



# GENERAL ASSEMBLY REPORT 2023-25

ATHENS, NOVEMBER 2025



**ICCE**

International Council for  
Coaching Excellence



# CONTENTS

<b>The Organisation</b>	<b>1</b>
ICCE Mission	1
ICCE Vision	1
ICCE Board	1
ICCE Membership	2
Inspection Committee	3
ICCE Global Office	3
Sport Coaching Europe	3
ICCE Partners	4
<b>Core Activities and Projects</b>	<b>5</b>
Research Committee	5
International Sport Coaching Journal	6
Ethics Committee	7
ICOACHKIDS Global Movement Committee	8
ICCE Global Coach Conference	12
The Emerging Nations in Sport Coaching Workgroup	13
ICCE Coach Developer Program	14
Global Coaches House	16
ASEAN Activities	17
Cooperation with ASDEG/ASOIF	19
Coaches Association Working Group	20
European Union Projects	22
ICCE Women-in-Coaching Program	23
International Coaches' Day	24
International Coaching Degree Standards	24
<b>Overview of Finances</b>	<b>25</b>



# THE ORGANISATION

**ICCE Mission:** Leading and supporting the development of sport coaching globally

**ICCE Vision:** Coaches are developed and supported by sustainable and professional systems

**ICCE Board:** The ICCE Board has continued to work tirelessly towards fulfilling the mission of the organisation. We would like to give thanks to each of them:

**President:** John Bales

**Secretary:** Ladislav Petrovic

**Treasurer:** Miguel Crespo

**VP Strategy and Development:** Sergio Lara-Bercial

**VP:** Christine Bolger

**VP:** Jiexiu Zhao

**VP:** Kirsi Hämäläinen

**VP:** Andy Rogers

**Member at Large:** Pedro Sequeria

**Member at Large:** Lorraine Lafrenière

**Member at Large:** Wan Norafzan Binti Wan Mahadi

**Member at Large:** Deqa Niamkey

**Member at Large:** Frederic Sadys

**Member at Large:** Takashi Katsuta

**Member at Large:** Jon Grydeland

**Member at Large:** Jan Minkhorst

The Board has met in person and online regularly to make key decisions and drive forward ICCE strategy. Special thanks goes to ICCE Board member Pedro Sequeira and Coaching Portugal team for hosting the ICCE Board meeting in Porto on 30-31 May 2024 in Porto, Portugal.

The ICCE Board also met online on 1-2 April 2025.



# THE ORGANISATION

## ICCE Membership:

In 2024-2025 ICCE welcomed the following new members:

- Nemzeti Sportintézet, Hungary (A)
- IRANREPs, Iran (A)
- World Rafting Federation, Italy (A)
- United World Wrestling, Switzerland (A)
- World Sailing, UK (A)
- Deakin University, Australia (B)
- Korea Coach Development Center, Korea (B)
- École Nationale de l'Éducation Physique et des Sports (ENEPS), Luxembourg (B)
- Windesheim University of Applied Sciences, Netherlands (B)
- Tunku Abdul Rahman University of Management and Technology, Malaysia (B)
- Escola Superior de Desporto de Rio Maior (ESDRM) - Instituto Politécnico de Santarém (IPS), Portugal (B)
- Faculdade de Desporto, Universidade do Porto, Portugal (B)
- Slovak Ice Hockey Federation, Slovakia (B)
- Universidad Europea de Madrid, Spain (B)
- Eskişehir Technical University, Turkey (B)
- Türkiye Triathlon Federation, Turkey (B)
- Spor İstanbul, Turkey (B)
- Qantara Sports, United Arab Emirates (B)
- FSU COACH: Interdisciplinary Center for Athletic Coaching, USA (B)

A small number of individual C members have also been recruited during the last two years. A full list of members can be found on the ICCE website -

<https://icce.ws/general/join-us/>



# THE ORGANISATION

## Inspection Committee:

The current Inspection Committee was elected at the General Assembly in Lisbon, Portugal in November 2021. The Inspection Committee is comprised of Mr. Piotr Marek (Member), Ms. Sari Tuunainen (Member) and Mr. Jan Minkhorst (Chair). In 2023 during the General Assembly in Singapore Mr. Jan Minkhorst stepped down and Ms. Irena Cikotiene was elected the new Chair. The Inspection Committee reviewed ICCE accounts and financial activities and reports regularly to the annual Board meetings and biennial General Assembly.

## ICCE Global Office:

The ICCE office continues to be hosted by Leeds Beckett University (LBU) and managed by Karen Livingstone. Regular meetings with Peter Mackreth, Dean of the Carnegie School of Sport at Leeds Beckett University and his team secure the ongoing co-operation and hosting of the Global Coaching Office. The most recent meeting took place in Leeds in October when ICCE president John Bales visited LBU and met with Sergio Lara-Bercial, ICCE Vice President of Strategy and Development and Pete.

Several Leeds Beckett colleagues participate in and support the international activities of ICCE. Guillermo Calvo, Ruth Brazier, Gary Hodgson and Megan Hill provide significant assistance in EU and international projects coordinated by ICCE or Sport Coaching Europe, enhancing the capacity of the organization.



**ICCE**

*Sport Coaching Europe*

ICCE Sport Coaching Europe (SCE) is an independent legal entity fully owned and operated by the ICCE Global Office in the UK, yet complies with all legal and financial regulations in the host country Malta where it is registered. Therefore, SCE is eligible for EU projects' funding. The SCE Office is hosted by Malta College of Arts, Science and Technology (MCAST) based on the MoU between ICCE and MCAST signed in early 2023. SCE Advisory Group had their initial meeting in April 2023 in Malta. Terms of Reference for SCE and finalization of Advisory Board lead by Kirsi Hämäläinen are in progress.





# THE ORGANISATION

## ICCE Partners:

Cooperation between ICCE and IOC Olympic Solidarity started in 2012. Several ICCE activities have been acknowledged by OS and ICCE has been invited to meet OS management several times to discuss activities of mutual interest. The Quadrennial Plan maintained the position of the ICCE as a partner regarding Technical Courses for Coaches program. OS proposed several new options to the NOCs where ICCE might play an important role.

The ICCE attended the ASOIF Sport Development and Education Group (ASDEG) to present its activities and establish greater network with all the International Federations. This forum took place in November 2024 and was very positive.

ICCE continues to strengthen our relationship with partner organisations in the field of sport coaching and education and taking into consideration the importance of coach education and the societal contribution of coaches:

- Special Olympics International
- Malta College of Arts, Science and Technology
- Leeds Beckett University
- European Paralympic Committee
- European Network of Sport Education
- Safe Sport International
- United States Center for Coaching Excellence

During the last two years, Memorandums of Understanding were signed with the Global eSports Federation and M-Liga Sports Excellence.



# CORE ACTIVITIES AND PROJECTS

## Research Committee

Submitted by Professor Christine Nash, Co-Chair of ICCE Research Committee

The Research Committee has been active, continuing to develop links between research and practice. To this end, we have set up a number of sub-committees working to develop areas of importance, such as partnerships, ISCJ editorial board and events. For example, in consultation with John Bales, we designed a series of webinars to disseminate research activities. We successfully ran 'Ethical Dilemmas in Sport' on 26<sup>th</sup> March 2025 and have scheduled a Parasport webinar.

In conjunction with Human Kinetics, we have continued the 'ISCJ Outstanding Coaching Article Award'. The sub-committee reviewed Volumes 10 & 11 of ISCJ to select 6 finalists and overall winner. This will be celebrated at GCC in Athens. Similarly, links have been established with the ICCE Ethics Committee, in collaboration with Lorraine Lafreniere, and a major survey was launched to highlight the current ethical landscape in sport coaching. Results and next steps will be presented in Athens.

The Research Committee advertised and recruited 2 new members to replace current members who were demitting. There were 10 applications, and the successful applicants will be announced at the GCC, after board approval.

In the run-up to Athens 2025, the RC reviewed 220 abstracts, a significant increase in numbers, and informed the successful applicants. The programme has been designed to allow a number of types of presentation modes; poster, oral, discussion and symposium. We also arranged 2 keynotes, in conjunction with other ICCE committees.



# CORE ACTIVITIES AND PROJECTS

## International Sport Coaching Journal

Submitted by Bettina Callary, Editor-in-Chief

Still publishing three issues per year, 2024-2025 continues to increase record-high publication numbers. Due to a backlog of articles published “ahead of print” and housed on the website until placed in an issue, we have increased the number of publications in each issue from about 14 to 18 (plus the Digest), and we are considering having four issues per year. We had a special issue published in January 2025 entitled: *Transitions in Sport Coaching*. The journal's relationship with the ICCE continues to grow with the third supplementary issue publication of the ICCE 15th Global Coach Conference abstracts and integration with the ICCE's Research Committee.

In 2023, ISCJ received its first Impact Factor at 1.7. This increased to 1.8 in 2024 and we anticipate that it will continue to increase for 2025. ISCJ is also indexed with Scopus, Google Scholar, ProQuest, and Web of Science. The editorial board currently composes Dr. Callary as Editor, 4 Associate Editors, 23 board members, and 2 digest editors. The internationally diverse editorial board is selected based on content expertise, geographical location, and other demographic details. Board members are invited based on their past experience reviewing and submitting to ISCJ and they must contribute to and complement the Board's expertise in sport coaching research. In 2024, Pete Van Mullem was recognized as ISCJ's Editorial Board member of the year with extremely high ratings on multiple reviews in addition to submitting his own work in ISCJ in that time period.

*ISCJ* is available to institutions in low- and middle-income countries through a partnership between Human Kinetics Journals and Research4Life (R4L) that started in 2025. Eligible research organizations, libraries, universities, and other institutions now have access to all *ISCJ* content online at no cost. R4L's [mission](#) is to build an inclusive, diverse, and equitable scholarly communications environment with the goal to significantly increase participation of researchers from lower income countries in the global research community while still supporting local research networks. *ISCJ* benefits from the global reach R4L provides, and it is our hope that our aligned missions will help support coaching and coach development in low- and middle-income countries.

For the 15<sup>th</sup> GCC, working with the ICCE's Research Committee and led by Dr. Don Vinson, we adjudicated the 2<sup>nd</sup> biannual *ISCJ Outstanding Coaching Article Award*, presented at the ICCE Global Coach Conference. The winner of this award is the article entitled: “McCarthy, L., & Roberts, C.-M. (2023). A project-led framework for coach development in English men's professional football: A premier league case study, which was published in issue 11, volume 3 by Liam McCarthy and Claire-Marie Roberts <https://doi.org/10.1123/iscj.2023-0015>. We congratulate the authors on a fine contribution.





# CORE ACTIVITIES AND PROJECTS

## **Ethics Committee**

Submitted by Lorraine Lafrenière, ICCE Board Member, Coaching Association of Canada

The ICCE Ethics Committee reports on the following activity during the last two years:

### **Engaged with the ICCE Research Committee to conduct research**

Supported the Research Committee on focused research on Ethics – Global Landscape – Phase 1 – completed and to be presented at GCC 2025

### **Global Coach Conference**

Contributed to the Design of an Ethics Stream at the Global Coach Conference 2025, Athens

Collaborated with the host country, interested researchers and practitioners on the development of an Ethics Declaration in the context of the host country priorities

Supported and enhanced the integration of ethical coaching as part of the international coaching framework

### **Engaged and influenced the Global Coaching Community (Researchers and Practitioners) to increase knowledge mobilization while influencing ethics in coaching within the context of their culture and jurisdiction**

Supported the efforts of the research committee and its Webinar Series

Contributed to the development of a dedicated mailing list of researchers, practitioners and subject matter experts in ethics

### **Global Coaches House, 2024 Olympic Games and 2024 Paralympic Games**

Contributed to the design of the program

Engaged the coach voice on needs and leading practices in partnership with the IOC Human Rights department on Elite Youth Athletes initiative

**We would like to thank the following individuals for their dedication and time to the committee: Takashi Katsuta (Japan), Christine Nash (Research Committee Liaison, University of Edinburgh, Scotland) Julian North (Leeds Beckett University), Pedro Sequeira (Coaching Portugal), and Azhar Yusof (Coach SG, Singapore)**



# CORE ACTIVITIES AND PROJECTS

## ICOACHKIDS Global Movement Committee

Submitted by Gary Hodgson, Secretary, ICK Global Movement Committee



ICOACHKIDS (ICK) is a global movement whose mission is to champion sport policy, education and practice that PUTS KIDS FIRST. A sub-committee of ICCE, ICK's vision is a world where every child has access to positive sport experiences that foster a love for sport, play and physical activity. To achieve this, ICK focuses on three strategic pillars: 1) Developing People, 2) Driving Global Change, and 3) Evidencing Impact.

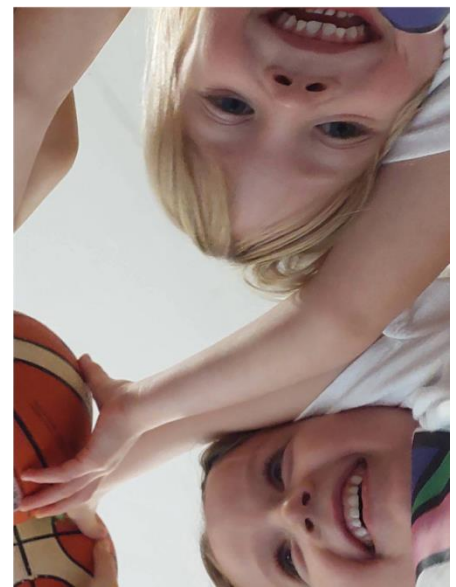
ICK are pleased to report the following activity during the last two years:

### Online Resources:

- 391,481 total unique website users at ICOACHKIDS.org from over 200 countries.
- 797,613 total YouTube Views
- New e-learning eco-system hosting 22 free online courses, launching November 2025.

### ICOACHGIRLS:

- 1,273 previously inactive girls across 10 European Countries attended 49 play centres (490 activity sessions).
- These play centres were powered by 317 newly trained female coaches.
- 93% of previously inactive girls said they would continue to be physically active as a result of the programme.





# CORE ACTIVITIES AND PROJECTS

## ICOACHKIDS Conferences:

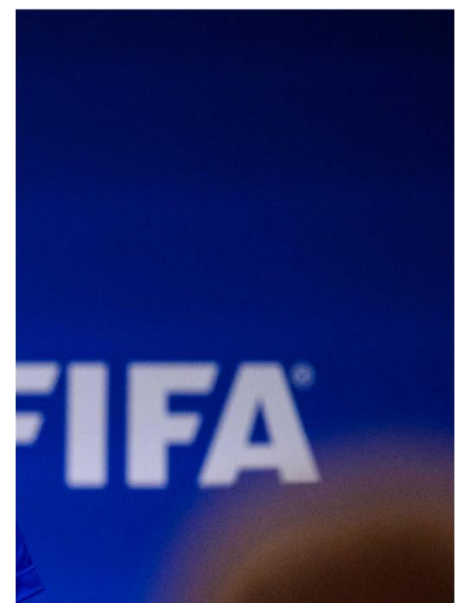
- ICOACHKIDS Conference 2024 hosted at Lithuanian Sports University.
- ICOACHKIDS Conference 2025 hosted at Malta College of Arts Science and Technology (MCAST)

## Nike:

- Continued annual funding from Nike to support us with overall reach and engagement.
- ICOACHKIDS Essentials campaign reached 426,853 youth coaches worldwide.
- 4,797 youth sport coaches completed an ICOACHKIDS Essentials module.
- Supporting us to relaunch the Youth Sport Network in Q4 2025.
- ICK recognised in Nike's Global Impact Report
- ICK feature on Nike's coaching hub, launched October 2025 at <https://www.nike.com/coaching>

## FIFA:

- Developed online and in-person courses for the FIFA Talent Development Scheme.
- Course titled: Player Centred Coaching and Safeguarding in Talent Development.
- Online course launched in Q4 2024.
- In-Person course delivered to FIFA Talent Development Coaches at FIFA HQ in September 2024 & 2025.





# CORE ACTIVITIES AND PROJECTS

## **InDrive Supernovas:**

- Trained and mentored. coaches from Kazakshstan, Egypt, Ghana, Kenya, Colombia and Chile in Child-Centred youth sport coaching practices.
- These coaches were deployed in underserved communities in their respective countries.

## **ICOACHKIDS Champions:**

- 27 youth sport coaches from around the world were awarded ICOACHKIDS Champions status for their work putting kids first in sport.
- Champions came from 20 countries worldwide and have been awarded ICOACHKIDS medals and their stories showcased at [ICOACHKIDS.org](https://ICOACHKIDS.org)

## **FIBA Mini Basketball:**

- ICK was recognised by the FIBA Foundation as their Mini Basketball education partner in 2024.
- Workshops delivered at the Mini Basketball Convention in 2023 (Hungary), 2024 (Germany) and 2025 (Poland)
- Delivery of the Basketball For Good Coach Developer course in Nicaragua 2025
- Delivery of International Youth Basketball Coaching Clinics in 2024 (Turkey), Germany (2025) and Poland (2025)

## **UNICEF:**

- 2 x Child Rights in sport courses developed in partnership with UNICEF.
- Course 1: What Do Rights Mean
- Course 2: Child Rights in Sport launch in Q4 2025

## **Special Olympics:**

- Development of two e-learning courses for Special Olympics Coaches



# CORE ACTIVITIES AND PROJECTS

## Partners:

- ICK's ongoing partnership group includes: Nike, FIFA, UEFA, Special Olympics, World Athletics, The International Olympic Committee, European Volleyball, World Rugby and More

## Founding Partners:

- The work of ICK would not be possible without the support of its founding partner group, which includes The ICCE, Leeds Beckett University, Sport Ireland, Hungarian Coaching Association, Lithuanian Sport University, NOC\*NSF, The Royal Belgian FA, FIBA and Deutsche Sportjugend.

## Workshop Delivery and Keynote Presentations:

Placing Children at the Centre of Youth Sport Keynote, DSJ Conference, Frankfurt, Germany

Child-Centred Coaching and Safeguarding in Talent Development, FIFA Talent Development Scheme, Zurich, Switzerland

ICK Essentials workshop delivered in Manchester, UK

ICK Essentials Workshop, Wolfsburg Kinderfussbal Conference, Germany

Holistic Talent Development Environment Keynote at Lithuania Sport Forum  
ICOACHGIRLS webinar for TAFISA

R&A Player Retention Workshop, Utrecht, Netherlands

Nike Coach the Dream Panel, Nike HQ, Oregon, USA

Child Centred Coaching Keynote, Third Rowing Coaches Congress, Portugal

Nike Coach the Dream Panel, Paris

ICK Essentials Workshop, delivered in Tirana, Albania

Mini Basketball Workshops during FIBA Mini Basketball Conventions in Hungary, Germany and Luxemburg

Holistic Coaching and Youth Sport Dropout Keynote at Irish Gymnastics Conference

FIBA Coaching Clinics in Turkey, Germany and Poland

Safeguarding online workshops for Olympic Gold Quest, India

Safeguarding online workshops for Olympic Gold Quest, India





# CORE ACTIVITIES AND PROJECTS

## ICCE Global Coach Conference



The 14<sup>th</sup> ICCE Global Coach Conference took place in 2023. ICCE together with Coach SG were delighted to welcome 600+ participants to the event from all continents. ICCE would like to thank Sport Singapore and Coach SG for hosting this prestigious event.



The ICCE has completed the standard selection process for the 2025 Global Coach Conference host. Following the approved procedures, the ICCE Board accepted the Selection Committee's recommendation to award hosting rights to the Hellenic Federation of Sports Coaches and Trainers. The conference will take place in Athens, Greece, from 20-23 November 2025.





# CORE ACTIVITIES AND PROJECTS

## The Emerging Nations in Sports Coaching Workgroup

Submitted by Desiree Vardhan, Sports Coaching Lab



### The Next Steps:

Driven by a recent needs-analysis spanning 11 countries across four continents and shared at the Global Conference in Singapore, the Emerging Nations Working Group is ready to revitalize its initiative with renewed ambition, clarity, and energy. At the 15th ICCE Global Coach Conference in Athens, a focused deliberation will be convened to crystallize the group's vision, sharpen its objectives, and mobilize a dedicated leadership cohort ready to support emerging nations in elevating their sports-coaching landscapes.

### Why this matters:

Emerging nations face unique combinations of opportunity and challenge: diverse cultural contexts, limited infrastructure, and a growing appetite to develop world-class coaching systems. By connecting these countries with robust frameworks, global best practices, and dynamic partnerships, ICCE plays a decisive role in accelerating coaching development where impact is greatest.

### Renewed Objectives:

1. Recognize and build on the findings of the 11-country needs analysis.
2. Embrace both similarity and diversity of context to refine and share best-practice models.
3. Shape a high-quality publication for the *International Sport Coaching Journal (ISCJ)* to amplify this work.
4. Recruit and empower a leadership cohort of members aligned to Emerging Nations (EN) leadership roles.
5. Translate research into practice across continents – from data to programme delivery.
6. Forge stronger connections and dynamic partnerships between developed and emerging nations.
7. Launch knowledge-exchange platforms: joint workshops, mentorships, peer-networks.

### Call to action:

Visionary professionals with passion, experience and fresh ideas in sports coaching are invited to join this EN cohort. This call is for those ready to help the group design innovative activities, drive meaningful engagement, and support emerging countries in transforming their coaching ecosystems. This will ensure individuals work together to strengthen coaching worldwide, one nation at a time email: ICCE Karen Livingstone [k.livingstone@leedsbeckett.ac.uk](mailto:k.livingstone@leedsbeckett.ac.uk)



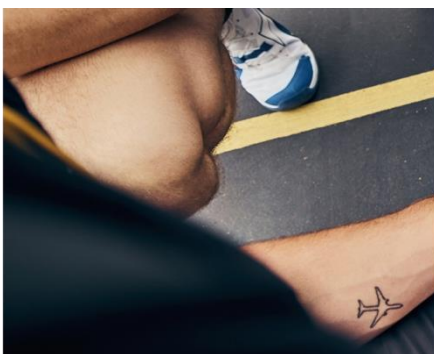
# CORE ACTIVITIES AND PROJECTS

## ICCE Coach Developer Program

Submitted by Penny Crisfield, ICCE, and Masa Ito, Nippon Sport Science University

A major achievement has been the publication and dissemination of the second edition of the *ICCE Coach Developer Framework*, created by a global team of coach developer practitioners and academics. This significant and lengthy document has been very well received and has guided the further development of many international and national organisations. A second document *Building your Coach Developer Workforce* was published as condensed version of the framework targeting the management and technical leaders of organisations. It explains the importance of coach developers in building quality coaching system through the implementation of three key steps.

Several workshops were run by the ICCE for international sport federations. In March 2024, the *International Ice Hockey Federation* commissioned a workshop for its internal staff (finance, marketing, education) to help them deliver more effective learning sessions by enabling them to structure and deliver sessions and information in a way that results in better learning and the desired behavioural change. This was followed up the following year with an intense Fast Track programme for IIHF personnel with significant experience of developing and supporting their coaches. A third workshop on facilitation skills was run with a cohort of less experience coach developers. In parallel with the 2025 programmes, the ICCE trained a small group to become Trainers of Coach Developers. This innovative hands-on programme was highly successful ensuring the IIHF had a team who could sustain the coach developer work. In December 2024, *World Rowing* commissioned a customised workshop combining a technical programme with a facilitation programme for its coach developers. This unique programme was highly effective enabling them to create learner-centred interactive learning programmes for their coaches.



The ICCE created two *new e-modules* on Learning and Reflective Practice. These have been piloted successfully with various programmes. It had been hoped to develop further innovative modules but two bids for Erasmus funding unfortunately proved unsuccessful. The ICCE is currently looking for ways to fund further development.





# CORE ACTIVITIES AND PROJECTS



Established in 2014 with support from Japanese government funding, the Nippon Sport Science University Coach Developer Academy (NCD A) has played a pivotal role in developing coach developers in partnership with the International Council for Coaching Excellence (ICCE) leading up to the Tokyo 2020 Olympic and Paralympic Games. Even after the government funding ended, the academy continued its activities on a smaller scale, steadily advancing its mission.

In 2025, NCD A has once again been recognized under the Olympic Solidarity scholarship program, renewing its partnership with ICCE to deliver a revitalized international learning program. The 2025–26 cohort consists of fifteen participants — a diverse group representing all continents, carefully selected to ensure gender balance and varied sporting backgrounds. Some are supported through Olympic Solidarity scholarships, while others are self-funded.

Grounded in learner-centered principles, the program not only supports participants' learning but also serves as an experimental platform for the academy itself to explore innovative approaches to coach/coach developer development. Drawing from the newly revised Coach Developer Framework (Version 2), NCD A emphasizes experiential learning opportunities over traditional lectures, fostering authentic growth in coach developer competencies through shared inquiry, reflection, and practice.

Looking ahead, NCD A will continue to evolve and contribute to the global advancement of coach development with ICCE, strengthening its role as a hub for learning, innovation, and collaboration in the international community.





# CORE ACTIVITIES AND PROJECTS

## Global Coaches House

In partnership with **INSEP** (Institut national du sport, de l'expertise et de la performance) and **CREPS Île-de-France** (centre de ressources, d'expertise et de performance), the ICCE Global Coaches' House was held in Paris on August 6<sup>th</sup> and 7<sup>th</sup> during the Olympic Games and September 5<sup>th</sup> and 6<sup>th</sup> during the Paralympic Games.

Coaching leaders from five countries organized specific projects to bring potential future Olympic or Paralympic coaches to participate in Global Coaches House and experience the Games environment, and also contributed to the design of the program and identification of guest speakers: Mark Wolf from Switzerland (SwissCoach), Wiebke Fabinski from DOSB (Germany), Pia Pekonen from the Finnish Olympic Committee, Michael McGeehin from Sport Ireland, and Laura Watson from Canada. Over 230 High Performance Coaches from 29 countries attended GCH across the two sessions in Paris last summer.

Global Coaches House Paris 2024 was opened by Olympic pole vault gold medallist and former world record holder Sergii Bubka, Chair of the IOC Entourage Commission. The program included keynote presentations, workshops and discussions aimed at preparing coaches for future roles at an Olympic or Paralympic Games. The country delegations also organized activities to gain important Games experience, including visits to the Village and attendance at events. Our appreciation is extended to Mark Wolf from Swiss Coach for hosting the opening reception during the Paralympic GCH at Swiss House in downtown Paris.







# CORE ACTIVITIES AND PROJECTS

## ASEAN Activities

Submitted by Afzan Mahadi, ICCE Board Member, National Coaching Academy of Malaysia



**AKADEMI  
KEJURULATIHAN  
KEBANGSAAN**  
NATIONAL COACHING ACADEMY

The ASEAN Centre of Excellence for Sports Coaching is an initiative focused on establishment of Coaching department at every ASEAN country and improving the quality of sports coaching and safe sports in the ASEAN (Association of Southeast Asian

Nations) region. Establishing a Coaching Academy or Department in each country within the ASEAN (Association of Southeast Asian Nations) region could have a significant impact on the development of sports, leadership, education, and overall well-being within the region. This initiative supported by Japan Sports Agency under Sports Tomorrow programme.

The ASEAN Centre of Excellence (COE) for Sports Coaching can serve as a powerful hub for leveraging information in the region by acting as a central platform for sharing, developing, and standardizing best practices in sports coaching.

Establishing ASEAN COE as a Regional ICCE affiliated and accredited partner. By positioning itself as an ICCE-aligned hub, the COE can:

- Become a recognized regional training and accreditation body.
- Influence national coaching policies to reflect global standards and innovations.
- Coordinate Regional aspirations to further improve coaching standards and coaches' development.
- Share and contribute ASEAN expertise and best practices to the international coaching community.

## ASEAN COE for Sports Coaching Roundtable Convention

Held from 13-15 May 2025, Zenith Putrajaya. with participation from 7 ASEAN countries @ 21 participants.

Asean COE Roundtable focus on establishing a Coaching Academy or Department in each country within the ASEAN (Association of Southeast Asian Nations) region could have a significant impact on the development of sports, leadership, education, and overall well-being within the region



# CORE ACTIVITIES AND PROJECTS

## **ASEAN Coach Developer Programme (CD25)**

Held from 31 August – 5 September 2025 in Putrajaya

Co-organised by ISN and NCDA Japan, with participation from 7 ASEAN countries @ 36 participants.

Coach Developer programme focused on learner-centred coaching, designing and delivering effective sessions and building a regional network of coach developers

## **Follow-up Coordination Meeting (3 July 2025)**

AKK convened an online meeting with ASEAN coaching focal points to:

- Review progress on the RCSC25 resolution
- Discuss the status of National Coaching Academy development
- Planning for joint activities under the various ASEAN Centres of Excellence for sports coaching year 2026

## **ASEAN COE BWF Badminton Coaching Course Level 1.**

Held from 20-25 Sept 2025, Badminton Court, IOI City Mall, Putrajaya with participation from 7 ASEAN countries @ 20 participants.

Malaysia's initiatives to host the BWF coaching courses, particularly through the establishment of the ASEAN Centre of Excellence for Sports Coaching are primarily aimed at strengthening the coaching capabilities of ASEAN Member States .BWF Coach Education Level 1 is the most fundamental course in the BWF Coach Education framework, designed for those new to coaching who have some knowledge of the game.





# CORE ACTIVITIES AND PROJECTS

## Cooperation with ASDEG/ASOIF

Submitted by Deqa Niamkey, ICCE Board Member and United World Wrestling

Following the meeting of the ICCE council in Porto (POR), and assistance from ICCE board member Deqa Niamkey (World Wrestling) it was agreed that ICCE would attend the next ASDEG Forum in order to present its activities and establish greater network with all the IFs.

Topic of the agenda item 7 Coaching Licenses & Certification:

John Bales (President) and Sergio Lara-Bercial (Vice-President) of the International Council for Coaching Excellence (ICCE) outlined their mission to professionalize sport coaching worldwide, focusing on collaboration, innovation, and education. The discussion emphasized the critical role of coach licensing, certification, and developer training in elevating coaching standards.

### Key Themes Discussed:

- ICCE's strategic focus advances its mission through: Knowledge generation and exchange.
- Facilitating global coaching networks.
- Leadership in representation and advocacy.
- Partnerships and collaborations with organizations like the IOC, European Commission, and international federations support unified progress in coaching standards.
- Training programs aim to make Coach Developers "experts in learning," focusing on mentorship, reflective skills, and quality assessment in real-world settings.

### Key Takeaways for Federations:

**Commit to Professional Development:** Elevate coaching standards through structured licensing, certification, and training programs tailored to modern needs.

**Foster a Learning Environment:** Encourage a culture of self-reflection, mentorship, and continuous improvement among coaches.

**Innovate to Stay Relevant:** Adapt to evolving sports dynamics by integrating education-focused strategies that support both coaches and their participants.

In addition to the ASDEG workshop, we met with Elizabeth Pike regarding the WISH Programme and the future of the programme.

- Expansion of the programme through ICCE networks
- WISH programme under ICCE patronage
- Discussions and follow-up shall take place during the WISH meeting prior to the ICCE council meeting 18-23 November 2025.



# CORE ACTIVITIES AND PROJECTS

## Coaches' Associations Working Group

Submitted by Athanasios Villiotis, Hellenic Federation of Sports Coaches and Trainers

### A Strategy of Unification, Data, and Global Impact

#### 1. Strategic Outreach & Tangible Outcomes

Following his appointment by the ICCE in February 2023 to lead the Working Group for Coaches Associations, Mr. Athanasios D. Villiotis focused on initiating dialogue and building connections with coaches and sports experts from over 15 countries worldwide, including initial teleconferences with representatives from Romania, Slovenia, Malta, Cyprus, Bulgaria, North Macedonia, and Montenegro. This effort was systematically concentrated on the Balkan and Mediterranean regions as a strategic priority, yielding significant, measurable milestones:

- Initial teleconferences and communications were conducted with coaches and sports experts from Romania, Slovenia, Malta, Cyprus, Bulgaria, North Macedonia, and Montenegro.
- Establishment Success (Malta): The first unified Malta Sports Coaches Association has been formally established.
- High-Level Commitment (Cyprus): A provisional representative body has been formed under the auspices of the Cyprus Olympians, following dedicated missions by the ICCE President and the Head of the Working Group and meetings with the director of the Presidential Palace in Nicosia and the Board of the Cyprus Sports Organization.
- Parliament-Level Launch (Romania): Progress is underscored by an official invitation to a special event at the Romanian Parliament in December 2025, marking the formal commencement of the process to establish the Romanian Sports Coaches Association.

#### 2. Data-Driven Foundations for Growth

Through the distribution of a specialized questionnaire, crucial information regarding the status of coaches has been gathered from Cyprus, Malta, Romania, Bulgaria, Slovenia, Italy, and Turkey. This data provides a clear picture of existing conditions and serves as a cornerstone for targeted future strategies. Furthermore, preliminary discussions have been initiated with organizations from Slovenia, Bulgaria, and Serbia, while interest has also been expressed from Armenia.





# CORE ACTIVITIES AND PROJECTS

## 3. Introducing CORE: A Unified Global Identity

To strengthen the identity, coherence, and global reach of the initiative, the Working Group proposes the official adoption of the name and logo CORE (Coaches Organizing for Rights and Excellence). This identity visually embodies the initiative's philosophy, symbolically positioning the coach as the core of the sports ecosystem. The strategy involves creating a dedicated digital platform on the ICCE website and active engagement on social media. The objective is to disseminate the initiative to coaches in various countries, informing them of the benefits arising from their unification at a national level, providing a road-map for establishing a Sports Coaching Association, applying the outcomes of the COACHFORCE 21 project, and highlighting the international advantages of their association's membership in the ICCE

## 4. Conclusion: The Path to a Unified Global Voice

It is acknowledged that the process of establishing coaches' associations is often arduous and time-consuming, requiring persistent effort to overcome entrenched cultures of individualism. However, this undertaking is undoubtedly worthwhile, as it aims to gradually unite coaches worldwide for the first time, forming robust national representative bodies. The subsequent integration of these bodies into the ICCE will ultimately create a powerful, unified global voice for the coaching profession, elevating its status and securing its future.







# CORE ACTIVITIES AND PROJECTS

## European Union Projects

Submitted by Ladislav Petrovic, Secretary General, ICCE

ICCE and our European continental leg Sport Coaching Europe (SCE) is involved in several EU funded projects and ICCE members are actively involved in all these activities. ICCE/SCE international Projects in cooperation with financial support of European Commission (November 2023 to November 2025):

Project	Duration	Objective
ECDA	2021-2023	European Coach Developer Academy
Move the Mind	2021-2023	Empowerment for Mental Well-being through Sport
ADVANCE	2021-2023	Badminton Coaching Education through the development of a European Badminton Coaching Framework
CICEE-T	2022-2024	Developing open access culturally apt digital safe sport coach education for North Mediterranean area
ICOACHGIRLS	2022-2025	Promoting the increase of physical activity and sport amongst primary school age girls
MotivAction	2022-2025	Implementing whistleblowing policies at national levels to promote, protect and handle alerts against the manipulation of sports competitions
Skills4Coach	2022-2024	Supporting strengthening of sports coaches' skills and profiles, increasing their employability, and making them reach new job opportunities by developing innovative training materials and creating a coaching network
SHUTTLERS	2024-2026	Kid Shuttlers – Attract and Nurture Young Badminton Players
A Fairer Coaching	2024-2026	A Fairer Coaching - promoting equal and inclusive coaching in Europe
FIT Football	2024-2025	Raising Grassroots Football Coaches to the Level of Professional Fitness Coaching
SHECoach	2024-2026	Gender equality in coaching
AntiDop	2025-2027	Training Missions on Nutritional Supplements for Athletes Support Personnel to Support Anti-Doping
STRANGE	2025-2026	Sport against stereotypes for promotion of gender equality

Three new projects with ICCE/SCE participation will start in 2026

ICG+	2026-2028	Increasing sport opportunities and developing the coaching workforce for adolescent Gen Z and Alpha Girls
BIRDS	2026-2028	Badminton Interactive Recreation and Digital Systems
B-FREE	2026-2027	Team Up for Respect: Promoting Bully-Free Zones in Grassroots Sports



# CORE ACTIVITIES AND PROJECTS

## ICCE Women-in-Coaching Activities

ICCE remains strongly committed to building a balanced and diverse global coaching workforce — one that provides athletes with greater choice, broadens the talent pool, and enriches the overall quality of coaching.

Women-in-Coaching Lead, Pauline Harrison, continues to champion opportunities for women coaches and leaders in sport through advocacy, collaboration, and programme design. A key initiative in this space is the WISH (Women in Sport High-performance Pathway) programme — a partnership between IOC Olympic Solidarity and International Federations aimed at increasing the representation of women coaches at the Olympic Games.

Over the years, ICCE's leadership and advocacy for women in coaching has helped to create meaningful shifts in awareness, opportunity, and visibility. This work has also generated a number of valuable spin-offs, including:

- Greater visibility and recognition of women coaches, technical leaders, and coach developers across sports and regions.
- A growing international network of women in coaching who actively support and mentor each other, building a sustainable community of practice.
- Enhanced collaboration with International Federations, National Federations, and Continental Associations, leading to more inclusive coach education and development programmes.
- Research and policy influence, contributing to global conversations on equity, diversity, and the systemic barriers faced by women in coaching.
- Integration of women's leadership perspectives into ICCE conferences, webinars, and knowledge-sharing events, with more women featured as keynote speakers, facilitators, and expert contributors.
- Ripple effects at national and regional levels, with WISH graduates and ICCE affiliates leading local initiatives to advance women's participation and progression in coaching.

Despite these encouraging developments, significant challenges remain. Women are still under-represented at all levels of coaching — particularly in high-performance and leadership roles — and structural barriers continue to limit access and advancement.

ICCE acknowledges that progress requires sustained commitment, collaboration, and accountability across the global coaching system. The organization remains dedicated to driving change, amplifying women's voices, and ensuring that diversity and inclusion are not just aspirations, but embedded realities in the world of sport coaching.



# CORE ACTIVITIES AND PROJECTS

## International Coaches' Day

ICCE Coaches' Day on 25<sup>th</sup> September 2024 and 2025 continued to be a success with hundreds of social media #thankscoach posts across Facebook, X, Instagram and LinkedIn.

## International Coaching Degree Standards

Submitted by Kirsi Hämäläinen, ICCE Board Member and Haaga-Helia University

In 2016, ICCE published the International Coaching Degree Standards (ICDS) in response to the need to support higher education institutions (HEI). As more organizations became familiar with the ICDS, ICCE was asked to consider an endorsement scheme to recognize those degrees operating at a mature level. A 2-year pilot programme took place leading to three HEI achieving endorsed status. As an outcome of the pilot programme the revised version of the ICDS document was created and one of the first endorsed Universities, Haaga-Helia University of Applied Sciences from Finland was asked to take a lead to organize the next round of the endorsement process.

The endorsement process is now open for the Universities. At the ICCE website the applicants can find a self-assessment tool (a short questionnaire) which will help them to pre-assess how their organization meets the standards. In case they decide to apply for the process there is the preliminary application form. The applicants who are accepted into the process fill out an information form in which they describe the content, structures and operating methods of the degree programme in great detail. The idea of the process is to act as a developmental audit. Two external auditors are invited to each process, who review the information and prepare for the endorsement event. The event is intended to be attended by several representatives of the applicant university and the central idea is not only to assess whether the university meets the required standards, but also to guide their own assessment of the strengths and areas for development of the degree programme.

In year 2024 one University applied and passed the endorsement process. In year 2025 two Universities are in the middle of the process.



# OVERVIEW OF FINANCES

## ICCE (UK)

Bank balance January 31, 2023	230,014	GBP
2023 Income	215,354	GBP
2023 Expenditure	207,668	GBP
Bank balance January 31, 2024	233,078	GBP
2024 Income	198,046	GBP
2024 Expenditure	193,324	GBP
Bank balance January 31, 2025	220,499	GBP

## ICCE Sport Coaching Europe (Malta)

Bank balance December 31, 2022	38,818	EUR
2023 Income	28,186	EUR
2023 Expenditure	4,522	EUR
Bank balance December 31, 2023	62,482	EUR
2024 Income	27,550	EUR
2024 Expenditure	3,447	EUR
Bank balance December 31, 2024	86,585	EUR

The closing bank balance of the ICCE (UK) account includes amount of 103,000 GBP which is a project income received in 2023 or 2024 to be spent in 2025 and 2026 as most of the projects of ICCE are two- or three-year projects.

The closing bank balance of the ICCE Sport Coaching Europe (Malta) account includes amount of 66,000 EUR which is a project income received in 2023 or 2024 to be spent in 2025 and 2026 as most of the projects of SCE are two- or three-year projects.

