

*Rossiter*

**CLUB  
EXCELLENCE  
PROGRAM**

2017-2018



# AOA Club Excellence Program

## What Is Club Excellence?

The word Kaizen is Japanese and means  
"Continuous Improvement".

Kai =  
Change



Zen =  
Good



# AOA Club Excellence Program

This sounds familiar



Club Excellence



# The Mission

The **Club Excellence** (CE) Program will identify and focus support and resources on key areas of development within Ontario Alpine Ski Racing.



# AOA Club Excellence Program

How will it be implemented?

- Pillar I: 2017-18 Season: COACH DEVELOPMENT
- Pillar II: 2018-19 Season: ATHLETE DEVELOPMENT
- Pillar III: 2019-20 Season: SAFETY & VENUE DEVELOPMENT
- Pillar IV: 2020-21 Season: CLUB BEST PRACTICES





# *THE IMPACT OF COACH DEVELOPMENT*





# Impact of Coach Development

Like many Canadian Youth Sports, Alpine Ski Racing struggles with athlete retention.

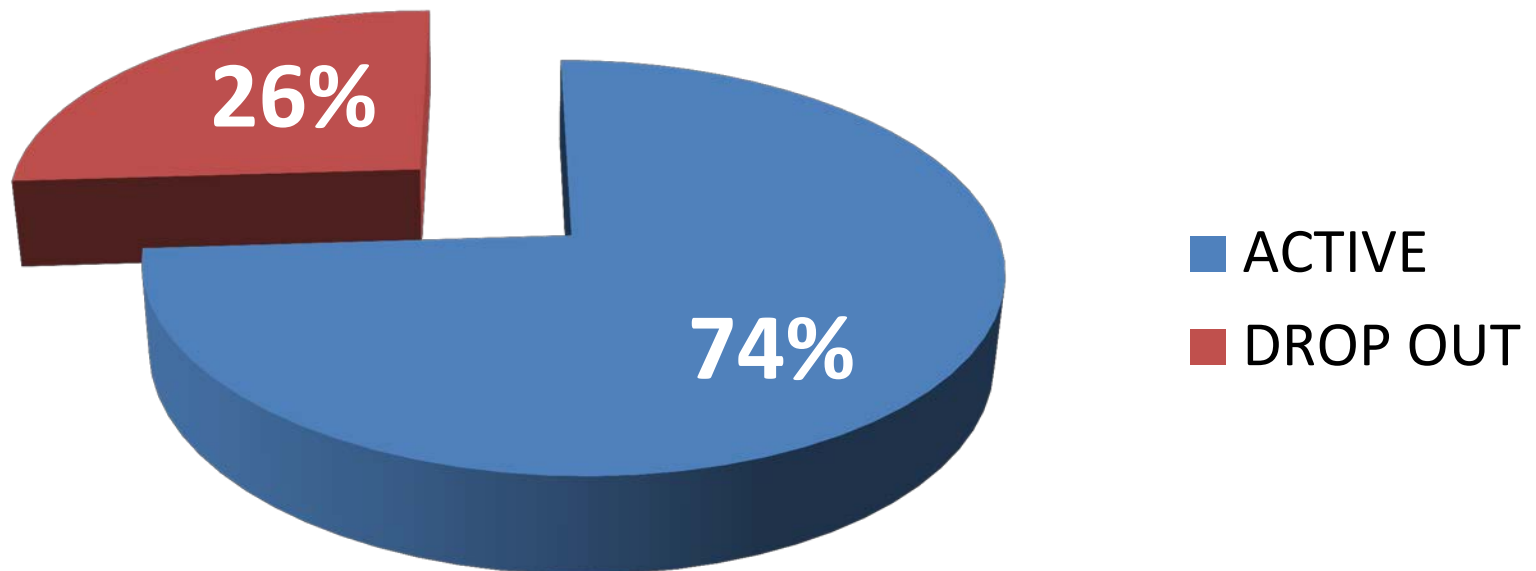
While many factors contribute to athlete attrition, AOA is confident that investing in Coach Education and Development is part of an effective strategy to combat this trend.

We strongly believe that educated and competent Coaches are the key to delivering positive and impactful experiences that will shape our young racers encouraging them to participate for life!



# Youth Sport Attrition

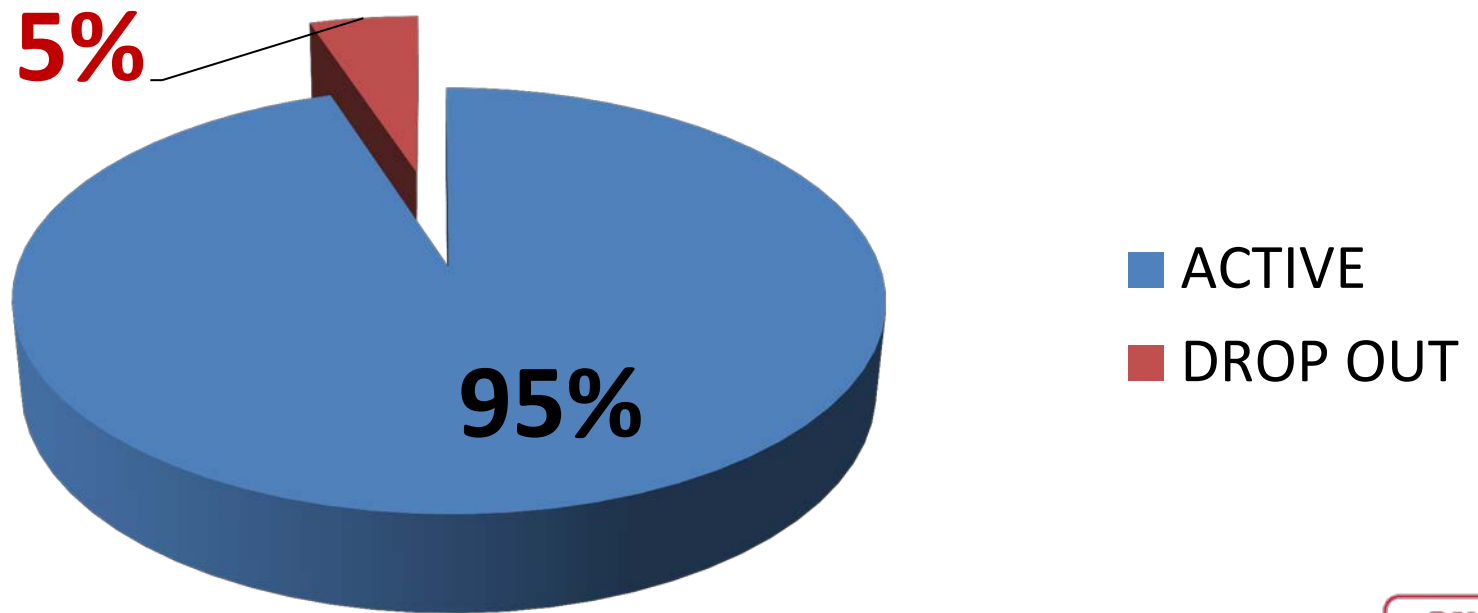
Athlete Drop out rates from Youth Sport -  
Unqualified Coach





# Youth Sport Attrition

Athlete Drop out rates from  
Youth Sport - Qualified Coach



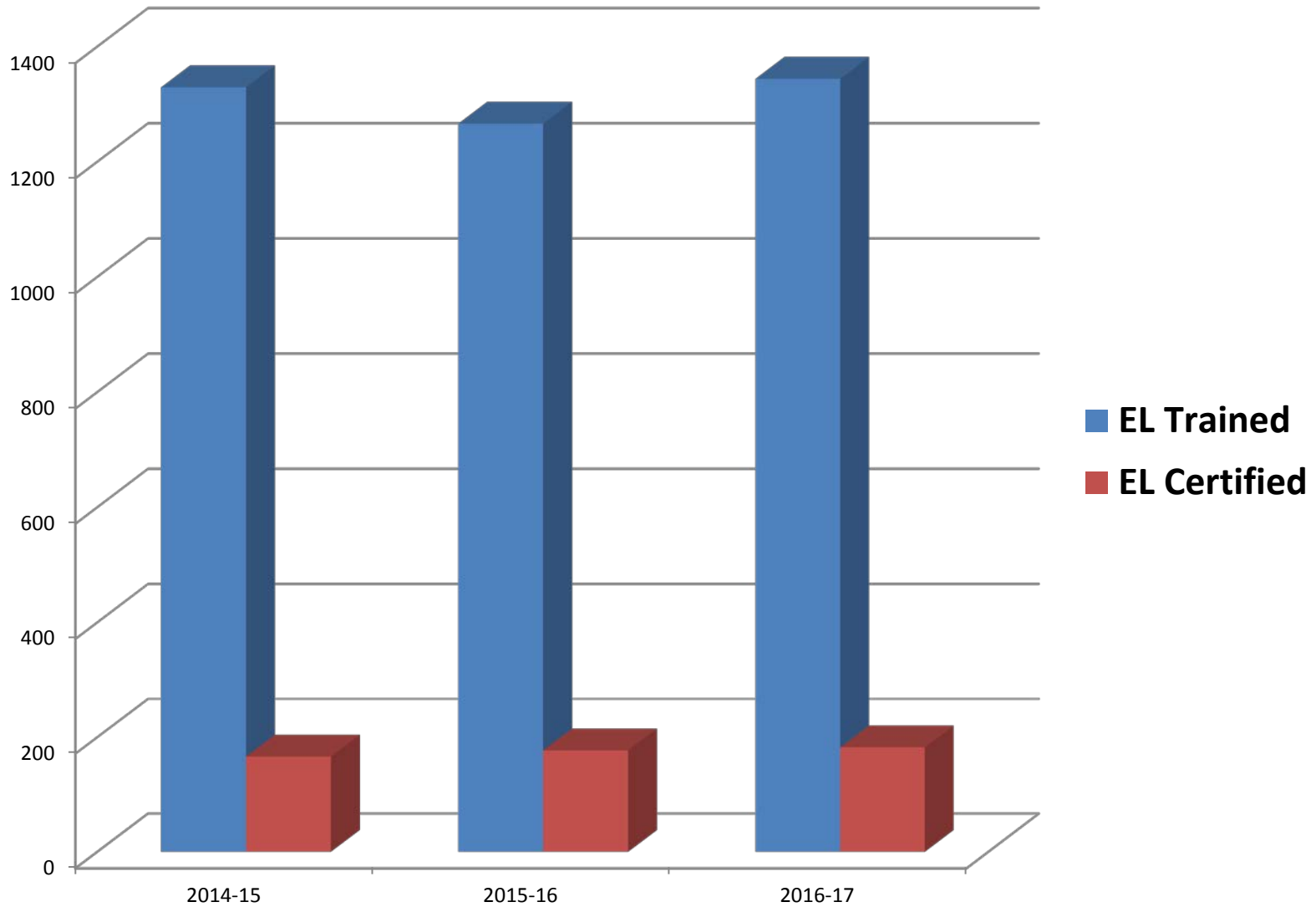


# **State** of Coach Development

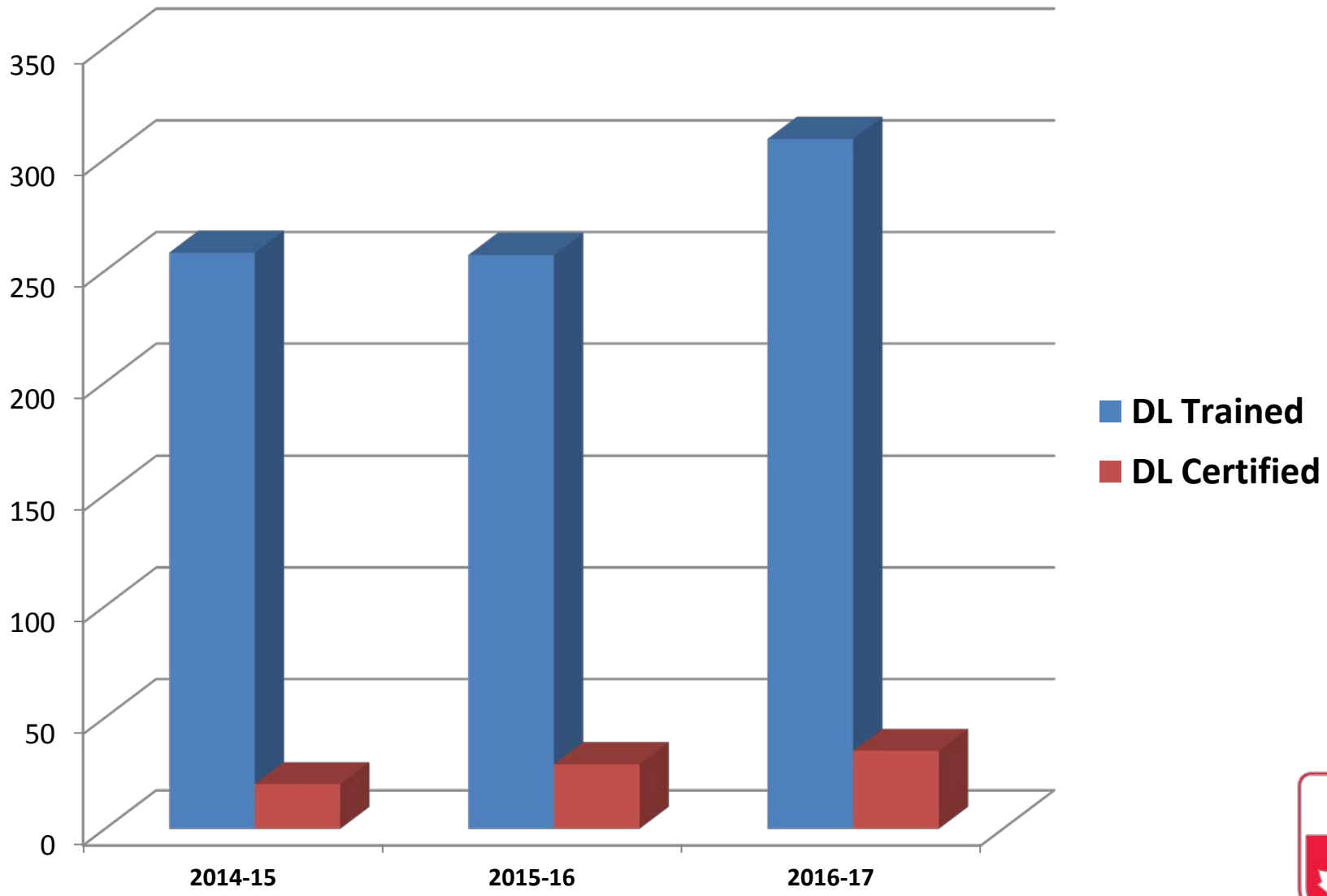
**So how are we doing?**



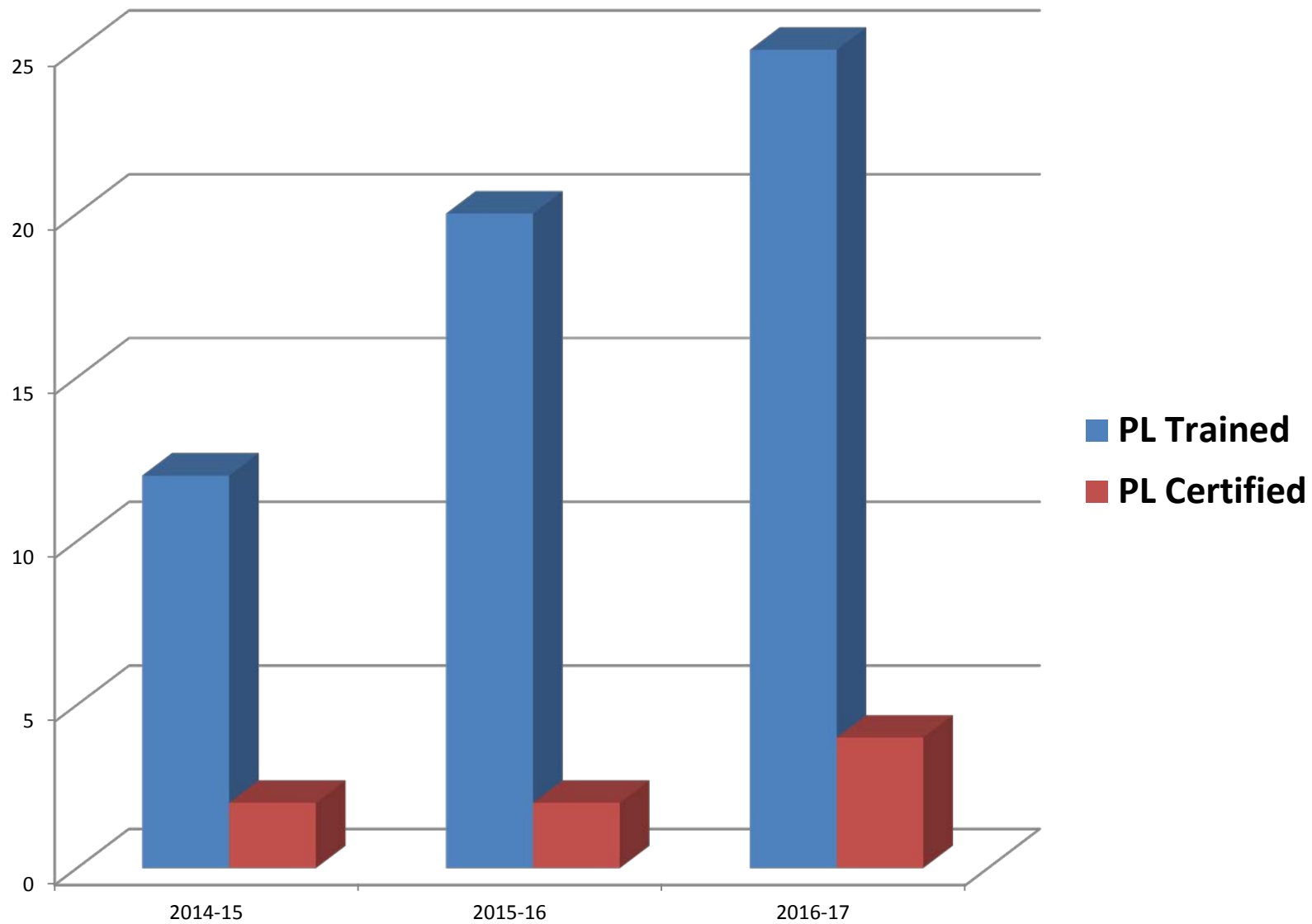
# ACA Coach EL Certification Stats



# ACA Coach DL Certification Stats



# ACA Coach PL Certification Stats





# AOA Development Goals

- Improve EL and DL conversion *better than the National Average*\*
- Encourage and Recognize coach development.
- Lead coach development in Ontario Ski Racing.





# Funding Model



*CLUB EXCELLENCE*  
*ROSSITER R17 RAFFLE*





# Rossiter R17 Raffle

## How does the raffle work?

- Tickets purchased or reserved online.
- Funds generated for coach development
- Reporting







# **Rossiter R17 Raffle**

**How to qualifying for more funding ?**

**Develop Coaches**





*THREE COACH  
DEVELOPMENT DOMAINS*





- 1. Internal Coach Development**
- 2. External Coach Development**
- 3. Continuing Education and Development**





# COACHING PATHWAY



LTAD	COACH CERTIFICATION PATHWAY		COACH DEVELOPER PATHWAY	
LEARN TO TRAIN/FUNDAMENTALS ▶ LEARN TO RACE ▶ TRAIN TO RACE ▶ TRAIN TO WIN	NCI LEVEL 4	NCCP MASTER (formerly Level 4)	EVALUATOR	MASTER COACH DEVELOPER
	PL CERTIFIED	NCCP ADVANCED (formerly Level 3)	CO-DELIVERY	
	PERFORMANCE LEVEL (PL) TRAINED		CONTENT TRAINING	
			CORE TRAINING	
	DL CERTIFIED ADVANCED	NCCP CERTIFIED (formerly Level 2)	EVALUATOR	COACH EVALUATOR
	DL CERTIFIED		CO-DELIVERY	
	DEVELOPMENT LEVEL (DL) TRAINED		CONTENT TRAINING	
			CORE TRAINING	
	EL CERTIFIED ADVANCED	NCCP TRAINED (formerly Level 1)	COACH DEVELOPMENT STARTS AT DL	
	EL CERTIFIED			
ENTRY LEVEL (EL) TRAINED				





# **7 STEPS** of CE Coach Devo. Program

- 1. READ the CE Information package.**
- 2. Participating in the CLUB EXCELLENCE SURVEY.**
- 3. DECLARE the intent to enter the CE program by completing the DECLARATION FORM.**
- 4. Establish PROGRAM GOALS and ACTION PLAN in collaboration with AOA COACH EDUCATION CONSULTANT**
- 5. Promote Raffle in club and online through AOA e-commerce platform ticket reservation and “in club” tickets.**
- 6. CLUB REPORT on season (by April 30<sup>th</sup>)**
- 7. Final EVALUATION and funding release back to clubs. (May 15, 2018)**







**A**  
**COACH**  
**WILL IMPACT**  
**MORE YOUNG PEOPLE IN A YEAR**  
**THAN THE AVERAGE**  
**PERSON DOES IN A**  
**LIFETIME.**

**BILLY GRAHAM**

