EVALUATION OF THE

AUSTRALIAN SPORTS COMMISSION'S

IMPACT ON SPORTS PERFORMANCES AND PARTICIPATION IN AUSTRALIA

1994

An Overview
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AND PARTICIPATION IN AUSTRALIA

1994

AN OVERVIEW
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1. INTRODUCTION

1.1 PURPOSE OF REPORT

This report is an Executive Summary of the 1994 Evaluation of the Australian Sports Commission's Impact on Sports Performances and Participation in Australia. The full report contains further information on the methodology used in the study, as well as the detailed findings. In particular, it details findings in relation to:

- the 44 national sporting organisations selected for in-depth analysis of international sports performances; and
- the outcomes of the AUSSIE SPORT and Australian Coaching Council programs.

1.2 KEY PERFORMANCE INFORMATION

By focusing on the extent to which there has been excellence in sporting performances and increased participation in sporting activities by Australians, the evaluation assessed the success of the Australian Sports Commission (ASC) in achieving its two objectives as spelt out in its Strategic Plan.

To evaluate excellence in sports performances, the study examined results by Australian athletes in international competitions. This included measures of the best results in competitions, the depth of elite performances (numbers of athletes reaching certain levels in competitions) and improvements in performance at lower levels.

The ASC encourages participation in sport by Australians as formal (registered) and informal (non-registered) players/competitors, professional (paid) or voluntary (unpaid) administrators, coaches, referees, umpires and other officials.

On this basis, the key performance information identified for the study were:

- performances by Australian athletes in world standard international competitions and world rankings of Australian athletes (these may not necessarily coincide);
- factors affecting Australia's international sporting competitiveness;
- levels of participation by Australians in a range of sports and in all capacities (i.e. as informal and registered competitors, and as voluntary and professional coaches, administrators, referees/umpires and other officials), as measured by data from the AUSSIE SPORT and Australian Coaching Council programs; and
- funding patterns over time and their relationship to sporting performances and participation.
1.3 **PERIOD OF COVERAGE**

It was decided that 1976 would be the base year for the evaluation because:

- there was very little Commonwealth Government funding for sport prior to that time, and it was temporarily suspended in 1975. Funding re-commenced in 1976-77 after Australia's relatively poor performances at the 1976 Montreal Olympics and following two Government inquiries which recommended, inter alia, that it be resumed;

- with the exception of the Olympic and Commonwealth Games and sports such as tennis and cricket, there are insufficient records of performances of Australian athletes in competitions before that time; and

- the ABS conducted the first national survey of leisure activities in 1975 - *General Social Survey, Leisure Activities Away From Home, May 1975.*

1.4 **PROGRAM DESCRIPTION**

The ASC, which incorporates the Australian Institute of Sport (AIS), is the national body through which the Australian Government provides funding for sport. It is responsible for providing policy advice to the Government on all sports matters with national implication, taking account of the Government's objectives in matters such as social justice and foreign policy. It is a sub-program of the Sport and Recreation Program of the Environment, Sport and Territories portfolio. The objective of the Sport and Recreation Program is:

- to contribute to the quality of life of all Australians by promoting and facilitating opportunities for participation in sport and recreation activities, encouraging sporting excellence, reducing harm associated with the use of drugs in sport, and examining the economic and social impact of the sport and recreation industry.

The ASC's global mission statement is:

- to enrich the lives of Australians through sport.

Its objectives, as mentioned earlier, reflect the evaluation objectives:

- excellence in elite sports performance by Australians; and

- increased participation in sport and sports activities by Australians.

**Broadly,** the ASC provides funding and support for the development of Australian sport in the following ways:

- provision of grants direct to national sporting organisations for the able bodied and people with disabilities which, in turn, work with State sporting organisations. The national sporting organisations run programs for the development of their sport at all levels (e.g. coaching, international competition, development projects and athlete support). Grants are made primarily through the Sports Assistance Scheme;
operation of the AIS program which works directly with coaching and development of elite and potentially elite athletes. It includes 21 residential programs located either in Canberra or major centres around Australia, conduct of training camps for all sports at the AIS, and support programs for elite athletes eg. the Australian Athlete Scholarship Scheme and the Athlete Career and Education Program;

operation of the Sports Science and Sports Medicine Centre, the National Sport Information Centre, the National Sports Research Centre and the Australian Coaching Council, which provide services to athletes, coaches and researchers working in sport, and which pursue "cutting edge" developments in sport;

facilitation of the development of a national network for the provision of athlete support. This includes partnerships with State Institutes and Academies of Sport, State sports departments and national sporting organisations. For example, joint programs with State Institutes and Academies of Sport provide training opportunities in centres around Australia (Intensive Training Centres Program) through which athletes have access to coaching, sports science and sports medicine and competitions;

participation in co-operative and joint funding programs with State education and sports departments to improve the level and quality of sports participation opportunities at the community level; and

development of bilateral international relations with sporting authorities to encourage exchanges of athletes, coaches, scientists and officials to assist in the development of Australian sport.

State sporting organisations are assisted by State governments, while at the community level local government authorities are major providers of sport and recreation facilities and services.

The ASC does not have a program to fund facility construction around Australia although it owns and/or operates facilities for its AIS program.

Increasingly, the ASC is placing the onus on national sporting organisations to prepare forward plans for the development of their sport at all levels. This approach is based on the premise that sports are best placed to set national directions for their sport and to manage and implement their own programs. They should not be dependent solely on Government funding. The approach also permits the ASC to consider the unique characteristics of each sport. In 1994, there were over 100 individual national sporting organisations, including those for people with disabilities but excluding "umbrella" groups, which received some funding assistance from the ASC.

The organisational design of the ASC is based on the Australian sport program logic model, and is also aligned with the hierarchy of reporting mechanisms which link internal processes with external legislative requirements. In this way the ASC has been able to achieve best practice in planning, management and administration.
The Australian sport program logic model can be depicted as:

**Australian Sports Commission**

**Sport program logic**

International factors $\rightarrow$ Improved sporting performances in International competition $\rightarrow$

more intensive/higher standard coaching, competition, sports science, sports medicine, sport information, facilities, likeskills opportunities, and living expenses $\rightarrow$

Improved sporting performances at national level $\rightarrow$

coaching, management and administration, sport information, competition opportunities, sports science, sports medicine, research facilities (training and competition), likeskills opportunities, living expenses $\rightarrow$

continued involvement at higher levels of performance $\rightarrow$

involvement at local level (schools, clubs, social/non-registered)
The ASC objectives hierarchy, organisational design and reporting hierarchy is represented below:

ASC Objectives Hierarchy, Organisation Design, Performance Assessment and Reporting
2. ELITE SPORTS PERFORMANCES

2.1 COVERAGE

Performance information was collected for 44 national sporting organisations. The sports selected to be part of the evaluation were those that were part of the ASC's last major evaluation in 1992 as well as any other sports on the program of events for the Sydney Olympics in 2000. Taekwondo was not included as part of the evaluation as it had not been confirmed as an Olympic sport prior to the commencement of the project. The total funding to the 44 national sporting organisations represented 88% of all ASC funding to individual sports in 1993-94.

2.2 METHODOLOGY AND CONSTRAINTS

2.2.1 COLLECTION OF DATA ON PERFORMANCES

Information was collected from the sports for the purpose of establishing broad outcomes for one of the ASC's two objectives - excellence in international sports performances. Senior and (where appropriate) junior results were collected for major international sporting events, generally the Olympic Games and World Championships. Events such as the Commonwealth Games were therefore excluded from the individual sports analyses, although zonal qualifying tournaments were considered where relevant (particularly in team sports). All World Championships events were examined for each sport, although the number of these varied from sport to sport.

Suitable alternative events were found for those sports that did not have regular World Championships (eg. cricket) and in other cases world rankings were used to provide a consistent measure of performance levels over time (eg. tennis). In order to observe longer-term trends in sports performances, information was gathered dating back to 1976, used as the base year because available data of historical dimensions increased from then.

2.2.2 FUNDING INFORMATION

Funding figures based on 1993-94 prices were used throughout. It should be noted that at the time of the evaluation, "Maintain the Momentum" had effectively been in place a little more than two years.

2.2.3 PRESENTATION OF DATA

In order to ensure reliability within the statistical analyses, data have been presented in a manner that is consistent with the advice received from the Australian Bureau of Statistics for the 1992 PEP evaluation. For further information on the statistical analysis of data see Evaluation of the Australian Sports Commission's Impact on Sports Performances and Participation in Australia, P25-26.
2.3 FINDINGS

On the basis of the analysis of the 44 national sporting organisations the following were found in regard to Australia's international sporting performances:

(i) An overwhelming majority of sports have maintained or improved their international performances since 1976, and particularly since the introduction of the "Next Step" program in 1989-90. Of the 42 national sporting organisations considered (women's soccer and handball were not considered due to insufficient time series data):

- 35 sports (83%) have maintained or improved their international performances since 1976. This figure represents 95% of the total funding provided to the sports considered, and 83% of ASC funding to all sports;

- 40 sports (95%) have maintained or improved their international performances since the introduction of the "Next Step" program in 1989-90. Performance trends in the other two sports are inconclusive due to a lack of recent data. The number of sports to have improved or maintained their international performances represents more than 99% of the total funding provided to the sports considered, and 87% of ASC funding to all sports.

A sport-by-sport breakdown of the above figures is at Appendix A. The figures demonstrate that as a minimum, additional funding provided under "Next Step" reversed the downward trends of those sports that were in decline prior to 1989. The appendix also shows that funding under "Next Step" has led to improvements in a range of sports and the maintenance of already high standards in sports such as squash, swimming and hockey.

(ii) There has been insufficient time to assess the impact of "Maintain the Momentum" programs on international sports performances. As an extension of "Next Step", the full impact of "Maintain the Momentum" can only be properly assessed once the new programs have had time to take effect. The majority of sports in the evaluation have had only one major international event since the Barcelona Olympic Games. Even in situations where recent results have deviated sharply from pre-"Maintain the Momentum" performances, there are insufficient data to determine whether the results indicate a short-term fluctuation or a longer-term trend.
(iii) There is a strong similarity between the total funding provided to the sports in the evaluation and the aggregated senior international competition results from these sports, as shown in the following graphs:

**TOTAL 42 SPORTS**
ASC Funding 1976/77 to 1993/94 (Constant Prices 93/94)

---

**International senior performances 1976 to 1994 - aggregate Olympic Games and World Championships results of 42 sports**
The trend lines for funding and performances are similar in a number of areas:

- both have increased during the period from 1976;
- both were relatively stagnant in the mid-1980s before declining in the latter part of the decade;
- both demonstrated significant increases following the introduction of "Next Step"; and
- both appear to have levelled off since 1992 (and in fact declined in 1992-93).

The performance graph also has a number of other important characteristics. There is a pattern to both trend lines over a four-year cycle, with a peak period generally in the Olympic year. The Olympic year represents a year of heightened activity in sport, rather than all results relating directly to the Games. Following the Olympic year there is a drop-off in levels before a gradual build-up leading into the next Olympic year. The reason for the post-Olympic drop-off is caused in part by athletes retiring or taking a break from the sport, or the sport itself re-building at the start of a new cycle, as well as other international factors identified by the sports.

(iv) Aggregated junior results have also demonstrated the same upward trend, although the overall pattern is different to the senior results, as shown below. Due to the fact that many sports do not have recognised World Championships in the junior category (or do not regularly send teams to these events for financial and other reasons), and because historical junior data are generally more difficult to obtain than senior results, the graph only includes results from approximately half of the 44 national sporting organisations.
The number of top three placings at world junior competition has increased since the introduction of "Next Step", the high point being in 1991. Results for 1992 returned to levels similar to 1989 as overall funding levels remained constant. The increases in funding since 1989 have allowed greater international opportunities for junior athletes.

The number of first placings has also increased, following a similar pattern to the top three placings. In the years immediately prior to "Next Step" there was a general improvement in junior performances, which is different to the pattern of results in senior competition and also against the funding trend in that period. The high point in 1987 was caused by a particularly successful year in junior yachting which resulted in six world junior champions.

(v) Some of the same performance-funding trends are also evident in the Olympic Games results, as shown in the graph below:

```
Olympic Games performances 1976 to 1992 (all sports combined)

The main feature of the above graph is again the improved performances of Australian athletes at Olympic Games since 1976. Results from 1984 are not consistent with results from other years which suggests that the boycotts in effect at this Games assisted Australia's overall performance. Another notable aspect of the graph is the trend line for top 16 performances, which in 1992 improved at a faster rate than the number of medals and number of top eight placings. Top 16 placings are an important measure of depth, and the above graph indicates that the depth of Australia's Olympic performances increased at a significantly faster rate up to the 1992 Olympic Games.
The general performance trend in the above graph is similar to the funding pattern for the Olympic sports (with the exception of the boycott-related 1984 results), as shown in the graph below. Excluding the 1984 Games, the highest rate of improvement occurred between 1988 and 1992, when the rate of increased funding was at its highest. Rates of improvement were lower between 1980 and 1988 (not including 1984), when funding declined in real terms in the four years leading up to Seoul.

(vi) While not truly reflective of Australia's status in world sport, the Commonwealth Games are nonetheless an important indicator of Australia's international standing relative to the other countries in the Commonwealth. As the graph below demonstrates, Australia's performances have clearly improved in terms of the number of medals won.
It is also significant that the ratio of gold medals in Australia's total medal haul increased substantially in 1994 (more than half of the medals won were gold). Depth issues are likely to become more of a consideration with Commonwealth Games analyses in future as it is doubtful that the recent rate of improvement in medals won can be maintained, given the major share of the medals that Australian athletes currently win.

(vii) Results from the Paralympics (defined by the position of Australia on the medal table) have also improved consistently since 1976, as shown in the graph below. Depth issues are not considered to be a factor within the Paralympics due to the small number of competitors taking part in some events.

(viii) There has been a strong link between the level of funding provided to sports, the consistency of funding levels, and the sport's international competition performances. As a general rule, those sports that have received funding increases coupled with a consistent or regular funding pattern have demonstrated greater performance improvements than those sports that have received low levels and/or highly variable or fluctuating annual funding.

(ix) Sports where funding levels have been low and/or inconsistent generally had either inconsistent performance levels or showed little change over a long period. Where funding is provided to these sports it is predominantly for international competition and does not provide for the establishment of longer-term development programs. For most of these sports it was difficult to distinguish a clear pattern of performances.
(x) On occasions when there has been a funding reduction or a withdrawal of funding, either for individual sports or across the board, there has been an associated decline in performance. The clearest example of this was in the period immediately preceding "Next Step", when a general funding decrease coincided with a drop in performance levels. The link between funding and performance in the last two years also demonstrates this effect, with the rate of performance improvement diminishing as funding has levelled off (and in fact decreased in 1992-93).

(xi) Despite an increase in funding for international competition many sports still consider geographic isolation to be the main factor affecting international competitiveness.

(xii) Australian competitors have performed at higher levels at major international competitions when the event has been held in Australia. This may be affected by an increased ability to field a larger and/or better credentialled team at home events.

(xiii) Improvements in junior performances have been most significant in higher funded sports, most notably rowing, cycling and basketball, where the funding provided has enabled broad and thorough development programs to be implemented.

(xiv) Australia’s international performances have improved at a time when international performance standards continue to rise. In addition to higher performance levels on a sport by sport basis, a number of more general factors such as the emergence of China as a major sporting power and the break-up of countries in the former Soviet Union has contributed to a greater depth in sports competitions across the board.

(xv) While there has been a levelling off in performances in the sports evaluated, the depth of performances continues to improve. The rate of improvement, however, appears to have slowed from the first three years of "Next Step". (The rate of funding increase has also slowed.)

(xvi) Australians participate in a very wide range of sports compared to most other countries which tend to specialise and focus their resources on fewer sports.
2.4 CONCLUSIONS

It was concluded that:

(i) There is substantial weight of evidence to indicate a relationship between funding to sports and performances at the international level. The funding provided to sports has resulted in:

- a general improvement in performance levels, with the "Maintain the Momentum" program extending a performance trend established under "Next Step" (although at this stage it is too early to analyse the full impact of "Maintain the Momentum"); and

- a general increase in the depth of international performances. Under "Maintain the Momentum" the trend of a broader elite base resulting in greater depth at international level has continued.

(ii) While any assessment of "Maintain the Momentum" at this stage can only be preliminary, there is sufficient evidence to date to indicate that a continuation of present funding levels may be required simply to maintain current levels of competitiveness. In a number of sports the scope for improved rankings is quite small and therefore the improved performance returns on funding programs will become more marginal. As more sports achieve levels closer to the top in the world, and while international competitiveness increases, maintaining a world ranking will become a primary focus. It is also not surprising that performance levels have consolidated in the past two years following the significant improvements that were made under "Next Step".

(iii) A number of international factors remain beyond the control of the sports evaluated but are relevant to Australia's international competitiveness, despite the general funding increases in the last five years. In addition to Australia's geographical isolation which was discussed earlier, factors to consistently emerge from discussions with sports include:

- Australians participate in a wide range of sports, particularly relative to Australia's low population base. Other countries generally participate in and support fewer sports and can obtain cheaper and easier access to high level domestic competition;

- resources invested in sports programs in Australia are still low when compared to major competing countries;

- a lack of international-standard playing facilities; and

- a lack of investment in new technology and equipment.
3. PARTICIPATION

3.1 METHODOLOGY AND CONSTRAINTS

As identified in the evaluation of the ASC in 1992, there are no reliable longitudinal or time series data on national sports activity participation levels or factors contributing to participation, covering the period since 1975. (See Evaluation of the Australian Sports Commission’s Impact on Sports Performances and Participation in Australia, P9, P302-303, P334-339.)

National sporting organisations have, since 1978-79, provided registration figures to the ASC. Registration figures usually (but not always) equate with formal competitor numbers, excluding informal participants which also form part of the participation base. The figures for many of the sports were considered to have serious limitations because these sports do not have systems in place to collect accurate registration data. Some sports have changed their methods of calculation over time, while others submit figures representing club memberships (which include non-playing members). As a result, some sports are believed to submit their best estimate of participation levels to the ASC.

The ASC is assisting national sporting organisations to improve their collection of registration statistics through the development of a computerised registration package - ACoRD. Approximately 70 sports are trialling, or have introduced the system. These sports' State affiliates are also generally using the package. At this point in time, however, there are no reliable historical registration statistics available from sports which would give an indication of formal sports participation trends.

Since the 1992 evaluation, the Australian Bureau of Statistics has commenced surveying Australians about participation in sports activities through its Population Survey Monitor. To date three quarterly surveys have been undertaken and analysed. Due to seasonal factors, and the short period of coverage, it is not appropriate to attempt to draw conclusions about national sports participation trends.

In the absence of such outcome data, the outputs of the ASC's two programs which directly impacted on participation at that time were analysed in 1992 - the AUSSIE SPORT program and Australian Coaching Council's (ACC) National Coaching Accreditation Scheme. This analysis has been extended to cover the last two years. While not able to directly identify exact participation levels, these output measures are still valid indicators of the degree to which the ASC's programs have penetrated this area, and been accepted within school and community sport. As proxy outcome measures these program outputs enable some time series analysis to be undertaken.

To mark the 10-year anniversary of AUSSIE SPORT, an operational review of State AUSSIE SPORT Units and an impact evaluation of the full program has been commenced and will be completed in 1995, which will provide further information relating to sports participation levels in Australia.
3.2 COACHING TRENDS

The ACC is the ASC's program which coordinates the national development of coaching in Australia. It develops, implements and coordinates coaching policies and programs in co-operation with national sporting organisations. The ACC was established independently in 1978 and was merged with the ASC in 1990-91.

It was found that the number of coach accreditations has been increasing, with trends following a similar pattern to funding levels.

3.2.1 FINDINGS

3.2.1.1 Funding

Records of Government funding to the ACC date back only to 1982-83.

Funding to the Australian Coaching Council

3.2.1.2 National Coaching Accreditation Scheme

This scheme provides coaching courses at four levels and results in the formal accreditation of coaches. Specific to each sport, these include modules on the general principles of coaching and human performance, skills, techniques, strategies and science, and the practice of coaching. The highest level, High Performance Coach, was commenced in 1990 and is a two to three year individualised study program. To date only one coach has completed this course, although it is currently being undertaken in 18 sports.
In 1992-93, 84 sports had accredited courses to at least the first level (Level 1), and in 1993-94 this had risen to 89. As some sports, eg. gymnastics, have several disciplines, the number of disciplines for which there are accredited courses is higher - currently 99.

While the ACC accredits the courses and administers the scheme, the national sporting organisations run the particular courses within their sport. Since 1980-81, the following number of coaches have been accredited across all sports:

<table>
<thead>
<tr>
<th>Year</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>HPC</th>
<th>Total</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980-81</td>
<td>2,103</td>
<td>221</td>
<td>74</td>
<td></td>
<td>2,398</td>
<td></td>
</tr>
<tr>
<td>1981-82</td>
<td>3,995</td>
<td>1,056</td>
<td>330</td>
<td></td>
<td>5,381</td>
<td>55.44</td>
</tr>
<tr>
<td>1982-83</td>
<td>3,571</td>
<td>1,038</td>
<td>52</td>
<td></td>
<td>4,661</td>
<td>-15.45</td>
</tr>
<tr>
<td>1983-84</td>
<td>4,881</td>
<td>535</td>
<td>88</td>
<td></td>
<td>5,504</td>
<td>15.32</td>
</tr>
<tr>
<td>1984-85</td>
<td>4,797</td>
<td>661</td>
<td>59</td>
<td></td>
<td>5,517</td>
<td>0.24</td>
</tr>
<tr>
<td>1985-86</td>
<td>5,456</td>
<td>621</td>
<td>61</td>
<td></td>
<td>6,138</td>
<td>10.16</td>
</tr>
<tr>
<td>1986-87</td>
<td>5,895</td>
<td>685</td>
<td>41</td>
<td></td>
<td>6,621</td>
<td>7.25</td>
</tr>
<tr>
<td>1987-88</td>
<td>5,757</td>
<td>827</td>
<td>37</td>
<td></td>
<td>6,621</td>
<td>0.00</td>
</tr>
<tr>
<td>1988-89</td>
<td>6,127</td>
<td>907</td>
<td>108</td>
<td></td>
<td>7,142</td>
<td>7.29</td>
</tr>
<tr>
<td>1989-90</td>
<td>9,280</td>
<td>1,382</td>
<td>56</td>
<td></td>
<td>10,718</td>
<td>33.36</td>
</tr>
<tr>
<td>1990-91</td>
<td>10,235</td>
<td>1,419</td>
<td>93</td>
<td></td>
<td>11,747</td>
<td>8.76</td>
</tr>
<tr>
<td>1991-92</td>
<td>14,713</td>
<td>1,953</td>
<td>184</td>
<td></td>
<td>16,850</td>
<td>43.44</td>
</tr>
<tr>
<td>1992-93</td>
<td>16,815</td>
<td>1,507</td>
<td>149</td>
<td>1</td>
<td>18,472</td>
<td>9.63</td>
</tr>
<tr>
<td>1993-94</td>
<td>22,389</td>
<td>2,343</td>
<td>224</td>
<td>0</td>
<td>24,956</td>
<td>35.10</td>
</tr>
</tbody>
</table>

116,014  15,155  1,556  1  132,726

These figures understate the total number of accreditations as, to avoid double counting, a coach who achieves a higher level accreditation is deleted from earlier records and a number are removed for other reasons each year. The total number of accreditations since 1980-81 is 140,158. Graphically:

Australian Coaching Council - number of coaching accreditations

![Graph showing the number of coaching accreditations from 1979-80 to 1993-94]
The graph demonstrates a clear relationship between the level of funding provided to the ACC, and the number of coach accreditations. The graph also shows that the rate of coach accreditations continues to increase under "Maintain the Momentum". In the three years of "Next Step", there were 39,315 coaches accredited, compared to 49,983 for the previous nine years. In the two full years of "Maintain the Momentum" 43,428 were accredited.

There are, however, no data which identify the extent to which accredited coaches are coaching, or the number of unaccredited coaches that are coaching. To help address this the ACC introduced, in 1992-93, an accreditation updating process which requires coaches to update after a four year period. It can be assumed coaches actually coaching will want to take part in an updating program. In 1992-93 66 sports had revised programs approved by the ACC, and in 1993-94 it had risen to 85.

3.3 IMPACT OF THE AUSSIE SPORT PROGRAM

Prior to the introduction of the AUSSIE SPORTS program in 1986 (modified to the AUSSIE SPORT program in 1989 following the introduction of "Next Step"), neither the ASC nor its predecessors had any direct involvement in junior sport. The creation of the ASC in 1984 with a charter to increase sports participation and provide support for "grass-roots" participants, combined with other social factors resulted in the introduction of this program which was aimed at 5 to 13 year olds.

The program expanded as a result of "Next Step" funding, in particular addressing the needs of 13-18 year olds. The impact of "Next Step" funding, which has since continued under "Maintain the Momentum", is considered to have been significant.

Since the introduction of "Maintain the Momentum", there have been several changes to the focus and operations of the AUSSIE SPORT program, particularly in regard to the cementing of relationships between State departments of sport and recreation and education, and the implementation of the community approach. The AUSSIE SPORT strategy is to work with local communities in order to establish the most appropriate environment for the delivery of quality junior sport. This local community focus should be supported and complemented by similar strategies at regional, State and national level, and depends on the establishment of effective partnerships with key agencies for it to be successful. One of the major ways this is achieved is through an extensive network of State AUSSIE SPORT Units (SASUs), which have a more direct link to the community.

3.3.1 FINDINGS

In the area of school education, the National AUSSIE SPORT Unit has established and maintained strong working relationships with SASUs and education and physical education professionals at a national level. Each of the AUSSIE SPORT programs in this area has a different focus and is widely implemented in schools:
• Sportstart, the early childhood program of AUSSIE SPORT, began in 1992 as a book. It is aimed at parents and caregivers and includes activity ideas and simple games to introduce children to sport through play. Since its launch in 1992, more than 6,400 Sportstart books have been sold.

• Sport It!, a skills based program for primary school children was launched nationally in 1993. With the support of Pizza Hut, Sport It! was conducted in 46% of Australian primary schools. By 1994 it had been implemented in 59% of Australian primary schools.

• AUSSIE SPORT’s flagship program, the modified sports program, was significantly repackaged and enhanced as a result of a sponsorship association with Kellogg’s Australia. The program was re-named Ready Set Go!, supported by a Teacher Resource Pack, and complemented by additional teacher and students’ incentives. This was piloted, along with a new Kellogg’s cereal of the same name, in Western Australia in 1993. The program has continued to grow, with more than 60,000 items from the Teacher Resource Pack sold.

Other initiatives developed by the ASC are:

• Sport Search, a sport counselling package for upper primary and secondary aged students, which was launched nationally in 1993. The package includes interactive computer software which, when combined with a number of physical and physiological tests, helps young people make informed decisions about which sports both interest them and suit them.

Kits have been available for sale since November 1993 and to date over 540 have been sold. This figure represents about 25% of all Australian secondary schools, with a conservative estimate of 250,000 students being exposed to the program;

• the Active Girls Campaign, which is a joint initiative of the ASC’s Women and Sport Unit and AUSSIE SPORT designed to encourage greater participation of adolescent girls in sport. Over 150,000 items from the Active Girls kit have been distributed to schools, students and the general public in the past year;

• Sportsfun, a school based leadership program that develops leadership skills in secondary school students and provides a supervised sport experience for primary school children. The program is conducted by secondary school leaders. There are now more than 360 Sportsfun units involving 209 secondary schools working with 454 primary schools in providing after school activities for children;

• CAPS (Challenge, Achievement and Pathways in Sport), a sport based leadership development program for 14-20 year olds. It encourages the development of a variety of sport-related skills, and recognises the important role volunteers play in sport. The number of young people involved with CAPS has doubled since 1991;
• a public education program in 1993 which resulted in the development of a range of new resources covering codes of behaviour, a pamphlet and video on developing young people through sport, and other information materials. In total more than 400,000 of these new resources have been distributed;

• a schools-clubs partnerships program and the new AUSSIE SPORT leaders program; and

• Willing and Able, a new program introduced to provide support materials and programs for teachers required to include a child with a disability in school physical education programs and sporting activities. The program commenced in June 1994.

The AUSSIE SPORT unit is also working with the tertiary sector on the Sport Education in Physical Education Project (SEPEP), which involves motivating students to undertake roles in addition to the playing of a sport, such as umpiring or acting as team coach or manager. Thirty-six schools adopted SEPEP as a pilot project in 1994.

The National Collaborative Curriculum was a joint Federal and State/Territory Government enterprise which followed a 1989 agreement made by State and Territory educators as to what should be the "common and agreed goals for schooling in Australia". The project was completed in 1993 after Australia-wide consultation with the key professional groups in this area. Similarly, there was much consultation with sport and education groups in the development of the National Junior Sport Policy. The policy was launched in May 1994, with 45,000 copies distributed to all national sporting bodies, State departments of sport and recreation, and schools.

The ASC was one of the main instigators of the Senate Standing Committee on Environment, Recreation and the Arts Inquiry Physical and Sport Education, which was chaired by Senator Rosemary Crowley and commenced in May 1992. The report was tabled in December 1992 and found that the quality and content of physical education had declined Australia-wide due to a number of factors including the "crowded curriculum", the lack of a coherent physical education policy in any State or Territory, the reduction in the number of specialist physical education teachers and the limited preparation of generalist teachers for physical education. Since the tabling of the report the ASC has actively sought to address many of the issues that it contained, and launched a public education campaign promoting the value of sport for children.

AUSSIE SPORT has developed a community approach to the delivery of participation programs, which requires community ownership of the project and involves working with key members of the community to facilitate change in junior sport. This allows the community to decide what is important for junior sport in their local area. AUSSIE SPORT staff are currently working with over 166 identified communities using this approach.
The following information highlights the growth in the ASC’s participation programs over the last two years:

- **Number of primary schools registered with AUSSIE SPORT**
  
<table>
<thead>
<tr>
<th>1990</th>
<th>1994</th>
</tr>
</thead>
<tbody>
<tr>
<td>96%</td>
<td>100%</td>
</tr>
</tbody>
</table>

- **Number of schools purchasing AUSSIE SPORT resources**
  
  - up to and including 1991: 3,600
  - 1994 (only): 979
  - 1994 (only): approximately 1,600 orders dispatched

- **Number of resource orders processed by National AUSSIE SPORT Unit (NASU) from schools, clubs, students, coaches etc through mail order service (not including SASU quarterly orders or free resources)**
  
  - up to and including 1991: 8,500
  - 1994 (only): approximately 1,600 orders dispatched

- **Ready Set Go Teacher Resource Pack items**

<table>
<thead>
<tr>
<th>Lesson Plans for Sport Leaders</th>
<th>Name of the Game pamphlet</th>
<th>Sports for Kids in small schools</th>
<th>Taking a Sport Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>286</td>
<td>16,357</td>
<td>433</td>
</tr>
<tr>
<td>1993*</td>
<td>437</td>
<td>27,826</td>
<td>177</td>
</tr>
<tr>
<td>1994</td>
<td>550</td>
<td>20,474</td>
<td>142</td>
</tr>
</tbody>
</table>

  * In addition to those distributed free in WA.

- **Sportsfun Program**

<table>
<thead>
<tr>
<th>Sportsfun Leaders</th>
<th>Sportsfun participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>2,800</td>
</tr>
<tr>
<td>1993</td>
<td>2,657</td>
</tr>
<tr>
<td>1994**</td>
<td>887</td>
</tr>
</tbody>
</table>

  Note: There are now more opportunities for children to become involved in other leadership programs, such as AUSSIE SPORT Leaders, CAPS and State-specific programs, which as yet are not tracked in data collection. In general, the numbers involved in leadership programs are growing.

  ** Includes information from four states only, at time of printing.
• **CAPS**

<table>
<thead>
<tr>
<th>Year</th>
<th>CAPS participants</th>
<th>CAPS coordinators</th>
<th>Number of sports with CAPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>1,500</td>
<td>N/A</td>
<td>18</td>
</tr>
<tr>
<td>1993</td>
<td>over 2,800</td>
<td>over 450</td>
<td>21</td>
</tr>
<tr>
<td>1994*</td>
<td>over 1,500</td>
<td>over 300</td>
<td>21**</td>
</tr>
</tbody>
</table>

* data from four states only.

** two new sports to be added at start of 1995.

• **Teacher in-services**

<table>
<thead>
<tr>
<th>Year</th>
<th>teacher in-services</th>
<th>teacher trainee pre-services</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>800 in-services to 7,000 teachers</td>
<td>84 pre-services to 2,000 teacher trainees</td>
</tr>
<tr>
<td>1993</td>
<td>approx. 400* courses to more than 7,106* teachers</td>
<td>3,487 teacher trainees participated</td>
</tr>
<tr>
<td>1994</td>
<td>approx. 350 courses to over 2,000 teachers**</td>
<td>N/A (not collected - specific breakdown not included)</td>
</tr>
</tbody>
</table>

* This figure is lower than for previous years, due to the changing focus of AUSSIE SPORT. Rather than spending personnel time and resources on direct services, the focus has shifted to become that of facilitators and advocates (see section on Community Approach).

** Information available from only four states at time of printing.

• **Clubs registering directly with AUSSIE SPORT**

Registered clubs

<table>
<thead>
<tr>
<th>Year</th>
<th>Registered clubs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991</td>
<td>4,000</td>
</tr>
<tr>
<td>1994</td>
<td>4,500</td>
</tr>
</tbody>
</table>

• **AUSSIE SPORT coaching and other courses conducted**

<table>
<thead>
<tr>
<th>Year</th>
<th>Coaching courses</th>
<th>Course participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1991-92</td>
<td>714</td>
<td>11,705</td>
</tr>
<tr>
<td>1993</td>
<td>543</td>
<td>7,396</td>
</tr>
<tr>
<td>Year</td>
<td>Awareness Meetings for Sport</td>
<td>Sport In-Services</td>
</tr>
<tr>
<td>--------</td>
<td>-------------------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td>1991-92</td>
<td>37</td>
<td>165</td>
</tr>
<tr>
<td>1993</td>
<td>119</td>
<td>260</td>
</tr>
</tbody>
</table>

Total number of meetings (including awareness, issue based seminars and in-services)

Total number of clubs attending meetings over 800*

* For 1994, there is some data (from four states only) available.

3.4 CONCLUSIONS

It was concluded that:

(i) There are insufficient reliable time series data to enable conclusions to be drawn about the effectiveness of the ASC in increasing Australians' participation in sport and sports-related activities. If funding for the Population Survey Monitor and the development of the ACoRD registration package continue this problem will be redressed over time.

(ii) On the information available, overall participation in sport and sports activities by Australians (which includes players/competitors, coaches, administrators and other officials) appears to have increased.

(iii) There is a clear relationship between funding for the National Coaching Accreditation Scheme and the number of coaches accredited at all levels.

(iv) The number of coaches accredited has clearly increased over time, with the greatest increases occurring under the "Maintain the Momentum" program.

(v) There is an increasing number of Australians involved in coaching.

(vi) The standards of coaching are improving at all levels, from the grass roots level to the elite, these standards being accelerated by the availability of firstly "Next Step" and then "Maintain the Momentum" funding to the ACC and national sporting organisations.

(vii) "Maintain the Momentum" has extended AUSSIE SPORT program developments made possible by "Next Step". ASC funding has, therefore, contributed to a wider range of participation programs being implemented at the community level.
(viii) The participation programs funded directly or indirectly by the ASC have been effective in increasing the level of participation in sport and sports activities by Australians.

(ix) There are increased opportunities for all Australians to participate in the full range of sports activities, and at all levels of expertise.

(x) The advocacy activities of the ASC, undertaken primarily through the AUSSIE SPORT program, have heightened awareness of the need to redress the decline of physical and sport education in schools.