



# Values

## Valuing Canadian Paralympic Coaches



How does one describe the value of a coach to an athlete, a team, or peripheral support staff? Coaches have so many responsibilities and create an impact in so many ways that it is hard to explain their value. This is especially true in preparation for a major competition such as the 2010 Paralympic Winter Games.

The Canadian Paralympic Committee (CPC) understands the critical role coaches play in an athletes' success and strives to increase recognition for their dedication to the athletes, teams and ultimately the overall sport system. After every Games, we reflect on how we can enhance the service we provide to all team members, including athletes, support staff and the coaching team. A home Games provides the perfect opportunity to focus on increasing recognition for the coaching team. Heading into the Vancouver 2010 Paralympic Winter Games, the CPC will be using the opportunity to grow public awareness of the value that the coaches bring to our team.

The CPC is working to ensure that, following the Paralympic Games, the Canadian public will be able to recognize every member of Team Canada and celebrate our exceptional accomplishments. This includes the coaches. In biographies that will be published on the CPC website and the Team Canada media guide, coaches will be profiled alongside the athletes they train. During the Games, coaches will be recognized for their contribution to the success of their athletes. Our goal is to ensure the proper credit is being given to everyone who plays a role in Canadian success at the Paralympic Games.

In addition to publicizing the achievements of our coaches, the CPC will provide on-site recognition and support for 2010 Team coaches. Ozzie Sawicki (ChPC) will be at the Games in his role as the Coaches' representative on the



CPC Board of Directors. In partnership with Coaches of Canada, the CPC will continue the tradition of hosting a reception for coaches from around world. These will take place in the athlete villages in Whistler and Vancouver during the Games. Introduced at the Torino 2006 Paralympic Winter Games and repeated at the Beijing 2008 Paralympic Games, the reception recognizes the value of all coaches at the Games. This is the only reception of its kind that is hosted at the Paralympic Games. It provides coaches with a much needed break in the competition schedule to relax and socialize with coaching staff from other countries,

as well as develop stronger international and professional relations.

The CPC is also encouraging the friends and family of coaches to take advantage of a home Games to come and support them. Coaches, like athletes are focused on preparing for the Games, so the CPC has partnered with various groups to provide as much assistance as possible to help their friends and family plan their trip. Canadian Sport Centre Pacific has created a billeting program that will offer families and friends of coaching staff accommodation opportunities during the Paralympic Games.

Once again, the CPC and Petro-Canada will host the Petro-Canada Family & Friends Reception. This is one of the few opportunities that Canadian team members have to see and interact with their loved ones over the course of the Games. The CPC and Petro-Canada understands the role family and friends play in supporting the careers of both athletes and coaches. The reception is our way of recognizing their support and provides an opportunity for friends, family, athletes, coaches, mission staff and sponsors to get together during the Games and celebrate everyone's contribution.

These represent some of the highlights as to how the CPC continues to ensure that we recognize our team members, but specifically to promote our coaches and reflect the true value they bring to the team. These measures are designed to raise the profile of high performance coaches and ensure that coaches just starting their careers are aware of the coaching leadership and development opportunities that exist in the Canadian Parasport system. The CPC is always looking for ways to increase the recognition and support we provide to coaches and will continue to do so as we prepare for the Vancouver 2010 Paralympic Winter Games and future Paralympic Games.