

## 2017 AGM Coaching Coordinator Report

Hi everyone

As most know the RNBRA constantly looks for ways to promote and grow Shooting sports in NB. One of the ways we do this is by encouraging people to become coaches. We are fortunate that our community has many experienced mentors in the competitive shooting sport disciplines that are active in the Province.

For many years the RNBRA has encouraged members to participate in the national coaching certification program (NCCP) and many have done so. The program offers good instruction about sport coaching in general and offers technical training which is provided by the Shooting Federation of Canada relating to several Olympic shooting disciplines

Olympic shooting sports are not popular in the RNBRA and the interest that is there is dropping so participation in formal coaching training has been stagnant. **The main reason RNBRA supported coach certification in the recent past was to support Olympic Airgun shooting but** Canada Games has dropped Airgun shooting from its program. Most of our shooters are adults and they seem to prefer the less formal mentoring approach to learning the sport and improving their skills. I believe this is common across the Country and I have recently indicated that I will participate in a national discussion by teleconference with regard to coaching that is being organized by the SFC.

I am enclosing the report I made to the RNBRA Board in April 2017 as it outlines what I see and offers suggestions that may help the RNBRA to add value in our community.

**I remain committed to the idea that training is beneficial to shooters.**

Respectively submitted  
Mike Lutes

April, 2017

### Coaching Coordinator Report

First I'd like to thank the President and Board for providing me with an opportunity to act, on behalf of the RNBRA, to help assess the present Provincial demand for technical coaching training.

I hope this report will answer some basic questions, including:

1. whether or not our affiliated clubs are looking for coaches with formal training/certification
2. what marksmanship training our affiliated clubs would like to have take place
3. how much demand our members have for further technical coaching training.

This report will touch on my history with RNBRA, with regards to coaching, as well as outlining several suggestions for Board consideration.

In order to gather information early in the New Year (2017) I asked our Membership Secretary to forward the attached letter, by email, to our 2016 members and affiliated clubs. I anticipated a fair response so I asked our Website Manager to create the email address [coachingcoordinator@rnbra.ca](mailto:coachingcoordinator@rnbra.ca) where responses and further related communications can be archived within our website domain. I will use this address for formal communications regarding coaching and training and will provide the password, on request, as it may be useful to the Board or my successor to review past email discussions and communications.

Unfortunately, response to the circulated letter was poor; only two (2) members responded; Daniel Chisholm indicated that he would like to be involved with discussion related to marksmanship training and coaching and

Ed Weatherdon asked to be informed when the next Level 3 course will be offered. There were no responses from clubs. The poor response from our affiliated clubs could indicate two (2) things: the membership is happy with the current quality and availability of people to offer technical marksmanship training or that they see little value in formal coaching training that is heavily weighted toward Olympic disciplines. The answer appears, to me, to be both.

I have had verbal communication with prominent members of several clubs and it was apparent that they would welcome technical shooting skills training in popular disciplines, safety training (RO) and related skills training (hand loading). This type of training is going on now with various degrees of support and I think that we should try to coordinate and support this effort to the best of our ability. This is an area in which we will reach adults and it's my experience that most adults prefer a somewhat informal mentoring approach as they are being introduced to the sport.

As the RNBRA Coaching Coordinator I recently communicated with the Shooting Federation of Canada Coaching Coordinator as she tried to organize a short-notice technical Level One course to certify a First Nations coach so that he could take a PEI First Nations shooter to the Canadian First Nations games. Unfortunately, without our financial support it appears that the course didn't happen. I did offer the names of two (2) currently certified and qualified coaches for their consideration. The cost to get a certified National Coaching Certification Program/SFC Technical Course conducted appears to be about \$1000/per weekend, which includes daily honorariums for the instructor; we were offered a cost-share arrangement with the First Nations group, that needed the certified coach, but this was still expensive. In addition there is also a personal cost to participants of around \$100/each to cover printed course material as well as any travel expenses. The PEIRA and the NSRA were not involved in the conversation so it looks like they didn't have anyone interested in the training either.

The demand for SFC/NCCP certified shooting coaches appears to be primarily driven by government subsidized programs that have included Olympic shooting disciplines, ie, Canada Games and First Nations Games. These programs are heavily weighted toward junior athlete sport introduction and unfortunately have provided little in the way of spinoff benefits like increased Provincial participation, membership or success in competition for shooting sports. In short, it is my view that the time and effort spent to certify coaches, the same way they do in other sports, has not provided the results that the RNBRA expected.

I became one of the first Technical Course Conductors in the Association, over 25 years ago, and I assisted Henri LeBlanc to put on the courses, that helped people to get started on the road to NCCP certification as shooting coaches. At that time the RNBRA decided to help organize and support the training because it believed it would generate more competitive shooters. I was away from the Association for over 20 years but it appears that training coaches has remained a high priority and that the RNBRA has committed many resources toward the goal of having as many certified coaches as possible to develop shooters who will become active in competitive shooting sports. This effort has had limited success, in that many people from all over NB have taken formal training to become shooting coaches but few are still actively mentoring shooters within various gun clubs; it doesn't seem to have contributed to athlete participation in competitive Provincial programs, Provincial team success in competition or membership in the Association.

When the Association started down the road to Olympic success by training and certifying coaches it sure sounded good; the program was modelled after successful European shooting sport programs and it was coordinated nationally. I admit that I debated passionately with members at the time; they argued that a shift in focus toward Olympic disciplines would cause the decline of traditional competitive shooting programs and would not be self-sustaining. I was wrong! After many years I've accepted, and now understand, that training coaches to teach unpopular sports is a waste of resources which might be better utilized to support our ability to promote competitive shooting sports.

It turns out that most Canadian adults generally view shooting as a hobby, not a sport, and have little interest in or understanding of Olympic shooting sports. When a parent in Canada decides they want to financially support their child in a sport, they rarely select shooting and if they do they often expect the equipment and facility to be supplied. Unfortunately most shooting facilities are no longer publicly funded, as are swimming pools, ice rinks, ball fields, school gymnasiums, etc. and a typical shooting iron costs more than track sneakers or even hockey gear.

The Association doesn't have the publicly funded facilities or equipment that it had when masses of young shooters were taught to shoot by the coaches-of-the-day, who were often Cadet and Scout leaders. Shooting programs today are a mere shadow of the past and Cadet and Scout organizations have extraordinary experience in training/motivating young people. The change in their programs reflects a change in attitudes with respect to how people see shooting sports.

I believe there is good value in the training offered by the NCCP/SFC and there could be value to competitive shooters in all disciplines of our Association. Unfortunately, the interaction has become minimal as the coaching program in the RNBRA has become focused exclusively on Airgun shooting and training young people to represent NB at the Canada Games. That was not the intent when RNBRA started promoting this training.

The Canadian Coaching Association NCCP program is in the process of streamlining from five (5) levels to three (3). Once the courses required for certification are completed, then there is an evaluation process before certification is awarded; and, there appears to be substantial requirements to remain certified, such as regularly maintaining and reporting your coaching activity. Many of the courses required are offered regularly and some may be completed on-line. Information is available, after free registration, with the Coaching Association of Canada. I've also recently received an email from Susan Verdier, at the Shooting Federation of Canada, advising that certifications and qualifications held under the past system would be valid, as the new certification system becomes operational. Also, registered coaches are able to check and update their coaching profiles on-line.

In summation, it is apparent that among our regular members and our affiliated clubs there is little current demand for formal coach training. Airgun shooting has been removed from the Canada Games and several other shooting disciplines are under threat in the Olympics; these disciplines are not likely to increase in popularity. As an aside, it may be useful to consider that the International Olympic Committee recently asked the International Shooting Sports Federation to begin developing laser shooting sports. It appears that the days of shooting a physical projectile in the Olympics may be limited. After hours of conversation, observation, investigation and consideration, over several years, I believe we should be focusing our training to attract adult shooters to become competitive shooters in the disciplines that are popular in NB.

The traditional sport pathway of starting as a child and continuing to enjoy the sport throughout a lifetime no longer applies to shooting in Canada. That is why the traditional and proven method of propagating the sport no longer works. To continue to focus our training effort on a system of coaching/teaching that doesn't bring enough shooters back to the Association as members, who understand and participate in the sport, will only contribute to the decline of competitive shooting sports and the eventual determination that shooting is not a competition sport.

As there has been little response to the letter circulated, this report concludes the work that I hoped to accomplish as Coaching Coordinator this year. I will return the budget money, forwarded by the RNBRA, forthwith as it has not been required to coordinate the gathering of information.

Going forward, these are suggestions that the Board may wish to consider:

1. Unused Coaching Coordinator budget money could be used to support training within our two (2) Sections, that is currently taking place.
2. RNBRA should create a Training Committee with goals that include:
  - a. identify active trainers/mentors within our organization
  - b. introduce shooters to the shooting sports that have established competitive Provincial programs
  - c. develop training that will assist shooters to achieve high-level competition success.
3. The Board should consider asking a Training Committee to develop a long-term Athlete Development Plan that is based on shooting disciplines that are popular and have established competitive Provincial programs, as well as a history of long-term athlete development.
4. RNBRA should encourage its identified mentors/trainers to have a criminal record check completed, as required by our By-laws.

5. RNBRA should encourage its identified mentors and trainers to participate in the formal coaching training available through registering with the Coaching Association of Canada.

6. Any regular RNBRA member, who has been identified as an active mentor/trainer should be able to make a yearly application to the RNBRA Board for possible financial assistance to help defray personal cost of coaching training leading toward certification. The application should outline the training and its projected cost, as well as other projected sources of financial assistance. This application should be made in sufficient time to allow the Board to consider its yearly projected budget and prepare its annual funding request. Criteria for any funds forwarded must be that:

- a. funds are properly accounted for and returned if not used for the stated purpose
- b. any member receiving funding assistance, for the above training, should be willing to participate as a member of the Training Committee.

7. Several NB elite-level shooters are accomplished coaches, with various levels of formal training as well as both National and International success in competitive shooting sports that are internationally recognized. These successful athletes are a result of long-term athlete development and they should be given the opportunity to contribute their experience, regardless of their current certification status.

If the Board accepts this report, then it should consider making it available to Mr. Jamie Shanks, Consultant/Conseiller, Sport and Recreation Branch/Direction du sport et des loisirs, Tourism, Heritage and Culture/Tourisme, Patrimoine et Culture so that he may better understand the challenge the Association faces in creating or promoting effective and engaging training.

Respectively Submitted by Michael Lutes  
Coaching Coordinator  
Royal New Brunswick Rifle Association 2017

Attachment: Letter Circulated by the Membership Secretary to 2016 Members and Affiliated Clubs

To: All RNBRA members and Affiliated Clubs

My name is Michael Lutes and I am writing as the coaching coordinator on behalf of the RNBRA. Please take a few minutes to review this letter with your club members.

One of the main purposes of the RNBRA is to promote marksmanship. Our affiliated clubs are doing a great job and there may be opportunity for the RNBRA to offer assistance in the way of technical training for shooting coaches. As the Provincial Sport Governing Body for shooting sports, the RNBRA has, since the mid-80s invested significant resources (time and money) to develop shooting coaches in NB. Many people from all over NB have taken some level of formal training as shooting coaches over the last 30 years. In many cases these people are still active in various shooting disciplines.

If your club would like to contact someone with formal training as a shooting coach please contact me and I'll try to put you in touch with someone in your area.

The RNBRA is undergoing a review of marksmanship training in the province in order to determine if there is a demand for further technical coach training. As members of the provincial shooting community your feedback is important and required in order for the RNBRA to allocate resources and develop programs that will be useful to members and clubs that promote marksmanship.

There has been some interest expressed that we develop marksmanship training and offer it to our affiliated clubs. This training could offer a pathway to further training toward becoming a nationally certified coach as well as help to develop personal shooting skills. In order to assess whether this will be a good use of our limited resources (time and money) we need Members and clubs that are interested to respond

to [coachingcoordinator@rnbra.ca](mailto:coachingcoordinator@rnbra.ca) When you reply please indicate what disciplines you participate in and how many people that you think would be interested in further training.

Because the cost of this type of training is usually almost totally paid by the participants it represents a significant commitment by the people taking the training and the people doing the training as they are usually volunteers that are interested in promoting shooting sports.

The RNBRA is a not for profit organization and continually strives to keep the cost affordable in order to promote our various sport disciplines but please understand that without engagement , support and commitment from our members and affiliated clubs we are limited in our ability to develop programs that promote our sport of marksmanship.

As I've mentioned this is a review and over the next few months we (RNBRA) will collect information in order to assess the current need and establish our future direction with regard to developing and supporting marksmanship trainers (coaches) and training. The RNBRA remains committed to promoting marksmanship and developing "coaches" is one method we have utilized in the past.

If you are interested in becoming a shooting coach or continuing your coaching training or if you just want to participate in the discussion about a provincial program of marksmanship training please respond to this communication by 30/01/17 by email and I'll add you to the address list for further communication and information.

Michael Lutes  
RNBRA Coaching Coordinator