



MEMBER PROFILE: COACH

NUMBER & GENDER BREAKDOWN

755 (2019)

FEMALE	MALE
43%	56%

We have a gender gap that widens as coach education levels increase

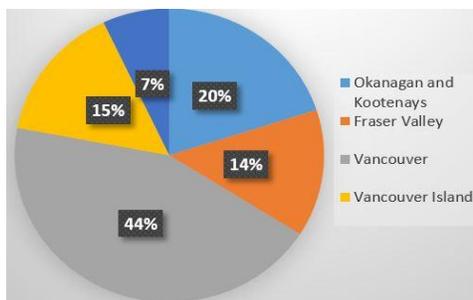
Development Trained Coaches:

40%	60%
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Performance Trained Coaches:

19%	81%
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GEOGRAPHIC BREAKDOWN (2021)



PARTICIPATION IN VBC PROGRAMS

- Indoor club volleyball tournaments.
- Provincial championships.
- Coach development programs.
- Some participation in beach volleyball tournaments.

AVERAGE AGE

Female coaches - 20-29 years
Male coaches - 46-60 years

MY MOTIVATION TO COACH VOLLEYBALL

1. Stay Involved
2. Give back to the sport.
3. My child plays / For fun

MY TOP 3 THINGS FOR VBC TO DELIVER

1. Coach education and development.
2. Club competitions and Provincial Championships
3. Safety standards.
4. Increased female leadership

MY PERSONALITY

I am friendly and enjoy connecting and developing youth. I prefer to be on the court providing hands-on support. I have a limited amount of time to complete educational requirements and other types of development.

MY GOALS IN VOLLEYBALL

My main goal is to develop athletes. I also aim to coach until it is not fun anymore. I may wish to win a provincial or national title.

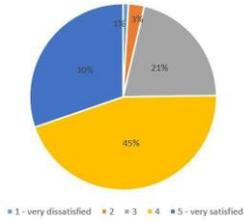
MY COMMUNICATION WITH VBC

I get most of my info from the VBC website, e-newsletter, or by email. I am most likely to email VBC with questions rather than to telephone. I use Instagram and Facebook for social media

I want to receive content on Coaching, VBC events/activities, and volleyball tips & tricks. VBC can improve communication by improving the website and being more proactive / timely with information.



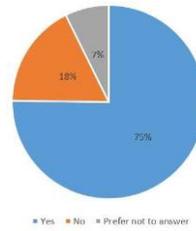
MY SATISFACTION WITH VBC



82% are “highly likely” or “likely” to refer VBC to friends and family. To improve my score, VBC could....

- Reduce the amount of red tape involved in volunteering.
- Ensure that standards are enforced across all coaches.
- Improve coaching resources and support in the regions.

DO I FEEL PART OF VBC?



To provide more value, VBC could....

- Provide more support & devt.
 - Increase the ease of certification and education.
 - Create connections with coaches.
- Coaches were more likely to identify with their clubs than VBC.

OPPORTUNITIES TO IMPROVE

- Dedicated coach section on website.
- Increased professional development.
- Improved access to coach requirements, including virtual formats
- Year-round focused communication.
- More face to face interaction.
- Higher profile and advocacy for coaches.

OUR VALUE PROPOSITION

We make it as easy as possible for you to start, continue, and develop as a coach. We connect you with other coaches as part of a wider community to support your growth and share best practice whatever your coaching goals.

PRIORITIES FOR ACTION

COMMUNICATION & CONSULTATION

- ✓ Create a Coach hub on the new volleyballbc.org
- ✓ Develop dedicated communication platforms for coaches.
- ✓ Increase social media recognition and profile campaigns for coaches.
- ✓ Implement Annual Coach Survey and opportunities for feedback.
- ✓ Create a dedicated coach newsletter and other communication channels with tailored content.
- ✓ Explore use of new tools (eg. podcasts, apps) etc to support coach engagement.
- ✓ Initiate a Coach Wellness campaign.

CONNECTION & COMMUNITY

- ✓ Create and promote a clear coaching pathway across various formats.
- ✓ Establish regular opportunities to bring coaches together in virtual and physical forums (eg. webinars, community of practice).
- ✓ Develop a robust calendar of coach education and development opportunities, including creating links with Team BC Coach education.
- ✓ Provide guidance and resources to clubs on the importance of supporting their coaches and how to do so.
- ✓ Explore hosting an annual Coaching Conference or roadshow.
- ✓ Enhance the provision of facilities and support for coaches at VBC competitions and events (eg. coaches lounge etc)

READ OUR MEMBER ENGAGEMENT & COMMUNICATION PLAN AND FIND OUT MORE AT VOLLEYBALLBC.ORG