



MEMORANDUM

To: NCCP Level 1 Learning Facilitators (Phases 1 and 3)

From: Josée Landriault – Recreational Coaching Programs Manager

Date: 2005

Subject: Recommended Fees for Beginner Coaches

Under the Human Resources strategic pillar, one of Skate Canada's detailed plans, the Coaches Management System, identifies the need for development of a fee guideline as a component of that system. Due to budgetary limitations it has not been possible to complete a revised coaching fee guideline at this point in time.

In order to provide some direction to new coaches that are just beginning their professional careers, we are requesting for your assistance in discussing the following key messages with Level 1 participants at phases 1 and 3:

1. Beginner Coaching Fees:

- ❖ Several factors need to be considered prior to setting and communicating your first initial coaching fee with your customers – athletes/parents and clubs/skating schools. A combination of your NCCP certification level or current status (i.e. Level 1 Phase 1 CanSkate Coach), years of coaching experience, highest STARSkate test level achieved, competitive skating background, college or university degree in sport science related fields, and Geographical area (cost of living will have an impact) all need to be well thought-out when setting a coaching fee or often referred as a coaching rate.
- ❖ For CanSkate, CanPowerSkate and STARSkate, a **recommended** rate range of \$22.00 to \$30.00 per hour (\$5.50 to \$7.50 per 15 minutes) is acceptable for this entry level of coaching.

2. CanSkate:

- ❖ It is essential that you and your club work together to arrive at a reasonable rate for a CanSkate session based on a 1-hour session (i.e. The norm session: 45 minutes on-ice / 15 minutes off-ice prep). Getting organized for any type of lesson (i.e. - CanSkate/STARSkate - group/private) needs to take place before arriving at the rink to teach and follow up needs to happen right after a lesson/session.

- ❖ For a CanSkate session, as a professional coach you need to base your fee on one full hour (60 minutes) of work and that includes: planning and delivering lessons, talking to your parents/skaters, and other coaches prior to and after a CanSkate session, review CanSkate progress sheets - lesson records/notes, recap the current lesson taught in preparation for the next lesson, etc. All of these are crucial Skate Canada program delivery areas for which the Skate Canada Professional Coach is responsible and accountable.

3. **STARSkate:**

- ❖ As in CanSkate, there are many programming areas a coach is expected to fulfill. Offering quality instructions to skaters via **group lessons** will not only ease the transition from CanSkate but it will also provide skaters and parents with an affordable way to continue in a sport that is within their budget. Parents are often discouraged by the perceived (and often real) high costs of private lessons, as well as the perceived time commitment. Group lessons are a simple, logical, and affordable lesson format!
- ❖ STARSkate provides an opportunity for personal growth and the development of important life skills such as goal setting, self-discipline, time management, coping strategies to deal with success and failure, confidence and healthy lifestyle. Make it happen for your customers at a reasonable price!
- ❖ By offering group lessons, you will benefit too! Clubs can keep more coaches busy, more of the time, and it can be more financially viable per hour.

4. **Building positive business relationships:**

- ❖ When you take on a skater to begin coaching you are really taking on two individuals - the skater and their parent. Schedule a meeting with each of your customers prior to the beginning of every season to discuss goals and objectives, expectations, season planning, competition attendance, and fees, etc. Hold one or more informal meetings throughout the season to communicate skater progress and various program updates. It is your responsibility to supply your parents with a copy of the Coaches Code of Ethics and discuss the code with them. Use this meeting as an opportunity to do that.
- ❖ Your customers have invested money in your club, so they deserve the utmost of customer care. When a customer is provided with simple and accurate information up front, they are better equipped to make informed decisions about their child's participation in the sport. Not only will they appreciate getting the information without having to seek it out (sometimes it's not that obvious where to find answers) this will increase customer confidence and trust in the club.

As leaders in the training and development of beginner coaches, we encourage you and strongly support you in discussing these important matters with Level 1 Phase 1 and Phase 3 participants. Stress the importance that clubs, coaches, and parents need to work together in building strong business relationships and most importantly help provide quality Skate Canada programs for fun, fitness and achievement to athletes of all ages and abilities.

Thank you for your assistance and support with these matters!

Copy: Skate Canada Coaching Committees
 Section Coaching Course Administrators
 Section Coaching Representatives