



MEMBER PROFILE: COACH

NUMBER & GENDER BREAKDOWN

755 (2019)

FEMALE	MALE
43%	56%

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

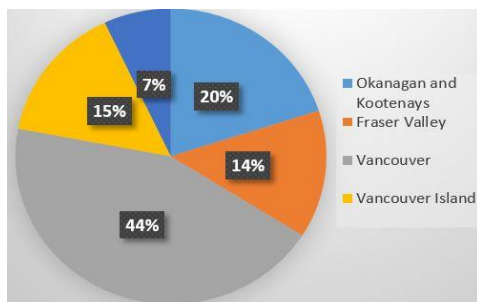
Development Trained Coaches:

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

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.

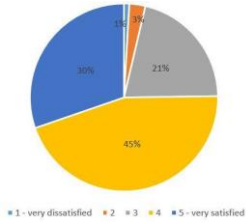
MY COMMUNICATION WITH VBC

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.



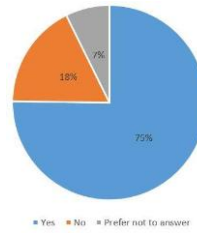
MY SATISFACTION WITH VBC



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