



Lapsed NCAS Coaches

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A SURVEY OF LAPSED NCAS ACCREDITED COACHES

A baseline study of the attitudes of lapsed coaches

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prepared for
Coaching & Officiating Unit



prepared by
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The Coaching and Officiating Unit of the Australian Sports Commission (ASC) in partnership with SPORTINFO have completed a survey of coaches, registered on the NCAS database, who have failed to renew their coaching accreditation.

The survey was designed to provide some baseline information on these coaches, their attitudes towards accreditation and re-accreditation, the NCAS and their sports role in the accreditation process. A total of n=452 lapsed coaches returned a self completion questionnaire mailed to them in late 2003.

Responses were received from coaches across all levels of accreditation, males and females and those located in both regional and metropolitan areas.

The details of the findings from this survey are presented in this report. The key findings from the survey are presented below.

Not all coaches are aware that their accreditation had lapsed.

Interestingly, one in three coaches responding to the survey were unaware that their accreditation had lapsed. This represents a significant proportion of coaches and indicates that there may be some confusion of coaches' status in regards accreditation.

The largest proportion unaware that their accreditation had lapsed were evident among active coaches. These coaches continue to coach unaware they no longer have up to date accreditation.

Many are still active coaches and a significant proportion of the non active coaches are likely to return to active coaching in the future.

Many of the coaches responding to the survey remain as active coaches or indicate their intention to coach again in the future. We note that:

- 44% are still coaching (highest among level 3 coaches); this group would appear to represent an immediate target for re-accreditation if this is considered an appropriate strategy;*
- 24% are currently non active but have indicated that they will coach again in the future;*
- 21% are currently non active and indicated that they would consider coaching in the future; and*
- 12% are currently non active and have indicated they would not coach again.*

What will motivate these coaches to resume coaching?

Among those non active coaches who indicated they would or would consider coaching again, the results indicate that reduced financial burden (cheaper insurance) and greater assistance and support from clubs and associations were motivators that would encourage their return to coaching.

Clearly there is confusion among many of these coaches over the linkage between insurance and NCAS accreditation.

There is also evidence that the sport touchpoints (associations / clubs) play an important support role for coaches. Building advocacy and support for renewal at these touchpoints may improve the likelihood of coaches remaining active and accredited.

Would they renew their accreditation?

The survey indicates that most would renew their coach accreditation if they resumed coaching.

Again, cheaper insurance, more information about renewals and an easier re-accreditation process were identified as the factors that would motivate these coaches to renew their accreditation. It is pertinent to acknowledge that while there is a latent willingness to renew accreditation this will need to be facilitated by improving awareness of the process, making it easier for coaches to complete the process and where possible using incentives to encourage this renewal.

Attitudes towards accreditation are positive

The survey results indicated that there is widespread support for the coach accreditation process. There was strong agreement that accreditation provides a valuable start for coaches, is something that they are proud of and that all coaches should be accredited.

This support of the underpinning philosophy of accreditation from this group is encouraging.

A less enthusiastic response was reported for re-accreditation

A less enthusiastic response and commitment to renewal of accreditation was very evident throughout the survey results.

It is clear that most coaches know they need to renew their accreditation.

However, a large proportion of coaches claimed they were unaware of what they needed to do to maintain their accreditation. Again active coaches reported greatest ignorance. This result again emphasises the need to renew efforts to promote greater awareness of both the need to renew and the renewal process.

That a sizeable proportion were unaware their accreditation had lapsed suggests the notification processes may warrant further review.

Most coaches were unable or unwilling to report a view towards aspects of re-accreditation again emphasising little engagement with this process. These results suggest a lack of understanding of, and commitment to the renewal process. We also note that:

- They found it difficult to articulate the benefits of the NCAS scheme; arguably renewal lacked some relevance for these coaches;*
- Few identified it as providing a direct service to coaches again suggesting an absence of tangible benefits for active coaches;*
- Finally, there was clearly uncertainty as to whether the ASC or sports drive this scheme.*

Areas for improvement

Lapsed coaches identified a number of areas for improvement in the NCAS scheme. These included:

- 1. Reminders that the renewal was due;*
- 2. Build greater awareness of the re-accreditation process;*
- 3. Simplify / make the re-accreditation process easier;*
- 4. On line updating;*
- 5. More communication and feedback from NCAS;*
- 6. Build and strengthen the relationship between the NCAS and national/state/local associations.*
- 7. Recognise and accommodate the part time / casual coaches (relax the renewal hurdles);*
- 8. Greater access to and support for regional coaches;*
- 9. Increase the opportunities to satisfy a re-accreditation process;*
- 10. Build the resources / libraries available to accredited coaches;*

The detailed findings from the survey of lapsed coaches now follows.

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Background

The National Coaching Accreditation Scheme

The Australian Sports Commission (ASC) supports the National Sporting Organisations in providing coach training through the National Coaching Accreditation Scheme (NCAS). The NCAS coaching courses are offered from the beginning to the high performance level.

The courses include training for general principles in coaching and sport specific coaching skills and practice.

Since its inception in 1978, it is reported that over 200,000 coaches have been accredited (ASC, 2001). The ASC estimates that there have been more than 110,000 registered coaches active at any one time on the NCAS database. Currently it is estimated that approximately 83,000 coaches across 86 national sporting organisations hold accreditation.

The National Coaching Accreditation Scheme (NCAS) vision is that

“...all Australian sporting participants, irrespective of their age, gender, level of sporting ability or choice of sport, have access to highly qualified and experienced coaches. “

The NCAS framework has traditionally comprised a four tier structure (Level 1 – high performance). We note that a number of sports have developed coach education structures that provide more than three levels. Two key issues are important to note here:

- The framework is a hierarchical pyramid – participants must accomplish accreditation at the lower levels to be able to undertake accreditation at a higher level.
- Coaches are required to renew their accreditation, at a maximum period of four years.

In moving through the four tier accreditation structure a range of benefits are claimed to accrue. The benefits of accreditation reported in the literature are seen to include:

- Recognition by national and state sporting associations and the ASC;
- Increased opportunities for coaching positions;
- Access to ASC National Coaching Scholarship Program;
- Access to coaching resources including a six monthly coaching newsletter, discounts on coaching resources, workshops and seminars;
- A Coach Pack – including an NCAS id card, updating log book, discount voucher for subscription to Sports Coach and AIS merchandise (not available in sports undertaking their own servicing);

As noted above, accredited coaches are required to renew their accreditation on a regular basis. The renewal process must be completed through the NCAS scheme and typically includes a range of professional development activities and an active coaching component. This is largely sport dependant.

Not all coaches initially achieving their accreditation renew that accreditation.

Estimates from the Coaching and Officiating Unit at the ASC indicate that some 59,477 coaches' accreditation expired between July 1995 and September 2003.

A survey of these coaches was undertaken by SPORTINFO and the Coaching and Officiating Unit of the ASC. The survey was designed to better understand the reasons why these coaches have failed to renew and the factors that may motivate them to renew their accreditation.

A more detailed description of the survey methodology and response from coaches invited to participate in the survey follows.

Aim

The aim of the research was to provide benchmark information from coaches who had, for whatever reason, failed to renew their coaching accreditation with the NCAS. This sub population was identified as 'lapsed' coaches.

Methodology

To collect information from this group of coaches the Coaching and Officiating Unit at the Australian Sports Commission in partnership with SPORTINFO, undertook a survey of lapsed coaches.

The survey methodology involved a self completion questionnaire mailed to a representative sample of coaches from the NCAS database who had failed to complete their re-accreditation.

A sample of respondents from the NCAS database was selected from across different sports and with some controls to ensure the inclusion of coaches from all accreditation levels and some representation of both male and female coaches. The sample included all L3 lapsed coaches and a random selection of L1 and L2 lapsed coaches. The information following provides a detailed profile of those coaches who responded to the survey.

The execution of the survey methodology involved:

- The Coaching and Officiating Unit at the ASC selecting a representative sample of coaches to be included in the survey from the NCAS database.
- All coaches selected were then mailed a survey questionnaire together with a reply paid envelope and asked to return the questionnaire once completed.
- A small incentive (entry into a draw for a prize) was offered as a means of encouraging response rates.
- Once the surveys were returned all data was entered into SPSS and analysis and reporting of the survey findings was undertaken by SPORTINFO.

This report presents a detailed summary and commentary on the results from the survey of lapsed coaches.

Sample

A total of n=452 coaches completed and returned the survey.

A total of n= 2,048 questionnaires were dispatched, resulting in a response rate of 22%. We note that a number of additional questionnaires were received well after the closing date for this study and unfortunately were not included in the analysis or this report.

Details of the profile of coaches who responded to the survey is provided in the tables below.

<u>Sample Profile</u>		<u>Sample Profile</u>		<u>When first accredited</u>	
NSW	N=105	Male	N=296	Before 1990	N=96
Victoria	N=69	Female	N=142	1990-1995	N=132
Queensland	N=63			After 1995	N=196
SA	N=12	<u>Location</u>			
WA	N=85	Capital City	N=261	<u>Age</u>	
Tasmania	N=44	Regional	N=176	Under 40	N=93
NT	N=22			40-49	N=140
ACT	N=35	<u>NCAS Level</u>		50+	N=202
		Level 1	N=224		
		Level 2	N=119		
		Level 3	N=92		

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

This report is segmented into eight information areas. The following information map provides a summary of each of the areas.

Each section of the report provides a summary commentary on the key results from the area of discussion and detailed results presented both in graphical and tabular output.

Section 1	Knowledge of the lapsed accreditation
Section 2	Background on the coaching accreditation
Section 3	Non active coaches
Section 4	Active coaches
Section 5	Attitudes to coaching accreditation
Section 6	Attitudes to coaching re-accreditation
Section 7	Sports' attitude towards coach accreditation
Section 8	Attitudes towards the NCAS

Detailed findings

Commentary

The first measure obtained in the survey of lapsed coaches was to understand whether they were aware that their accreditation had lapsed.

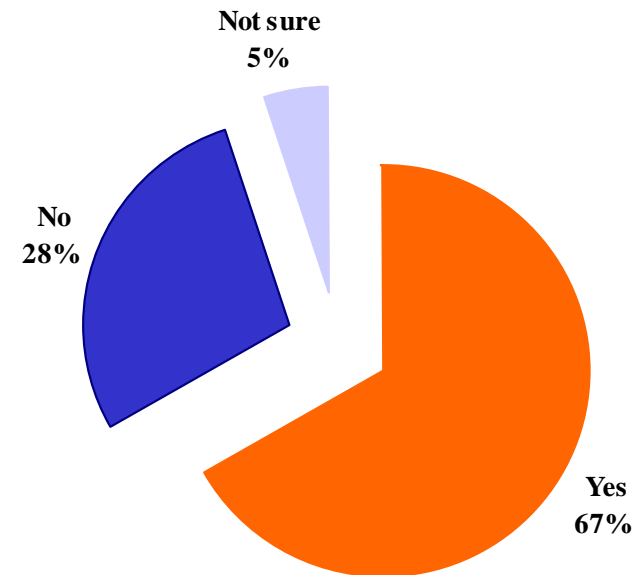
Two in three reported they were aware their accreditation had lapsed. One third of this group then remain unaware their NCAS accreditation has lapsed.

Of some interest is that:

- Almost all those claiming not to be aware that their accreditation had lapsed are still currently coaching.
- One in two level 3 coaches were unaware their accreditation had lapsed. This was significantly higher than level 1 or level 2 coaches.

Of the lapsed coaches that responded to the survey, what proportion were aware that their accreditation had lapsed?

Base: All lapsed coaches; n= 452



Were coaches aware that their accreditation had lapsed?

Of the lapsed coaches that responded to the survey, what proportion were aware that their accreditation had lapsed?

Response	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	72%	70%	50%	62%	76%	46%	80%	96%
No	22%	27%	43%	32%	19%	46%	16%	2%
Not sure	6%	3%	7%	6%	5%	8%	4%	2%

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Were they given the opportunity to re-accredit?

Commentary

There were more coaches claiming they were not aware of an opportunity to re-accredit than those who believed they had been given that opportunity.

Perhaps surprisingly, more than one in two (53%) believed they were not provided with the opportunity to re-accredit.

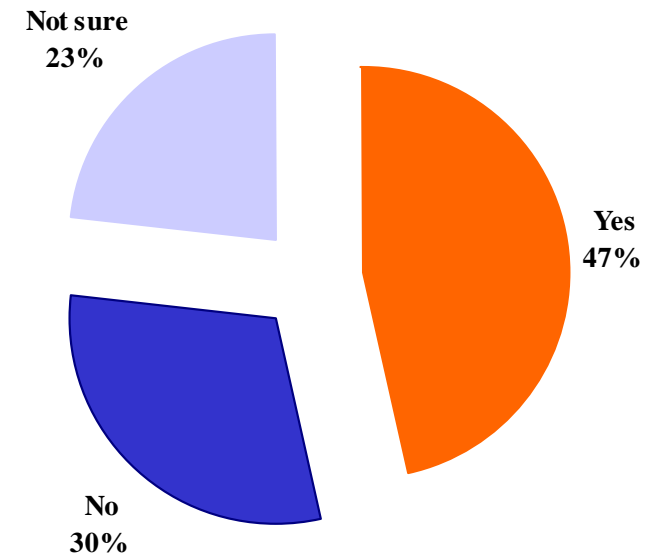
Interestingly, fewer younger coaches (those under 40) believed they had been given the opportunity to re-accredit.

While it may be argued that these coaches were in fact provided the opportunity, their perceptions suggest that the communication for and awareness of these opportunities has not been as positive as may be necessary. The higher proportion indicating that they were not aware of this opportunity supports this conclusion.

Again, lapsed coaches still coaching were less likely than others to believe they had an opportunity to re-accredit.

What proportion believed they were provided the opportunity to re-accredit?

Base: All lapsed coaches; n= 452



Were they given the opportunity to re-accredit?

What proportion believed they were provided the opportunity to re-accredit?

Response	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	51%	43%	46%	44%	52%	38%	48%	71%
No	28%	33%	30%	32%	28%	34%	30%	23%
Not sure	21%	24%	24%	24%	19%	27%	22%	6%

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Did they receive sufficient information from either their sport or the ASC whilst accredited?

Commentary

Consistent with the earlier findings just over one in two coaches indicated that the information they received from either their sport or the ASC was sufficient.

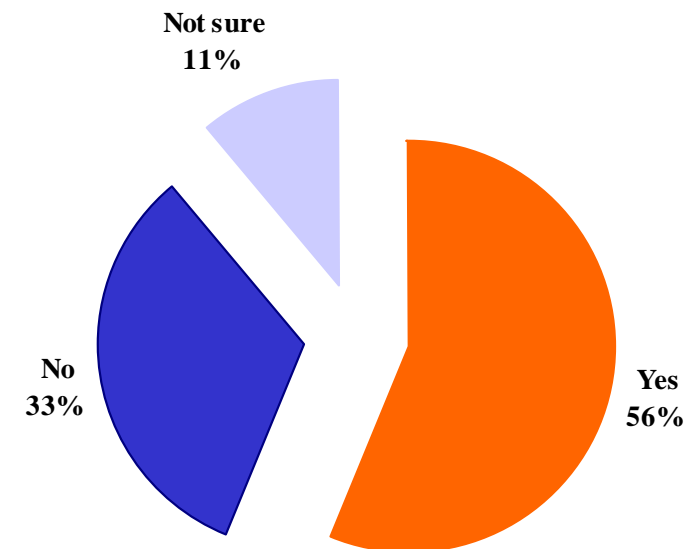
The group most decisive in their response to this issue was the group of coaches currently coaching – 41% indicated that they had not received sufficient information. The response does suggest this group are somewhat disaffected given that many were unaware their accreditation had lapsed.

Agreement was also seen to dilute as we moved from level 1 to level 3 coaches. Significantly fewer level 3 coaches believed they had received sufficient information.

The question over where this information should come from was not canvassed in this survey and does require further exploration.

Did they receive sufficient information whilst accredited?

Base: All lapsed coaches; n= 452



Did they receive sufficient information from either their sport or the ASC whilst accredited?

Did they receive sufficient information whilst accredited?

Response	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	64%	50%	50%	54%	61%	48%	61%	71%
No	28%	40%	38%	37%	28%	41%	29%	20%
Not sure	8%	10%	12%	9%	11%	11%	10%	9%

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Commentary

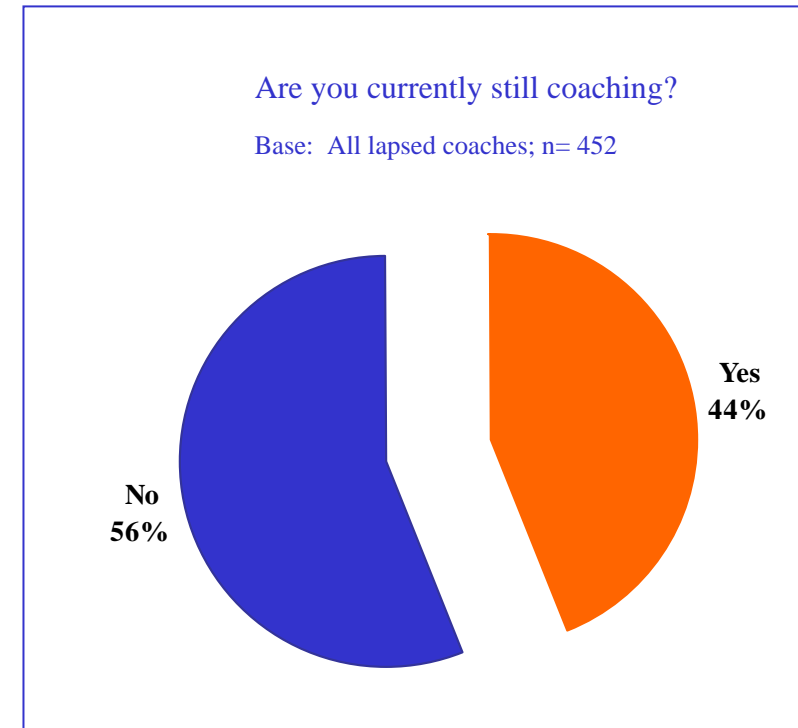
Perhaps one of the more interesting outcomes from this survey was identifying that a large proportion of coaches whose accreditation has lapsed with the NCAS continue to coach.

Almost one in two (44%) are currently coaching despite their accreditation having lapsed.

As we noted earlier, a significant proportion of these coaches reported they were unaware that their accreditation had lapsed.

Some clear results also emerged from this:

- More males than females continue to coach.
- More higher level coaches continue to coach. While just 32% of level 1 coaches continue, 56% level 2 and 61% level 3 coaches are still actively coaching.
- Few differences between the metropolitan and regional areas.



Are they still coaching?

Are you currently still coaching?

Response	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	32%	56%	61%	52%	29%	100%	-	-
No	67%	42%	38%	48%	70%	-	100%	100%
Not sure	1%	2%	1%	2%	1%	-	-	-

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Non active coaches

Commentary

As outlined earlier in this report, some 56% of coaches responding to this survey had stopped coaching. This was seen to be higher among female coaches and level 1 accredited coaches.

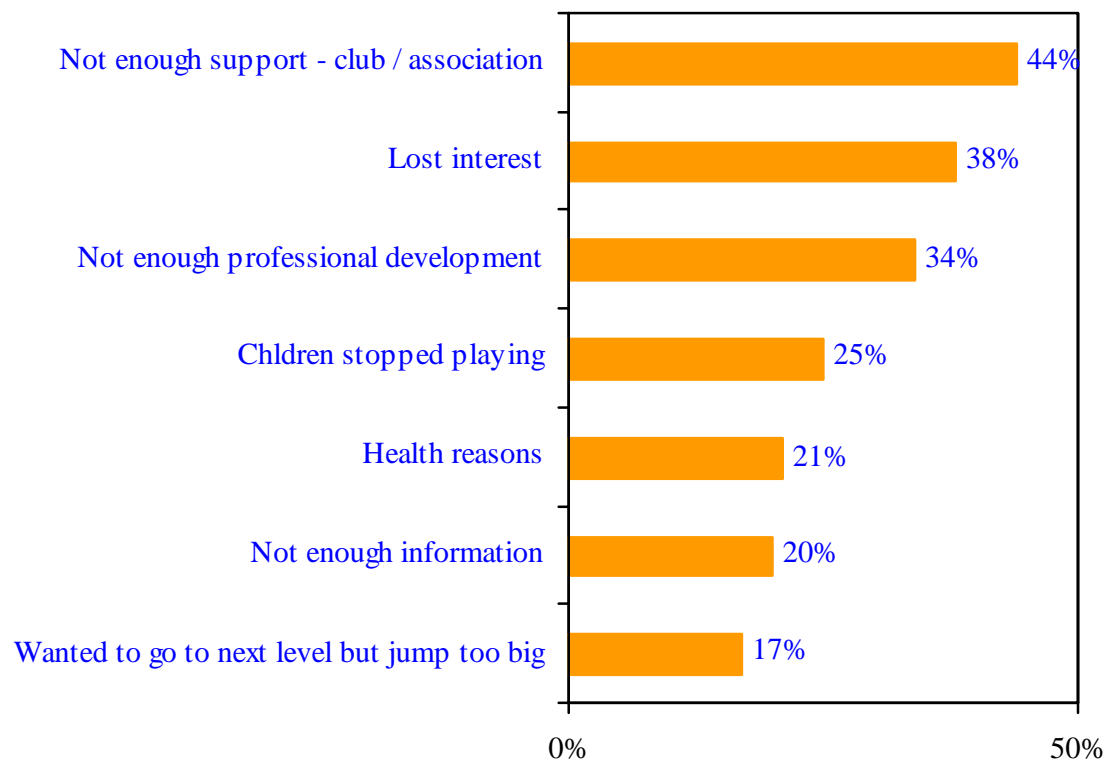
When asked to indicate their agreement with a number of pre-determined factors we note that:

- The level of support provided by clubs and associations was clearly the main reason for these coaches not continuing. This was particularly highlighted by those level 2 coaches who had not continued coaching suggesting this to be a more influential issue among this group than either level 1 or 3 accredited coaches.
- Undoubtedly linked to this was agreement that insufficient professional development had been provided.
- Perhaps as an outcome of these two issues almost four in ten of these coaches indicate that they had simply 'lost interest'. Based on our experience we believe these issues are likely to be inter-related.
- That children stopped playing was a factor for just one in four coaches suggesting it plays a part in the decision to continue coaching but is unlikely to be the predominant factor. This factor was higher for females than it was for males. Not surprisingly this was also more relevant for level 1 coaches than either level 2 or 3 coaches.

Among coaches who are not currently coaching, why are they no longer coaching?

(% agree with pre-determined factors*)

Base: Not currently coaching: n= 245



* Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Among coaches who are not currently coaching, why are they no longer coaching?
 (% agree with pre-determined factors)

Response	Level 1 N=149	Level 2 N=50	Level 3 N=35	Male N=141	Female N=100	Potential N=193	Not coaching N=49*
Not enough support from club/association	38%	66%	40%	42%	48%	45%	39%
Lost interest	38%	35%	38%	38%	39%	35%	52%
Not enough professional development	32%	38%	36%	33%	35%	34%	29%
Children stopped playing	30%	16%	4%	22%	29%	21%	40%
Health reasons	16%	30%	24%	21%	22%	16%	38%
Not enough information	20%	32%	29%	27%	9%	21%	19%
Wanted to go to next level but jump too big	21%	19%	42%	21%	11%	20%	4%

* Small sample sizes; caution required

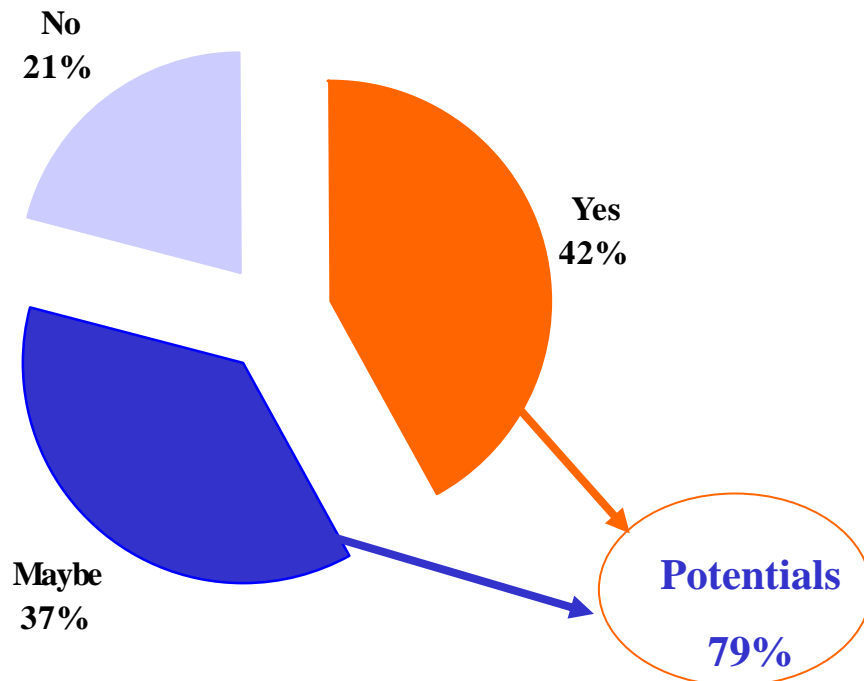
Note: Total number coaches not currently coaching was n = 245. Sample sizes for subgroups may be less than 245 and vary between subgroups due to non response to individual questions.

Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Will they coach again?

Among coaches who are not currently coaching, what proportion would consider coaching at some time in the future?

Base: Not currently coaching; n= 245



Commentary

A pleasing result from the study indicated that among those coaches who were not currently coaching, a significant proportion (79%) would consider re-joining the active pool of coaches.

The results show that:

- 42% indicated they would consider coaching again (this represents 24% of all lapsed coaches)
- A further 37% (or 21% of all lapsed coaches) may consider coaching again.
- Just 21% (or 12% of all lapsed coaches) rejected the idea of coaching again and so appear 'lost' to the broader coaching community.

The clear opportunity for acquisition is among level 3 coaches of whom 57% indicated they would consider coaching again. Clearly having made a significant investment to reach this level of accreditation they are also most likely to re-join the pool of active (but not necessarily accredited) coaches. They would be the logical priority if efforts are considered to re-attract these coaches.

Will they coach again?

Among coaches who are not currently coaching, what proportion would consider coaching at some time in the future?

Response	Level 1 N=149	Level 2 N=50	Level 3 N=35	Male N=141	Female N=100	Potential N=193	Not coaching N=49*
Yes	39%	44%	57%	49%	33%	53%	-
Maybe	42%	34%	23%	33%	42%	47%	-
No	19%	22%	20%	18%	25%	-	100%

* Small sample sizes; caution required

Note: Total number coaches not currently coaching was $n = 245$. Sample sizes for subgroups may be less than 245 and vary between subgroups due to non response to individual questions.

Commentary

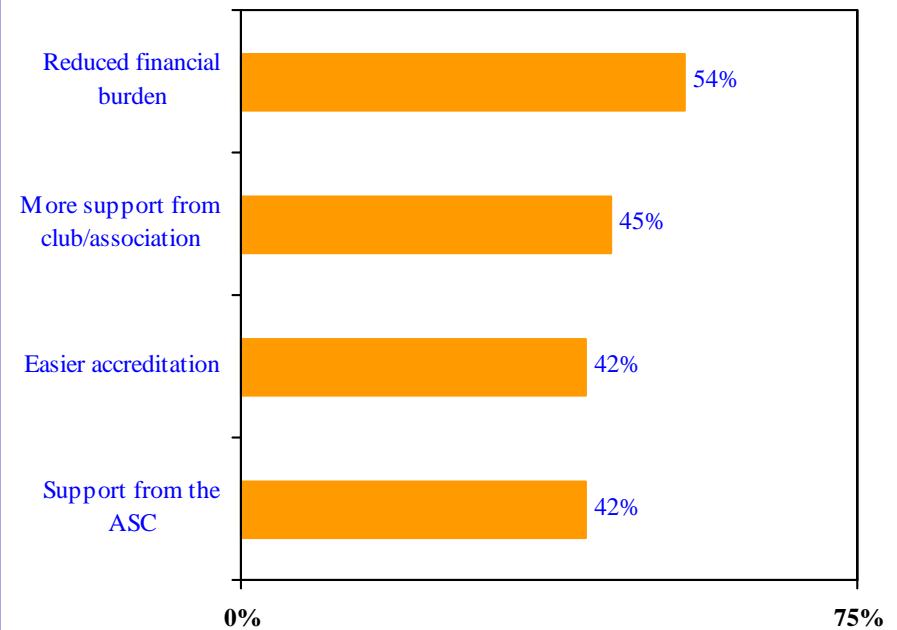
When presented with a list of factors that may induce lapsed coaches who are not currently coaching to re-join the coaching ranks the results show that:

- Perhaps not surprisingly, financial considerations remain an important issue for many of these coaches;
- Support from within the sport, particularly at the club and association level was rated as a potentially strong influence, particularly for the level 2 coaches;
- Easier accreditation was rated highly by level 1 and 2 coaches;
- Support from the ASC was rated most important among level 2 and 3 coaches.

Among coaches who are not currently coaching, what would motivate them to take up coaching again?

(% agree with pre-determined factors*)

Base: Not currently coaching; n= 245



* Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Motivators for taking up coaching again

Among coaches who are not currently coaching, what would motivate them to take up coaching again?

(% agree with pre-determined factors)

Response	Level 1 N=149	Level 2 N=50	Level 3 N=35	Male N=141	Female N=100	Potential N=193	Not coaching N=49*
Reduced financial burden	56%	53%	54%	52%	59%	62%	19%
More support from club/association	40%	60%	38%	42%	49%	50%	23%
Easier accreditation	44%	52%	25%	39%	46%	48%	15%
Support from ASC	33%	58%	50%	43%	40%	49%	12%

* Small sample sizes; caution required

Note: Total number coaches not currently coaching was n = 245. Sample sizes for subgroups may be less than 245 and vary between subgroups due to non response to individual questions.

Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Commentary

The key issue in this discussion relates not only to understanding the likely re-entry of these lapsed coaches back to coaching but also the likelihood that they would renew their accreditation.

A pleasing result was evident with almost two in three coaches indicating that they would renew their accreditation if they resumed coaching. Responses were largely consistent across all sub groups interviewed suggesting a large slice of goodwill towards the accreditation schemes. An encouraging response was received from those who may recommence coaching, an obvious primary target for the NCAS scheme.

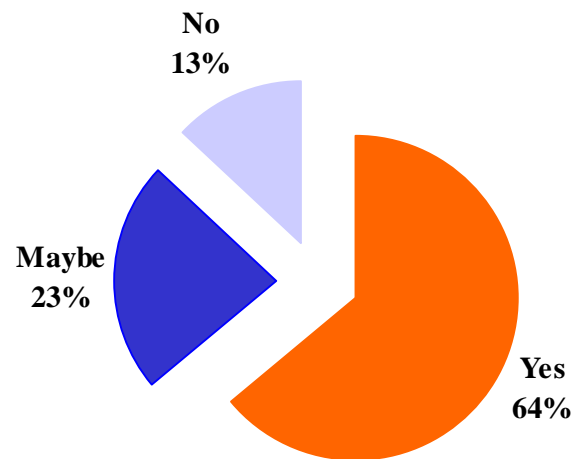
What would motivate these coaches to renew their accreditation?

- Financial incentives, in the form of cheaper insurance, were seen to be attractive; and
- The information provided to coaches about renewing their accreditation and the ease of the process itself were also seen to be important among these coaches.

Would they renew their accreditation?

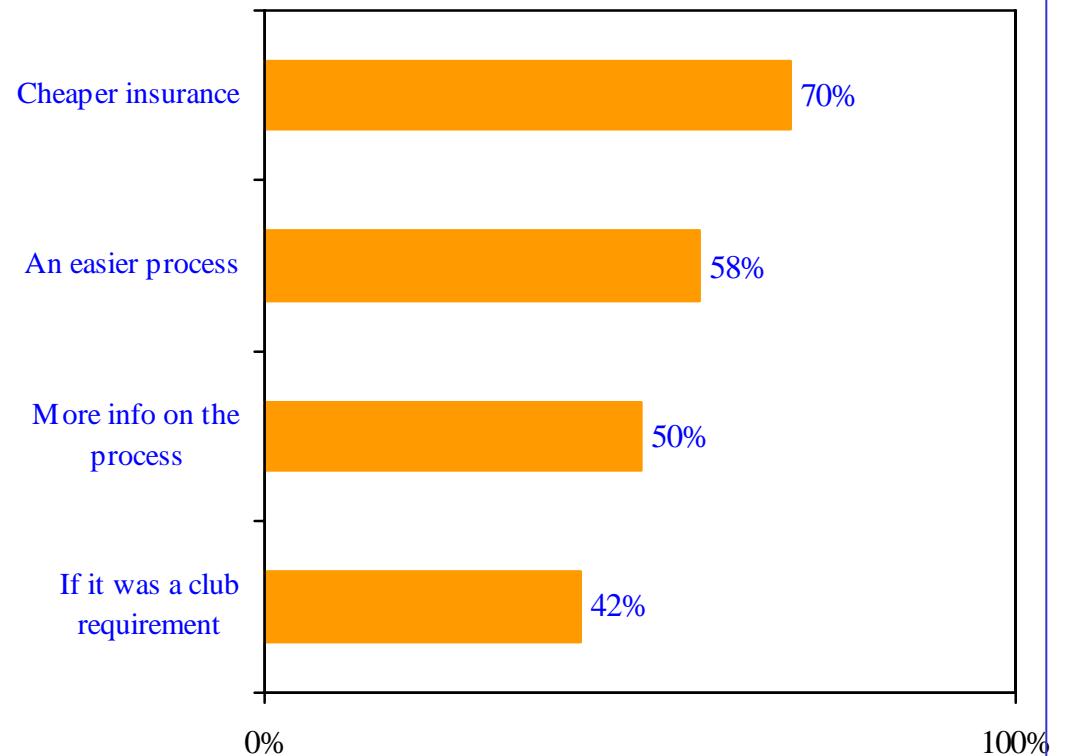
If they resumed coaching would they renew their accreditation?

Base: Currently not coaching; n= 245



What would motivate them to renew their accreditation?
(% agree with pre-determined factors)

Base: Currently not coaching; n= 245



Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Would they renew their accreditation?

If they resumed coaching would they renew their accreditation?

	Level 1 N=149	Level 2 N=50	Level 3 N=35	Male N=141	Female N=100	Potential N=193	Not coaching N=49*
Yes	62%	72%	66%	63%	64%	71%	38%
Maybe	26%	16%	20%	24%	21%	26%	12%
No	12%	12%	14%	13%	15%	3%	50%

* Small sample sizes; caution required

What would motivate them to renew their accreditation?
(% agree with pre-determined factors)

Response	Level 1 N=149	Level 2 N=50	Level 3 N=35	Male N=141	Female N=100	Potential N=193	Not coaching N=49*
Cheaper insurance	70%	78%	67%	68%	73%	76%	43%
An easier process	55%	68%	61%	52%	67%	64%	31%
More information on the process	50%	53%	52%	48%	52%	58%	18%
If it was a club requirement	46%	47%	22%	38%	48%	45%	31%

* Small sample sizes; caution required

Note: Total number coaches not currently coaching was n = 245. Sample sizes for subgroups may be less than 245 and vary between subgroups due to non response to individual questions.

Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

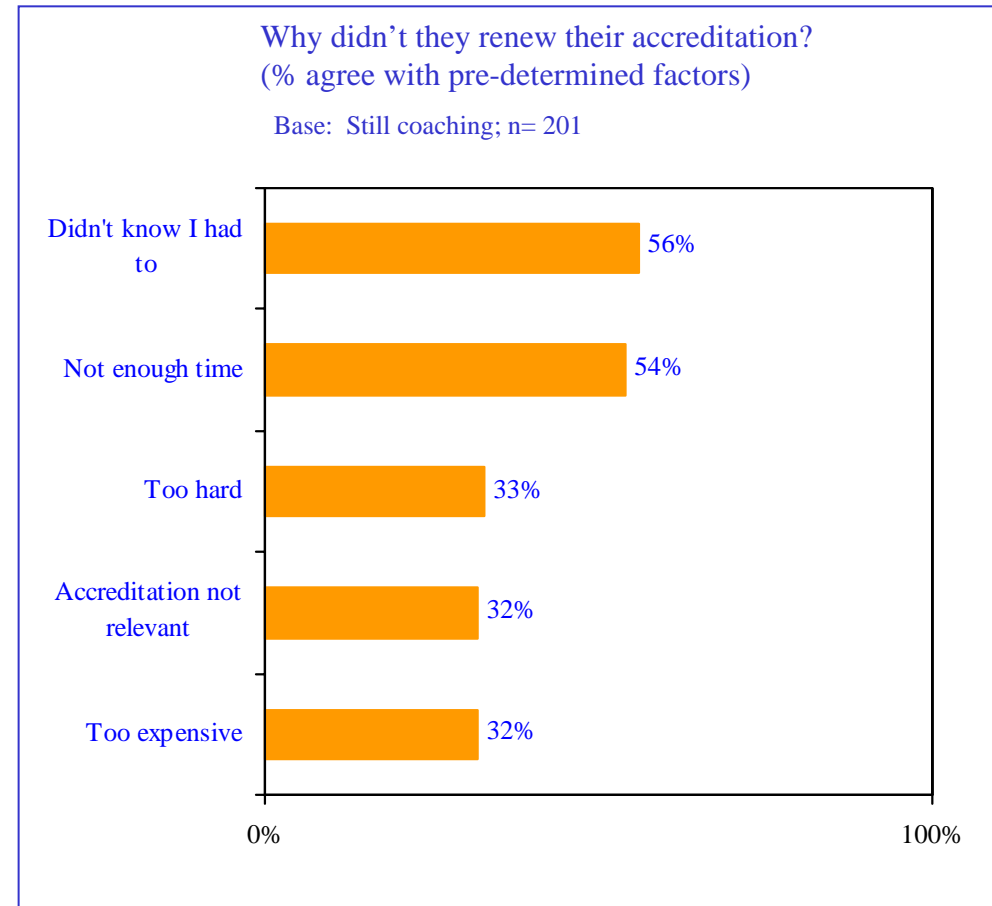
Active coaches

Commentary

Respondents were provided with a list of 5 factors that may have contributed to their non renewal. Among those who were currently coaching, two main issues were reported as reasons for not renewing their accreditation. These were that:

- They didn't know they had to (56%); and
- Not enough time (54%).

As we noted earlier in this report, a large proportion of these coaches were actually unaware that their accreditation had lapsed. This result clearly suggests that for many they were simply not aware of their failure to renew.



Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Why didn't they renew their accreditation?

(% agree with pre-determined factors)

Base: Still coaching; n= 201

Response	Level 1 N=72	Level 2 N=67	Level 3 N=56	Male N=150	Female* N=41
Didn't know I had to	49%	45%	56%	48%	57%
Didn't have enough time	56%	49%	52%	52%	58%
Process too hard	32%	33%	32%	31%	88%
Process too expensive	38%	25%	27%	25%	58%
Accreditation not relevant	39%	27%	19%	31%	33%

* Small sample sizes; caution required

Note: Total number coaches still coaching was n = 201. Sample sizes for subgroups may be less than 201 and vary between subgroups due to non response to individual questions.

Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Commentary

Among coaches who are still active, it was evident that:

- More information on the renewal process; together with
- An easier process

were identified as the more important motivators for re-accrediting.

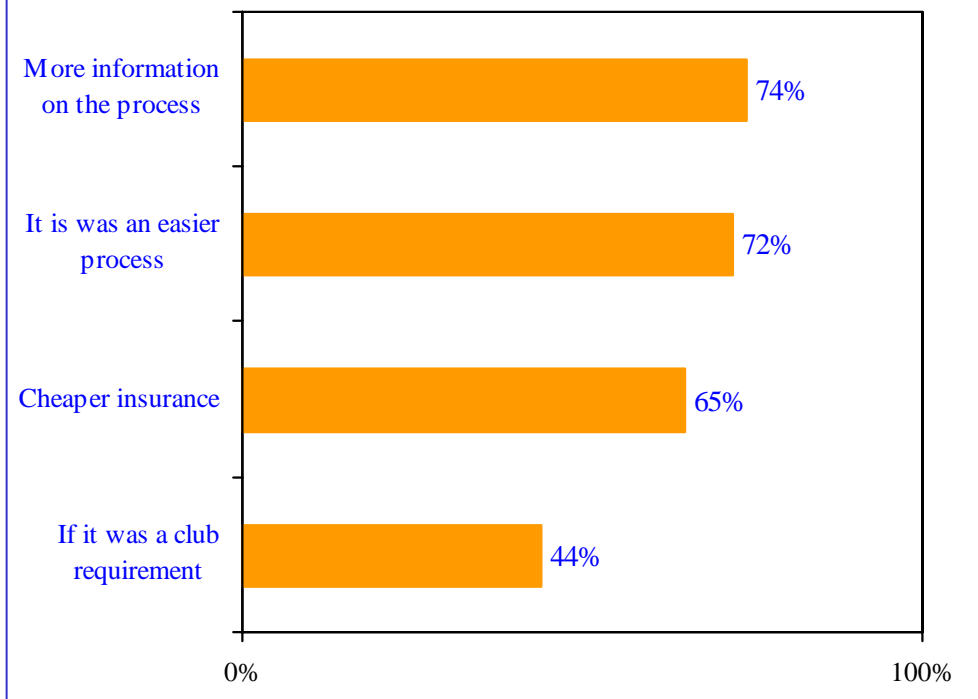
Interestingly, while cost (i.e. cheaper insurance) was seen as important it was not rated most important by these coaches.

We also note:

- Level 3 coaches and females rated more information as the key motivator for re-accreditation
- Females also rated cheaper insurance more highly than their males counterparts.

What would motivate them to renew their accreditation?
(% agree with pre-determined factors)

Base: Still coaching; n= 201



Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

What would motivate them to renew their accreditation?
 (% agree with pre-determined factors)

Base: Still coaching; n= 201

Response	Level 1 N=72	Level 2 N=67	Level 3 N=56	Male N=150	Female N=41*
More information on the process	74%	64%	89%	70%	91%
If it was an easier process	77%	60%	82%	73%	70%
Better/cheaper insurance	70%	57%	67%	61%	80%
If it was a club requirement	46%	41%	47%	43%	50%

* Small sample sizes; caution required

Note: Total number coaches still coaching was n = 201. Sample sizes for subgroups may be less than 201 and vary between subgroups due to non response to individual questions.

Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Accreditation

*The attitudes of these lapsed
coaches towards coaching
accreditation*

Commentary

All coaches who responded to the survey were asked their views and opinions regarding coaching accreditation and then re-accreditation.

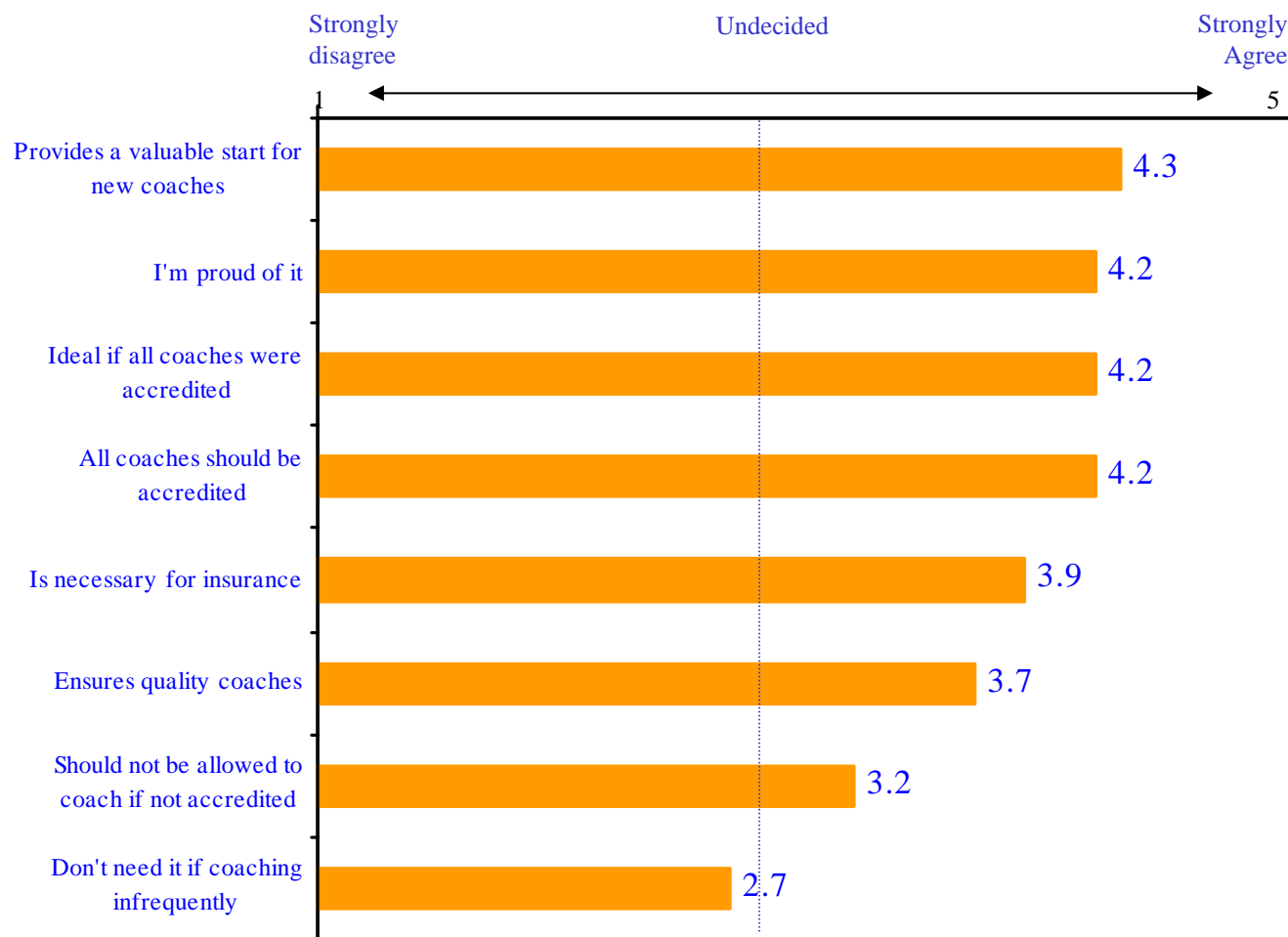
What was evident from the results from the survey was that:

- Coaches clearly identify that accreditation provides a valuable start for new coaches, is something they are proud of and appear supportive of accreditation.
- They neither agree nor disagree that coaches should not be allowed to coach if not accredited or that accreditation is not required if a coach coaches infrequently.

Very few differences emerged between the different sub groups on these opinions towards accreditation.

Attitudes towards coaching accreditation

Base: All lapsed coaches; n=452



Attitudes towards coaching accreditation

Response	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Provides a valuable start for new coaches	4.3	4.2	4.4	4.2	4.4	4.2	4.3	4.3
I'm proud of it	4.1	4.4	4.3	4.2	4.4	4.2	4.4	4.2
Ideal if all coaches were accredited	4.2	4.2	4.3	4.1	4.3	4.2	4.2	4.2
All coaches should be accredited	4.1	4.3	4.2	4.1	4.4	4.1	4.2	4.3
Is necessary for insurance	3.8	3.9	4.0	3.8	4.1	3.8	3.9	4.1
Ensures quality coaches	3.7	3.8	3.6	3.6	3.8	3.6	3.7	3.7
Shouldn't be allowed to coach if not accredited	3.3	3.1	3.3	3.1	3.5	3.1	3.3	3.7
Don't need if coaching infrequently	2.7	2.7	2.4	2.7	2.5	2.7	2.7	2.5

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Re-accréditation

The attitudes of these lapsed coaches to re-accréditation

Commentary

The results clearly show that:

- The majority of coaches in the survey (70%) were aware that they needed to re-accredit at regular intervals. However, there remains a sizable proportion of coaches (30%) who claim they were unaware of this requirement. Interestingly it is the younger coaches (under 40) and those who still currently coach who report lowest awareness of this requirement. Arguably this may be a rationalisation as to why they have failed to renew their accreditation. Coaches in the metropolitan areas were also less likely (67%) than their regional counterparts (78%) to be aware of this requirement.
- Just over one in two however claimed they were aware of what they needed to do to maintain their accreditation. Again coaches currently coaching are less likely than others to acknowledge they were aware of the requirement to re-accredit.

When asked their attitudes towards re-accreditation the results suggest a high level of neutrality. Most seemed unable or unwilling to hold a view regarding the renewal process and philosophy. This largely disappointing outcome appears to indicate a lack of clear understanding of, and commitment to, the re-accreditation process. This is an area that is likely to require some attention.

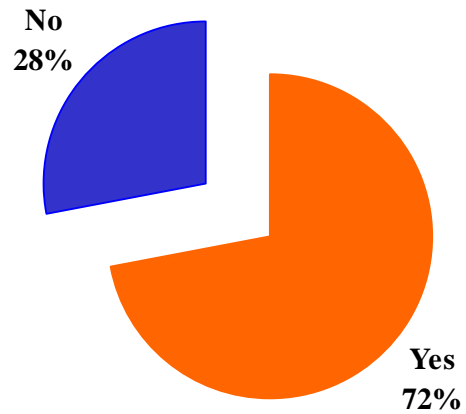
Almost one in two coaches suggested changes regarding re-accreditation. The key themes emerging from the survey were:

- Improving the awareness of the re-accreditation process;
- Greater understanding of the pressure on part time/casual coaches;
- Greater catering for regional coaches;
- Alternate and simpler re-accreditation processes.

Your attitude to re-accreditation

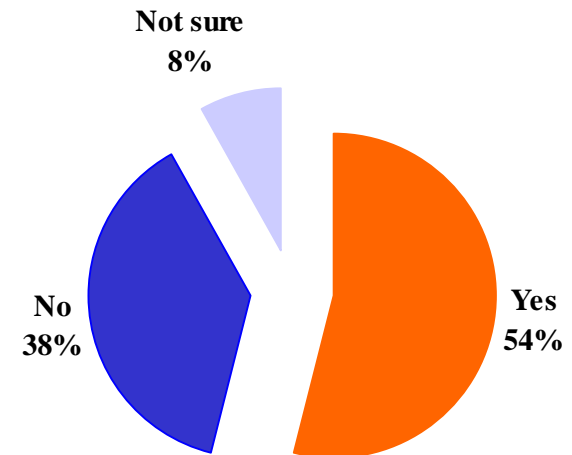
Were you aware of the requirement for coaches to re-accredit at regular intervals, usually every four years?

Base: All lapsed coaches; n= 452



Were you aware of what you need to do to maintain your accreditation?

Base: All lapsed coaches; n= 452



Your attitude to re-accreditation

Were you aware of the requirement for coaches to re-accredit at regular intervals, usually every four years?

	Level 1 N=221	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	73%	70%	70%	69%	75%	61%	75%	88%
No	27%	30%	30%	31%	25%	37%	22%	10%

* Small sample sizes; caution required

Were you aware of what you need to do to maintain your accreditation?

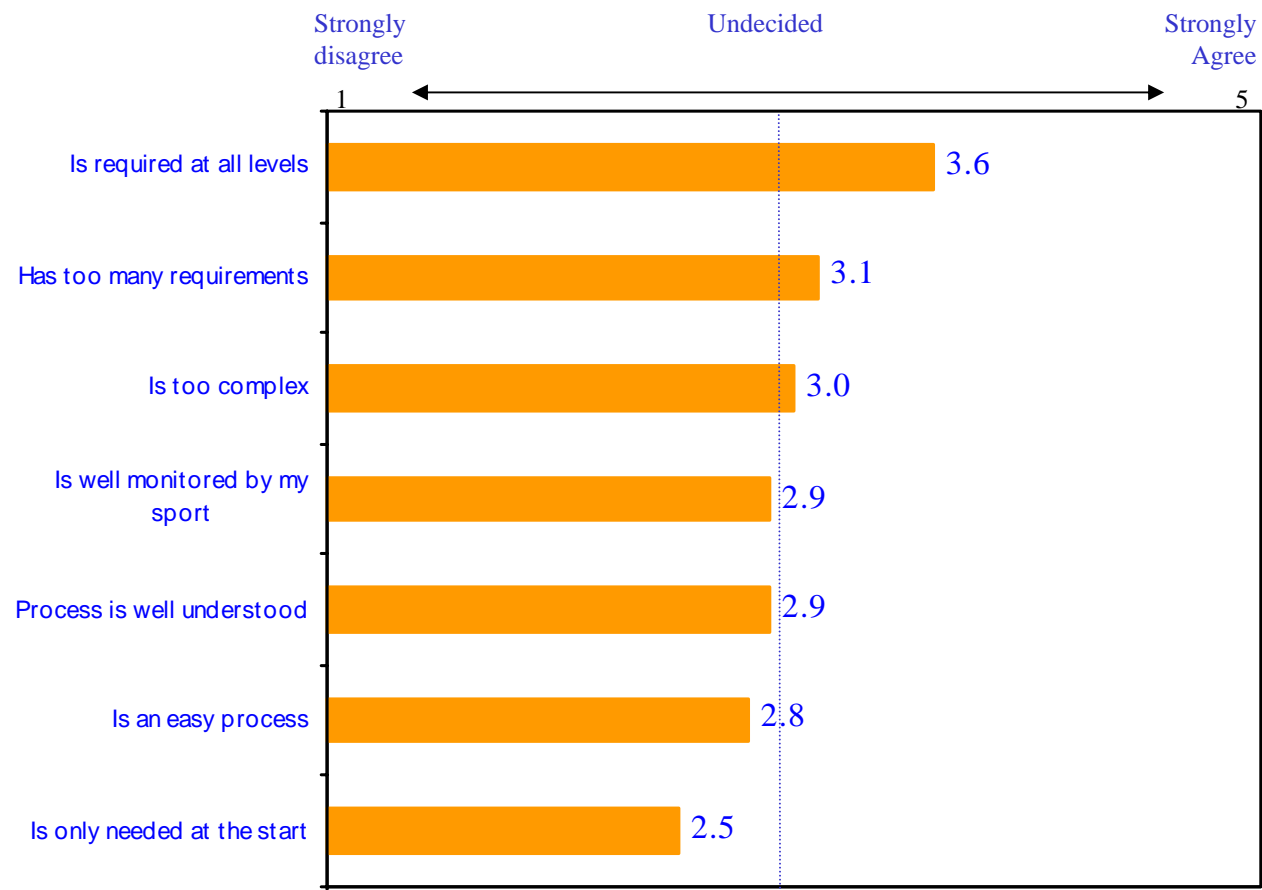
	Level 1 N=221	Level 2 N=119	Level 3 N=92	Male N=196	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	56%	58%	54%	54%	56%	48%	56%	71%
No	36%	36%	38%	40%	35%	46%	34%	22%
Not sure	8%	6%	6%	6%	10%	6%	10%	6%

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Would you agree or disagree that re-accreditation.....

Base: All lapsed coaches; n= 452



Would you agree or disagree that re-accreditation

Base: All lapsed coaches; n= 452

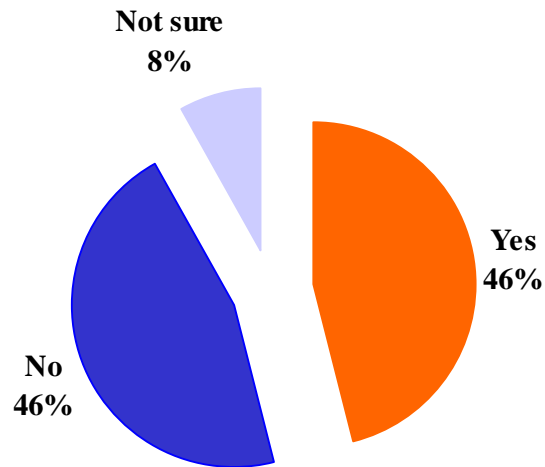
Response	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Is required at all levels	3.6	3.7	3.5	3.5	3.9	3.6	3.6	3.9
Has too many requirements	3.1	3.1	2.9	3.0	3.2	3.0	3.0	2.8
Is too complex	3.0	3.0	2.9	3.0	3.0	3.0	3.0	2.8
Is well monitored by my sport	3.0	2.8	2.9	2.8	3.1	2.7	3.0	3.2
The process is well understood	2.9	2.7	2.8	2.8	3.0	2.7	3.0	3.2
Is an easy process	2.9	2.6	3.0	2.9	2.8	2.8	2.8	3.2
Is only needed at the start	2.4	2.4	2.6	2.5	2.3	2.5	2.5	2.2

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Are there any areas in which your sport could change that would encourage you to re-accredit?

Base: All lapsed coaches; n= 452



Commentary

Coaches were invited to offer suggestions for changes to the re-accreditation process. Almost one in two coaches responding to the survey provided suggestions.

Interestingly, those currently coaching were more likely than those not to have suggestions.

The key themes emerging from the feedback included:

- Improving the awareness of the re-accreditation process; comments were centred around better, more timely notification of the need to renew accreditation and a sport based re-accreditation process;
- Greater understanding of the pressure on part time/casual coaches; here coaches commented on the amount of coaching undertaken making re-accreditation hurdles more difficult, the time and cost required to renew.
- Greater catering for regional coaches; there was a strong perception that regional coaches do not receive the same opportunities for ongoing development or access to courses that their city counterparts.
- Alternate and simpler re-accreditation processes; in particular reference was made to increasing the number of activities available in the re-accreditation schedule (we note this is controlled by the individual sports), reducing the amount of paperwork and offering renewal over the internet.

Sports' attitudes

*How coaches see their
sport's attitude towards
coach accreditation*

Commentary

The survey results show that:

- Almost two in three coaches (62%) believe their sport requires coaches to be accredited. Level 3 coaches are significantly more likely to support this view, with a much higher level of uncertainty among level 1 coaches.
- Only one in three (38%) believe they need to remain accredited to be covered by their sports insurance policy. Again more than one in two level 1 coaches were uncertain of this.

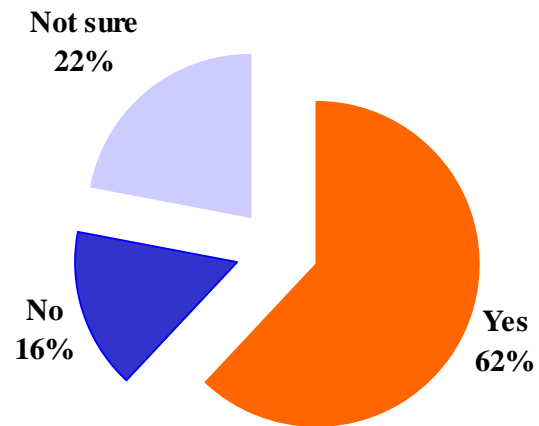
Coaches responding to the survey were critical in their rating of their sports' performance on coach accreditation:

- On average coaches described sports' coach accreditation programs as adequate. Few differences were evident in this rating across the various sub groups present in this research.
- Poor ratings were given to sports' professional development opportunities and assistance to update or renew accreditation. Again, this view was consistently held with few differences evident between coaches of different levels.

Your sport's attitude to coach accreditation

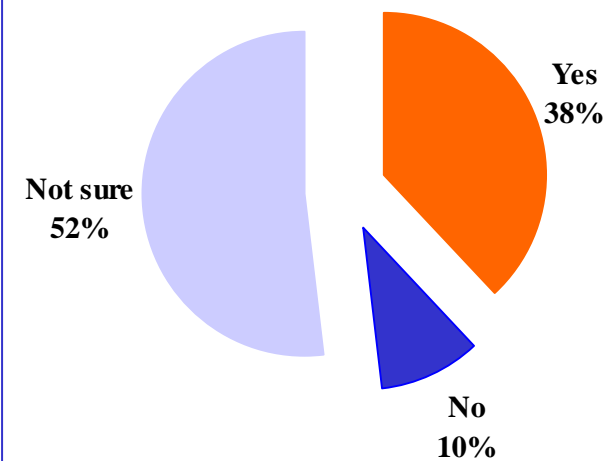
Does your sport require coaches to be accredited?

Base: All lapsed coaches; n= 452



Do you need to remain accredited to be covered by your sports insurance policy?

Base: All lapsed coaches; n= 452



Your sport's attitude to coach accreditation

Does your sport require coaches to be accredited?

	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	57%	62%	82%	63%	64%	59%	64%	71%
No	17%	18%	10%	16%	15%	20%	16%	6%
Not sure	25%	18%	7%	19%	20%	21%	18%	20%

* Small sample sizes; caution required

Do you need to remain accredited to be covered by your sports insurance policy?

	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	39%	34%	42%	35%	44%	35%	38%	45%
No	8%	11%	15%	11%	8%	18%	4%	4%
Not sure	52%	44%	42%	54%	48%	45%	54%	45%

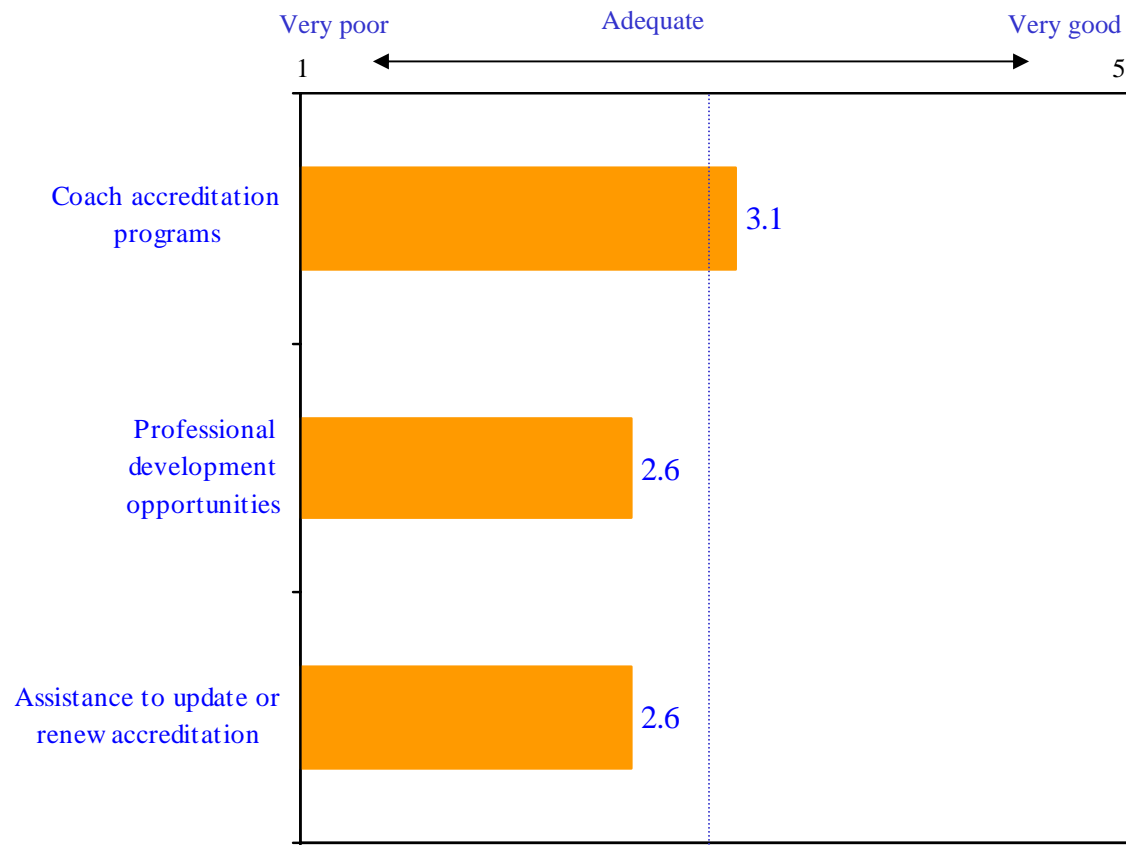
* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

Rating of the service provided by your sport to coaches in the following areas?

How would you rate the service your sport provides to coaches in the following areas?

Base: All lapsed coaches; n= 452



Rating of the service provided by your sport to coaches

How would you rate the service your sport provides to coaches in the following areas?

	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Coach accreditation programs	3.1	2.9	3.3	3.0	3.3	3.0	3.2	3.2
Professional development opportunities	2.7	2.6	2.6	2.5	3.0	2.5	2.7	2.8
Assistance to update, reaccredit or renew coaching accreditation	2.6	2.4	2.6	2.5	2.8	2.4	2.7	3.0

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

The NCAS

*The attitudes of these lapsed
coaches towards the National
Coaching Accreditation Scheme*

Commentary

Coaches knowledge of, and attitudes towards, the NCAS scheme varied considerably with:

- Just over one in two claiming they were aware of the NCAS and its features when they initially accredited. Level 1 coaches reported the lowest levels of claimed awareness (44%) with level 2 (65%) and level 3 (68%) much more likely to acknowledge their awareness of the features of the scheme.
- A disappointing 27% reporting that the NCAS provided a valuable service to them while they were coaching. A poor result was evident across coaches of different levels, males and females and coaches of different ages.

It was pleasing to note that 60% of coaches indicated they did not become accredited because their sport required them to. The results suggest this pattern has changed over time with fewer coaches accredited since 1995 reporting that sports required coaches to be accredited.

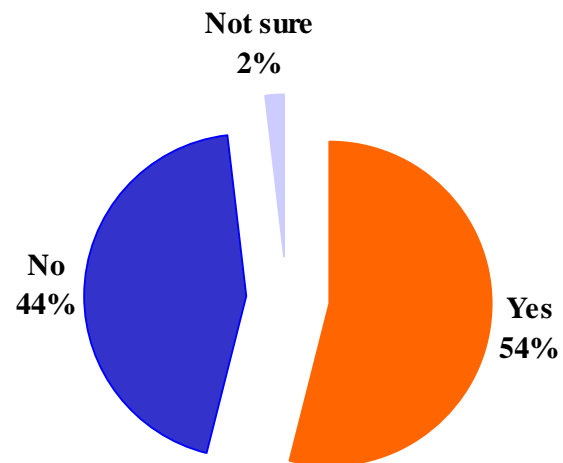
In somewhat of a contrast to the above results, coaches were largely supportive of the NCAS scheme in acknowledging the benefits delivered by the scheme. The benefits attracting most agreement from coaches included easily accessible coaching and accreditation information and co-ordination of professional development opportunities.

When asked in what areas the NCAS could be improved the following themes emerged from feedback:

- Reminders that the renewal was due; building greater awareness of the renewal process
- Simpler/easier process for renewal; consideration of an on line renewal process;
- More communication and feedback from the NCAS and communication between the NCAS and sports;
- Accommodation of part time / casual coaches and recognising the needs of regional coaches;
- Increasing the opportunities to satisfy the renewal process and more resources for coaches;

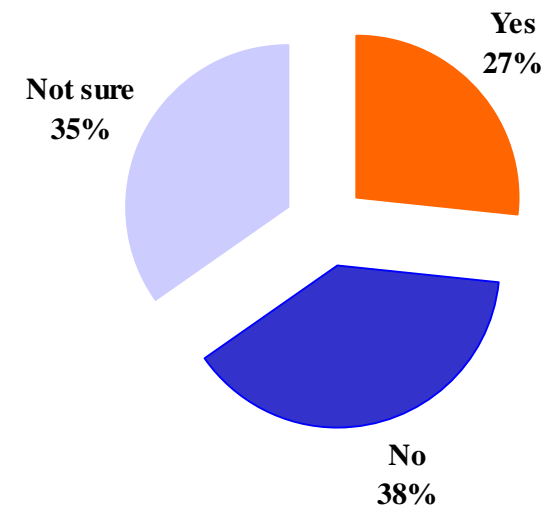
Were you aware of the NCAS and its features when you initially accredited?

Base: All lapsed coaches; n= 452



Did the NCAS provide a valuable service to you while you were accredited?

Base: All lapsed coaches; n= 452



Were you aware of the NCAS and its features when you initially accredited?

	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	44%	65%	69%	53%	56%	58%	49%	53%
No	54%	32%	30%	45%	42%	41%	49%	43%
Not sure	2%	3%	1%	2%	2%	1%	2%	4%

* Small sample sizes; caution required

Did the NCAS provide a valuable service to you while you were accredited?

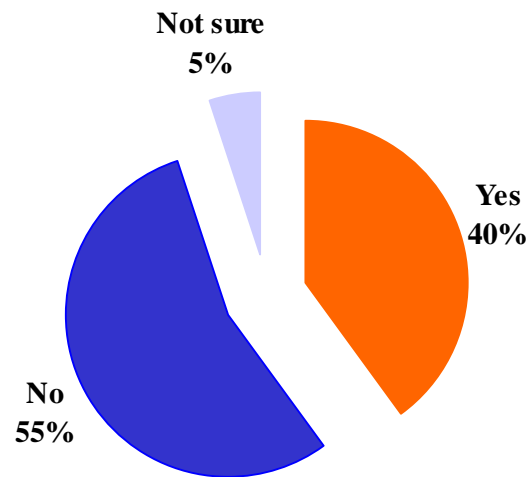
	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	22%	31%	34%	27%	28%	27%	29%	25%
No	38%	41%	37%	42%	34%	43%	40%	35%
Not sure	40%	28%	29%	31%	38%	30%	31%	40%

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

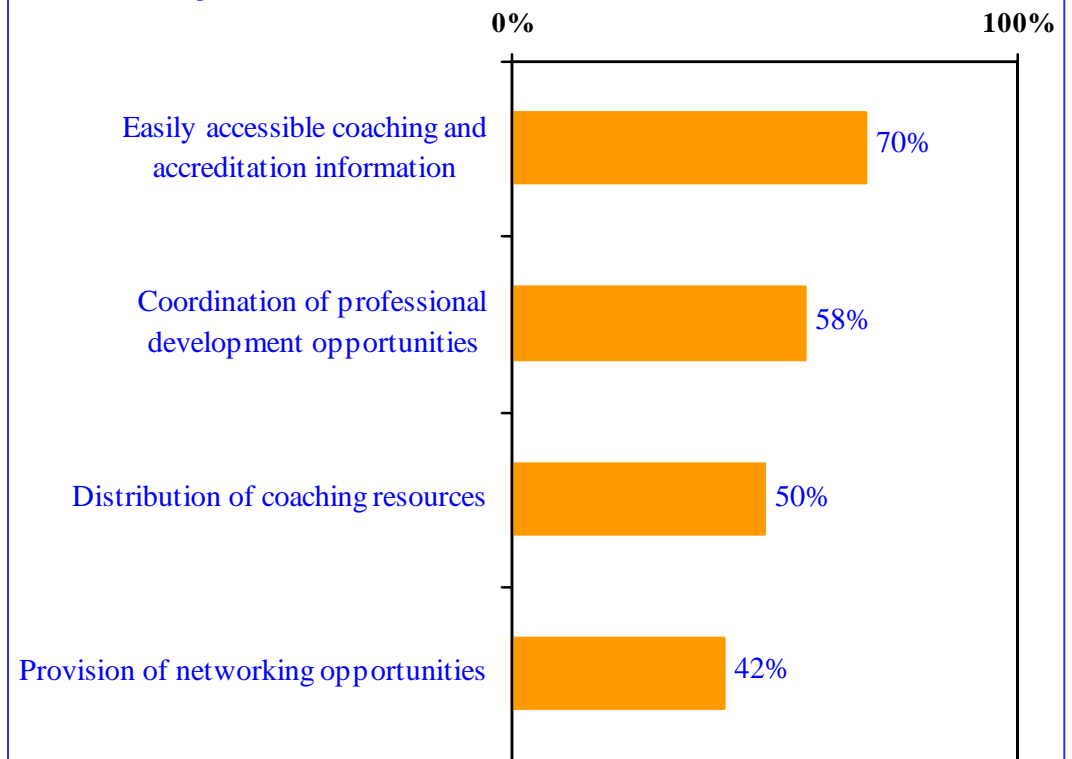
Did you only become accredited because your sport required it in order for you to coach?

Base: All lapsed coaches; n= 452



What benefits would encourage you to renew your accreditation?
(% agree with pre-determined factors)

Base: All lapsed coaches; n= 452



* Note: This is not a multiple response question, an agree/disagree response was sought for each statement.

Did you only become accredited because your sport required it in order for you to coach?

	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Yes	41%	39%	43%	42%	39%	41%	35%	57%
No	54%	55%	54%	53%	57%	55%	61%	31%
Not sure	5%	5%	2%	5%	4%	4%	5%	12%

* Small sample sizes; caution required

What benefits would encourage you to renew your accreditation? (% agree with pre-determined factors)

	Level 1 N=224	Level 2 N=119	Level 3 N=92	Male N=296	Female N=142	Coaching N=201	Potential N=195	Not coaching N=49*
Easily accessible information	70%	72%	67%	70%	70%	78%	70%	37%
Coordination of prof. Dev. opportunities	56%	61%	65%	56%	68%	65%	63%	31%
Distribution of coaching resources	57%	65%	60%	58%	62%	66%	61%	29%
Networking opportunities	47%	55%	62%	53%	51%	57%	55%	29%

* Small sample sizes; caution required

Note: Total number of returned surveys was n = 452. Sample sizes for subgroups may be less than 452 and vary between subgroups due to non response to individual questions.

***Comments from coaches on
the areas in which the NCAS
can be improved***

Reminders about renewing

"A reminder letter identifying a coming need to re-accredit would be good."

"Prior warning of impending expiration of accreditation (if it doesn't happen)."

"Follow up coaches before they expire!"

"It seems to do a good job other than keeping up to date with the fact I have been re-accredited. Also the benefits seem to vary from person to person."

"I feel they should send out a 2nd notice informing of a cut-off date for re-accreditation. In my case other areas of the school program needed to be attended to and my letter ended up on the "to-do" pile but hadn't been reached. It came as a shock to me"

"More follow up to encourage coaches to re-accredit"

"This survey has been an excellent reminder for lapsed accreditation. I would recommend this become a regular practice"

"Please advise how I can become re-accredited. I obtained my level 3 cert in 1998 and have worked full time in a coaching position. Who do I make the cheque to? Please advise"

"Please send me more information about how to re accredit myself, I let it slip & would like to contact again."

Build awareness of the re-accreditation process

"Make the NCAS more accessible. Coaches don't understand their role. Course providers don't know much about re-accreditation and/or the NCAS."

"Dissemination of info on accreditation & re-accreditation process & demonstration of relevance of the processes."

Simplify / easier process

"Simplify. Inform. Provide insurance co-operation."

"Updating coaching accreditation needs to be easier and clearer. I was unaware that my accreditation had lapsed."

"By making it a simple process to maintain your accreditation"

"A re-accreditation scheme that was simple and effective. Demonstration of ongoing involvement in coaching PLUS a letter of support to NCAS from an approved source (e.g. higher level accredited coach) should suffice."

On line updating

“Develop a website with various sport sections eg football, cricket, gymnastics etc with coaching tips and programs for training various levels etc instead of leaving it up to individual sports to develop their own.”

“Re-accreditation by internet”

“Provide an online re-qual package”

More communication / feedback from NCAS

“Once my wife and myself became Level 1 to coach our juniors we really never heard from anyone again, apart from a couple of badges and stickers.”

“Greater distribution of coaching resources - when I was accredited I received little literature regarding coaching. This could be improved”

“Become more visible, become more proactive, regarding the importance of accreditation including the benefits of maintaining a close association with direction the sport is taking, Increased flow of information would be helpful (important to part time coach”

“Mail-outs to coaches of material relevant to their sports. I have only ever received very general circulars & never anything related to boxing.”

“My lack of association with the NCAS over the past years makes it difficult to comment.”

Build the relationship between NCAS and national/state/local associations

“What does NCAS offer the individual coach that their sport doesn't offer?”

“Ensure that local sports bodies maintain an even flow of info. And assistance to accredited coaches”

“There appears to be no networking between NCAS and local/state associations or if there is I am not aware of it.”

Accommodate part time / casual coaches

"I found that as my business commitments grew I had to drop back from coaching at higher levels (i.e. state & national). If you are not coaching at a high level it is difficult to obtain the necessary points to satisfy re-accreditation."

"Provide recognition to the many thousands of unpaid coaches working weekly to provide sporting opportunities for all comers."

"Some older part-time coaches who lose accreditation are a great loss to sport and should be given all chances of keeping accreditation as experience gained over time can never be substituted for by any other means."

"RECOGNISE that NCAS IGNORES the circumstances and needs of MOST COACHES (i.e. unpaid and not fanatical or ego-driven. (You support in theory, NOT in practice, "sport for fun".) PROVIDE accreditation and resources that support the sport and volunteer coaches"

"Re-accreditation should be more flexible so that a coach with several decades of experience can remain accredited even if he/she does not fulfil the formal reaccreditation requirements during the current period, but intends to continue coaching"

"Need to acknowledge the difference between junior based/ school based coaches and the elite coach. We teacher /coaches don't need it but do it as teachers and can not reaccredited in all of them. "

Regional coaches

"SOMEHOW - make allowances for those in the rural areas. I realise these are costs to be met, but to do our level 2, we had to find 12 people minimum....is doing some of the course by correspondence a possibility?"

More opportunities to satisfy re- accreditation process

“Provision of professional development at a reasonable cost to coaches. Ensure that some of these activities are country-based.”

“Maintaining a meaningful logbook in the above situation is difficult and is a major disincentive to seeking the re-accreditation. A true flexible basis for applying re-accreditation is desirable.”

“The ASC should be encouraging coaches to stay in sport not provide unnecessary hurdles/obstacles.”

“Teachers are a valuable resource, use them but support them. Not all teachers can join a club therefore they can't be re-accredited - school coaching should count!”

Build the resources/libraries

“Constant outline of available resources, P.D opportunities.”

“Set up a coaches network on a website. Exchange ideas, share successful training routines, solve problems.”

“Establish an electronic resource library on the web articles, coaching techniques, sport, science, first aid, sport health (Physio).”