

CoachCorp is a sport volunteer recruitment programme that gives employees the opportunity to coach, manage and officiate in community sport.

The programme creates sustainable relationships between business and community sport, and maximises sports performance and participation.

CoachCorp is ideal for employee development and achieving corporate social responsibility outcomes. The programme is managed externally free of charge, leaving you time to focus on your core business.



WHY COACHCORP?

A shortage of volunteers in community sport has restricted participation opportunities, and performance potential for community members. People are often unable to commit because most junior sport training takes place between 3pm and 5pm on workdays. The CoachCorp programme is a win-win for all parties involved.

HOW DOES COACHCORP WORK?

CoachCorp is led by Sport and Recreation New Zealand (SPARC) with support from National Sports Organisations and Regional Sports Trusts.

National and Regional CoachCorp Managers recruit companies to allow selected employees 2 to 4 hours per week flexi time at work over a 10 to 14 week period (sport season).

National Sports Organisations and Regional Sports Trusts coordinate employee placement and support, including training opportunities.

Benefits for your organisation

Both individuals and organisations benefit from the provision of physical activity. Evidence shows that a fitter and healthier workforce provides a range of benefits for employers, for example, increased performance and productivity.

Your employees will spend time away from work in an environment that encourages leadership, communication and teamwork. Many employers have noticed positive changes in staff who have participated in CoachCorp, including better communication skills, increased ability to be part of a team environment and an improved attitude.

Benefits for your community

- Increased participation in sport
- Increased sports performance
- Role-modelling for young people
- Linking communities (schools and sports clubs) with business

Sport builds healthy bodies and character by educating and creating opportunities for people to develop the values of teamwork, dedication and commitment.

Young people at risk of taking the wrong path in life have a better chance of avoiding those pitfalls because of the confidence and self-esteem achieved through sport.

'CoachCorp has been awesome! Schools have always relied on teachers and parents to do the job but the number of people able to help has been limited with the changes within schools and lifestyles. We had three basketball coaches who were all enthusiastic and very professional, they were fantastic to work with and the girls appreciated their input. I am hoping they will come back again next year.'

Kiri Adams, Sports Coordinator, Auckland Girls Grammar



A visible way to be socially responsible

Not only will your employees benefit from the increased participation in physical activity, your organisation will also be achieving social responsibility outcomes.

'CoachCorp is an excellent initiative. The pre-programme work sessions organised by CoachCorp are a good introduction to coaching and are led by exceptional sportspeople. ASB willingly allowed me to take a few hours of time every week to coach and in return I was able to give back to a sport I had played for some 40 years. The college team I coached had its best season ever and I was able to pass on my knowledge and passion for the game.'

Phil Skingsley, Chief Manager, ASB Bank Investments & Coach

'CoachCorp has allowed BECA to strengthen its links with the community and support the education sector in a broader sense. We encourage our employees to lead an active life and take a proactive approach to learning. CoachCorp allows BECA employees to develop skill sets they may not have the opportunity to do in a structured work environment. The benefits of being involved in this programme speak for themselves.'

Richard Aitken, Chief Executive, BECA



'I coach the kids during their lunch break on Monday afternoons and it has to be the best start to the week ever. No matter how bad my morning has been, or what work is waiting for me when I return to my desk, nothing can wipe the smile off my face after training is finished. Thank you to CoachCorp and my employer for this opportunity to meet and coach these wonderful kids. I fully recommend this experience to anyone who is looking to give it a go.'

Tanya Law – Coach, Year 4 Freemans Bay Primary, Auckland

'CoachCorp is an exciting initiative, enabling more students to participate in sport and enjoy the benefits of a passionate coach. It is positive role-modelling for the companies and coaches involved. The employees/coaches and companies reap the benefits of improved communication, management, leadership and interpersonal skills. CoachCorp is a 'win-win' for all parties and breaks down barriers between the education and business worlds whilst identifying and recruiting new, enthusiastic coaches.'

Bernice Mene, CoachCorp Ambassador

Setting up CoachCorp in your organisation

The National and Regional CoachCorp Managers will facilitate organisation and employee recruitment. The process can be tailored to meet your organisation's needs.

National Sports Organisation and Regional Sports Trust staff and will coordinate placement, support and development for your employees.

- A** Sign off from organisation management
- B** Buy-in from middle management
- C** Set up selection criteria for employees
- D** Promote to potential participants
- E** Registration of employees to the programme
- F** Sport specific training and education through chosen sport
- G** Volunteers placed in a school/club
- H** Ongoing support available through the season
- Post season evaluation and recognition of your involvement

