. Desiree Vardhan from SASCOC represented ICCE at this conference which featured 6 plenary sessions and side events that covered various issues and sub themes; being well to play well; safe space: protecting women in sport; tell their story: leveraging media to advocate for women’s sport; welcome and empower all through sport; sport without borders: cross-cultural collaboration; let them lead: changing the leadership landscape of sports. Discussions also focused on the critical need to increase the pace of change in improving opportunities for women in sports coaching. Pauline Harrison, the ICCE Chair of Women in coaching Working Group, will be the significant link for the planning and preparation of the 2022 IWG conference.

3. The Professional body for Sports Coaching in South Africa (PSCSA)

The SASCOC General Council meeting, held on Saturday 8th June 2019, resolved, that there must be an immediate formal establishment of a Professional Body for Sports Coaching in South Africa. SASCOC council provided clarity on the roles and functions of the professional body that are stipulated by the South African Qualification Authority (SAQA).

The South African National Sport and Recreation Act 110 of 1998, as amended, places a sizeable mandate on the accountability of the Professional Body for Sports Coaching South Africa towards the transformation of South African sport and the licensing of all sports coaches. The Professional Body for Sports Coaching South Africa will be an independent body that will:

- Align to global trends and SAQA professional body prescripts
Ensure the professional body is an independent body that adheres to the following principles:
  - To establish its own governance structure
  - To manage and run its affairs independently from SASCOC
  - To raise funding for its sustainability
  - To clarify the roles and responsibilities between the National Federations and their sports coaches who will be part of the professional body.

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Oceania: ICCE Report (Australian Sports Commission) 2018/19

Global Coaches House | 2018 Commonwealth Games Gold Coast Australia

The AIS, ICCE, Griffith University and Commonwealth Games Federation (CGF) partnered to deliver a 5 day program across the Commonwealth Games.

These were the “equality games” with a global first equal number of medals for women and men, the largest para-sport program in the history of the Commonwealth Games and a ground breaking Reconciliation Action Plan.

In recognition of the under representation of women coaches both the CGF (included a number of Oceania member countries) and the AIS delivered HP coach programs for women and both programs engaged with the sessions and events driven out of the Global Coaches House.

Development of Current & Future HP Coaches Working Group 2019

This is a very complex topic and the working group(s) had a broad and open agenda to discuss barriers and enablers of HP coach development.

The diversity in experience, roles, development program maturity, evidence base (data) and different perspectives on offer from an individual, sport and/or system perspective were valuable and interesting but I was left wondering to what “end game” for the ICCE.

Potentially a good topic for discussion going forward in relation to driving objectives and outcomes is how we move towards evidence based decision making and collect the data to support what we are experiencing and/or seeing.

Key challenges/priorities

Coach Accreditation Schemes - how do we move to appropriate, relevant approaches & away from using them as a revenue stream? Below is an example project being delivered after 2 years of preparation.
  - Redevelopment the Pro-Diploma Program in partnership with Football Federation Australia as a pilot. Design based on strong diagnostics and data of the HP Coach needs and is a licence that is required to coach in the A-League and W-Leagues in Australia. It is accredited by the Asian Football Confederation (AFC)

Diversity in Coaching - How to address the low numbers across all measures of diversity
AIS launched Talent Programs for women HP Coaches and Sport Executives on International Women’s Day 2019.

- Exchange at ASC with PNG women leaders in sport via the Foreign Office
- HP Sport NZ launched Women in HP Sport Pilot Project with an additional $2.7m investment for HP Coaches and Leadership

Coach integrity & ethics: - HP Program Reviews across countries highlighting the role of the coach and sports need to improve across a range of people and sport processes

Coaching workforce development:

- Establishment of an Industry Advisory Group – Community Coaching by the Australian Sports Commission to specifically look at the workforce
- Establishment of a HP Project by the AIS to focus on Workforce Transition to Paris

Finally, this work would not be possible without a strong governance structure. Appreciation is extended to the ICCE Board of Governance for their guidance, wisdom and commitment!

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Secretary General
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Takashi Katsuta

Tokyo
30 October 2019