Study Details and Key Findings

Oceania
The Project
Goals

• Build on earlier industry research efforts (2012 and 2007)
• Determine the size and scope of the coaching profession
• Collect insights from growing population of managers/leaders using coaching skills
Survey Process

- Six-month survey period beginning in July 2015
- Available in nine languages
- Designed to be completed using a range of mobile devices
- Promoted through an intensive email and social media campaign
Survey Outcomes

• 15,380 valid survey responses
• 137 countries
• 40 countries with 100-plus survey responses each
Global Reach

2016 ICF Global Coaching Study
Main Findings

The Coaching Continuum
The Coaching Continuum

• 2012 study classified coaches based on self-identification as a professional coach (Y/N)

• Coaching continuum accounts for a wider range of modalities in which coaching approaches and competencies may be applied
  – One end: Managers/leaders who apply coaching skills and approaches in the workplace
  – Other end: Trained, professional coach practitioners
Age and Gender

To which of these age groups and genders do you belong?

- 25 years and under: 0.5%
- 26 to 30 years: 1.3%
- 31 to 34 years: 3.9%
- 35 to 39 years: 6.9%
- 40 to 44 years: 10.2%
- 45 to 49 years: 12.6%
- 50 to 54 years: 17.2%
- 55 to 59 years: 19.8%
- 60 to 64 years: 15.1%
- 65 years and over: 10.4%

Respondent Base: 698

30.8%
33.0%
69.2%
67.0%
Formal Education

What is the highest level of formal education that you have?

- Primary Level (education prior to university): 12.0%
- Secondary Level (bachelor's degree): 36.0%
- Third Level (master's, doctoral degree): 51.4%

Respondent Base: 698

2016 ICF Global Coaching Study
Years of Coaching Experience

How long have you been coaching?

- Less than 1 year: 10.9%
- 1 to 2 years: 14.9%
- 3 to 4 years: 16.0%
- 5 to 10 years: 31.4%
- More than 10 years: 26.9%

Respondent Base: 608
Coaching Specialty

Please indicate which of the following coaching areas you regard as your main area of coaching:

- Leadership: 34.7%
- Executive: 25.1%
- Business/Organizations: 19.6%
- Life Vision & Enhancement: 17.1%
- Career: 14.4%
- Small business: 13.1%
- Health and Wellness: 12.3%
- Relationships (Singles, Couples, Families...): 11.9%
- Spirituality: 11.5%
- Retirement: 11.2%
- Children/Teens: 11.0%
- Cross-cultural: 10.3%
- Addiction and Recovery: 10.2%
- Other (please specify): 5.8%
- No specialty: 3.4%

Respondent Base: 605
View of Coaching

"I view coaching as..."

- ... a profession: 66.2% (64.6%)
- ... a skill-set: 26.2% (30.1%)
- ... an industry: 7.6% (5.3%)

Respondent Base: 698
Importance of the Credential

To what extent do you agree or disagree that the people and organizations who receive/use coaching expect their coaches to be certified/credentialed?

- Strongly agree: 28.2% - 33.5%
- Somewhat agree: 40.3% - 37.6%
- Neither agree nor disagree: 17.0% - 13.2%
- Somewhat disagree: 10.3% - 7.9%
- Strongly disagree: 4.2% - 2.7%

Respondent Base: 698
Main Findings

Size of the Profession

2016 ICF Global Coaching Study
Key Statistics–Global

**Global**

- Total revenue (US$): $2.35 Billion
- Memberships:
  - ICF: 63%
  - Other: 23%
  - None: 25%
- Coach practitioners: 53,300
- Managers/Leaders using coaching skills: 10,900
  - All coaching modalities: 64,100
- Average annual revenue (US$): $51,000
- Average fee per 1 hour coaching session (US$): $231
- Average number of active clients: 11.0

*Estimates are shown to the nearest 100. Therefore, subtotals may not add to the total figures.*
Key Statistics–Oceania

Oceania

Total revenue (US$)

$154 Million

Memberships

ICF 63%
Other 24%
None 26%

Coach practitioners

Managers/Leaders using coaching skills

2,400
400
2,800 All coaching modalities

Average annual revenue (US$)

$73,100

Average fee per 1 hour coaching session (US$)

$294

Credentials

ICF 40%
Other 24%
None 41%

Average number of active clients

13.3
Main Findings

Key Issues and Future Trends
View on Regulation

Should coaching become regulated?

- **Yes**: 51.5%
- **Unsure**: 21.9%
- **No**: 26.3%

**Global Benchmark**
- **Yes**: 52.3%
- **Unsure**: 25.4%
- **No**: 22.3%

Respondent Base: 675
Method of Regulation

Who would be best to regulate the coaching industry?

- **Government entities**
  - Unsure: 27.1%
  - Yes: 26.8%

- **Individual coach practitioners**
  - Unsure: 56.2%
  - Yes: 56.7%

Respondent Base: 527
Obstacles for the Profession

What do you believe to be the biggest obstacle for coaching over the next 12 months?

- Untrained individuals called coaches: 36.7%
- Marketplace confusion re: coaching benefits: 31.0%
- Coaching market saturation: 11.7%
- Increased demand for competing services: 5.0%
- Coaches under-pricing their services: 3.3%
- Over regulation of coaching: 3.1%
- Other: 8.3%

Respondent Base: 675

2016 ICF Global Coaching Study
Opportunities for the Profession

What do you believe to be the biggest opportunity for coaching over the next 12 months?

- Increased awareness-Benefits of coaching: 40.9%
- Credible data - RO/ROE from coaching: 28.0%
- Improved general perception of coaching: 11.3%
- Increased demand for coaching: 8.0%
- Positive portrayal of coaching in media: 6.1%
- Other: 4.7%

Respondent Base: 675

2016 ICF Global Coaching Study
Final Report

• The Coaching Continuum
• Training and Credentialing
• The Client
• Interaction Between the Coach and Client
• The Size and Scope of the Profession
• Summary Business Indicators
• Key Issues and Future Trends
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