



How to Support Your Cycling Leaders

Leaders are the foundation of any cycling program. Whether they're certified coaches, volunteer ride leaders, youth program facilitators, or skills instructors — their energy, knowledge, and passion create meaningful experiences for participants and help grow the sport.

To retain and support these leaders long-term, cycling clubs and organizations are encouraged to recognize their contributions not just with gratitude, but with tangible support. Below are some proven strategies, inspired by practices from associations across the country.

1. Financial Support & Compensation

Investing in your leaders starts with recognizing the time and resources they put into the sport.

Velo NB actively supports coach development by helping cover the cost of training and certification programs, including:

- **NCCP (National Coaching Certification Program) courses**
- **Can-Bike instructor certification**
- **Hop On Instructor Training**

There are also **ongoing learning opportunities through Cycling Canada and other sport partners**, such as webinars, mentorship programs, and leadership training. Some may not be cycling-specific but still contribute to developing stronger, more confident leaders.

Once coaches are certified or actively involved, clubs and local organizations are encouraged to provide additional support through:

- **Honorariums or hourly pay** (Velo NB can provide a suggested pay scale to help guide your budget)
- **Reimbursement for travel to events, clinics, or races**
- **Coverage of First Aid & CPR certification costs**
- **Payment of coaching membership or licensing fees**
- **Discounts or free access to club events, kits, or cycling gear**

2. Recognition & Retention

Appreciation keeps people motivated. Show your leaders they matter by:

- Featuring them in newsletters or on social media
- Hosting annual recognition events or informal gatherings
- Offering leader-specific swag (jackets, water bottles, clothing)
- Creating a peer mentorship network to spotlight experienced leaders

3. Leadership Development Pathways

Support leaders in growing their skills and confidence over time.

Encourage:

- Goal setting and role progression (e.g., assistant coach → head coach).
- Pairing new leaders with experienced mentors.
- Attending webinars, conferences, or sport leadership training.
- Cross-training opportunities (e.g., officials, mechanics, ride leaders).

4. Safe & Positive Working Environments

Ensure that leaders have what they need to succeed and feel supported.

- Provide clear expectations and responsibilities.
- Supply necessary equipment (first aid kits, radios, cones, etc.).
- Offer feedback opportunities and two-way communication.
- Encourage a culture of respect and inclusion.

5. Looking for Guidance?

Velo NB is here to support your club's leadership structure.

If you're unsure where to begin with compensation or want help budgeting for coach support, don't hesitate to reach out to our **Executive Director** for a **suggested pay scale** or guidance.

Let's Invest in the People Who Make Cycling Happen

Strong programs begin with strong leaders. When clubs invest in their people — through training, recognition, and fair compensation — they create sustainable programs that benefit everyone, from beginners to performance athletes.