



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Athletics Australia



MAY 2011

INTRODUCTION

The Active After-school Communities (AASC) program has now been running for over six years. During that time the program has liaised with state and national sporting organisations to help local clubs increase their membership base by exposing primary school aged children to their sport.

Two years ago the Australian Sports Commission (ASC) started to prepare specific National Sporting Organisation (NSO) Reports to detail each sport's involvement in the AASC program. These reports combine a statistical analysis as well as a qualitative review of the information, some examples of best practice case studies and any media articles that may have been generated.

The intent of these reports is for NSOs to utilise the information at a national, state and regional level to help develop their sport. I would also encourage NSOs to use the report as a basis for the sport development officers and the AASC's Regional Coordinators to collaborate and plan deliberate strategies for upcoming terms to promote the transition of children, families and new coaches from the AASC program into respective feeder clubs.

Some transition strategies that have proved successful for many sports are as follows:

- Coordinating a 'Come 'n Try Gala Day' at the end of a term.
- Delivering a clinic at selected sites to promote membership to a designated feeder club or participation in a modified junior sport program.
- Coordinating a cluster of schools/Outside School Hours Care Services (OSHCS) to attend the local club and organise a registration or promotional day.
- Coordinating registration days at participating sites.
- Providing promotional material to sites for coaches to distribute to participating children and their families.

Where sports identify specific development objectives within a particular region/state, the AASC program, through its locally based network of regional coordinators, can provide the opportunity to discuss how the program could assist in meeting these outcomes. Some methods to do this include:

- Actively encouraging schools/OSHCS to deliver that sport in a term that precedes the commencement of the sport season, and therefore feed into registration events
- Actively encouraging participation by schools/OSHCS within identified priority areas for growth or expansion of the sport

EXECUTIVE SUMMARY

This 2011 Report is again a combination of quantitative and qualitative information related to specific sports. The report looks at where Athletics has achieved the greatest success in terms of participation rates and/or growth of AASC program participation.

The following information is included in this report:

- A statistical snapshot of Athletics in the AASC program nation-wide, and also by state and region.
- Examples of any targeted partnerships that were developed during 2010.
- A list of organisations and private providers that delivered Athletics programs in 2010.
- Any media articles that were generated in relation to the AASC program and Athletics.

NATIONAL SNAPSHOT — ATHLETICS IN THE AASC PROGRAM

Delivery of Athletics programs

Each semester, schools and OSHCS identify the sports and activities they would like delivered to the children participating within the AASC program. Activities are generally selected in consultation with the children and or teachers involved, to identify what would be the most suitable program to engage traditionally inactive children.

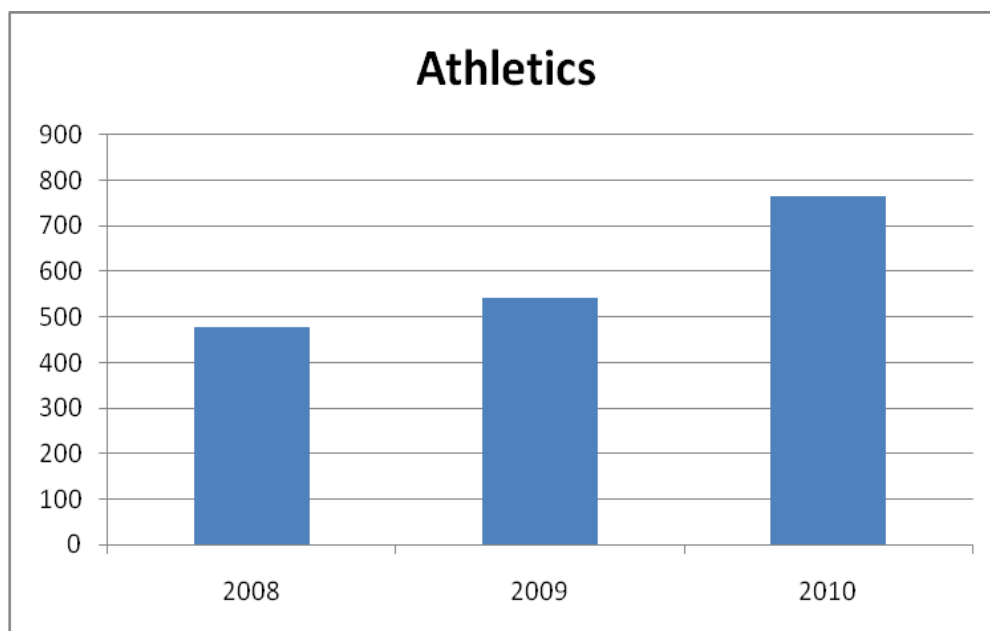


Figure 1: Number of Athletics programs Conducted During 2008–2010

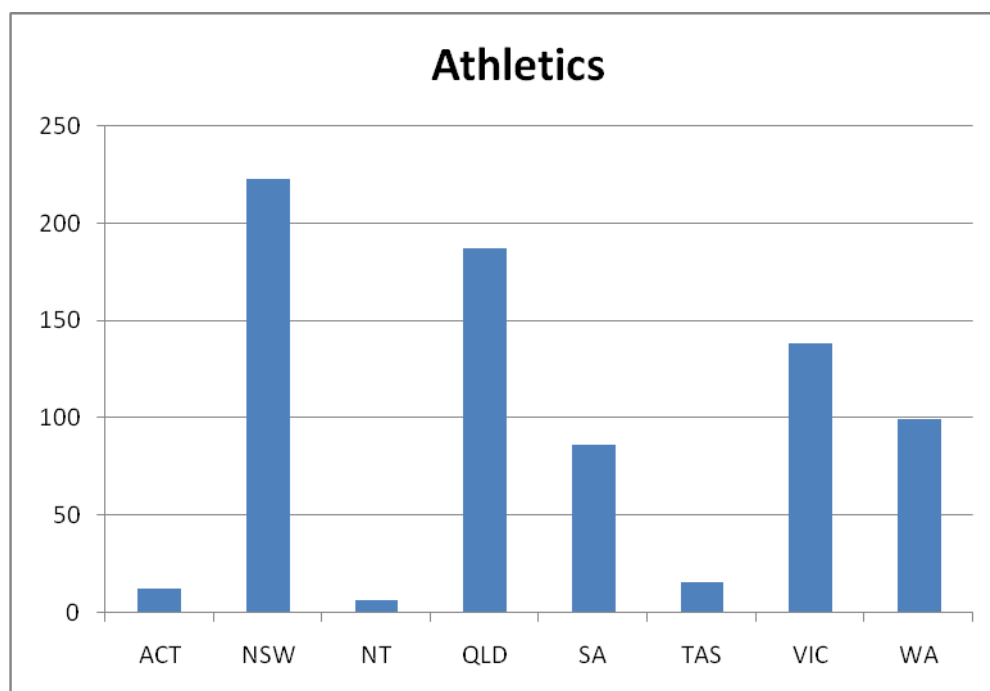


Figure 2: Number of Athletics programs conducted in each State or Territory 2010

NATIONAL SNAPSHOT — (continued) ATHLETICS IN THE AASC PROGRAM

Programs are delivered at AASC sites by community coaches who are registered with the ASC. These may be teachers, OSHCS staff, secondary or tertiary students, local club, personnel, private providers or family members.

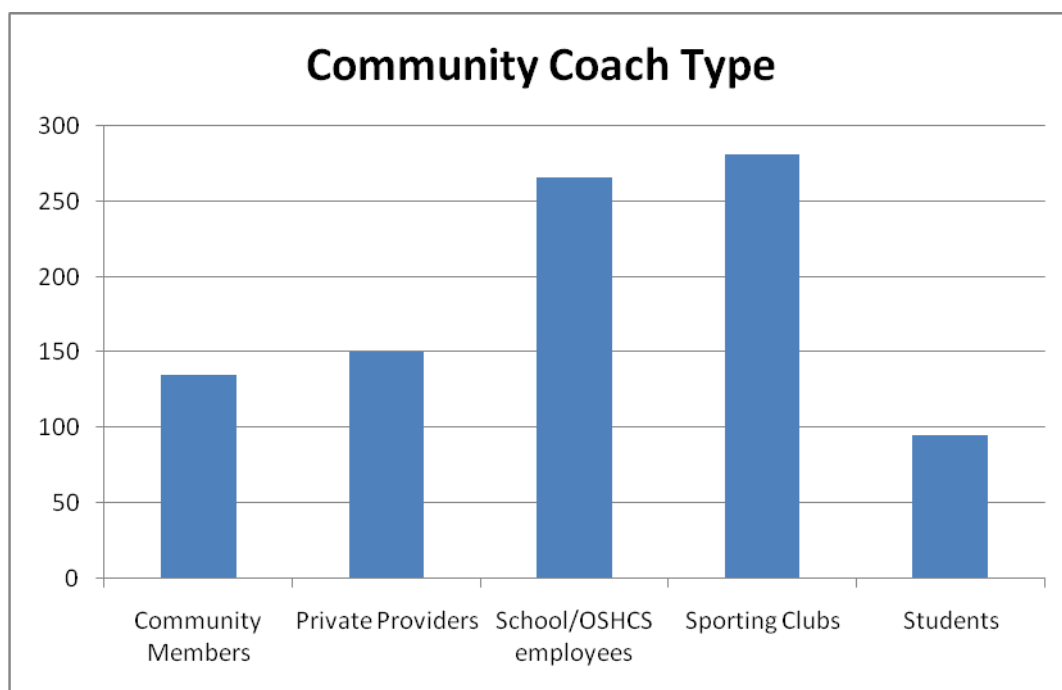


Figure 3: Breakdown of types of Community Coaches delivering Athletics in 2010

Internal Delivery options:

In 2010, 29% of community coaches were from schools or OSHCS.

Delivery by sporting representatives:

In 2010 representatives of affiliated clubs or associations delivered 30% of all programs. Appendix A on page 6 shows a list of organisations that delivered in 2010.

Delivery by private providers:

Where affiliated clubs or associations are unable to assist with meeting the demand for delivery, the Regional Coordinator sources private organisations to help extend the reach of the sport. In 2010 private providers delivered third most common group of community coaches delivering athletics. Examples of private providers that have delivered Athletics within the program in 2010 are listed in Appendix B on page 8.

Schools and OSHCS coordinators and staff regularly vary the types of sports that are offered to AASC participants.

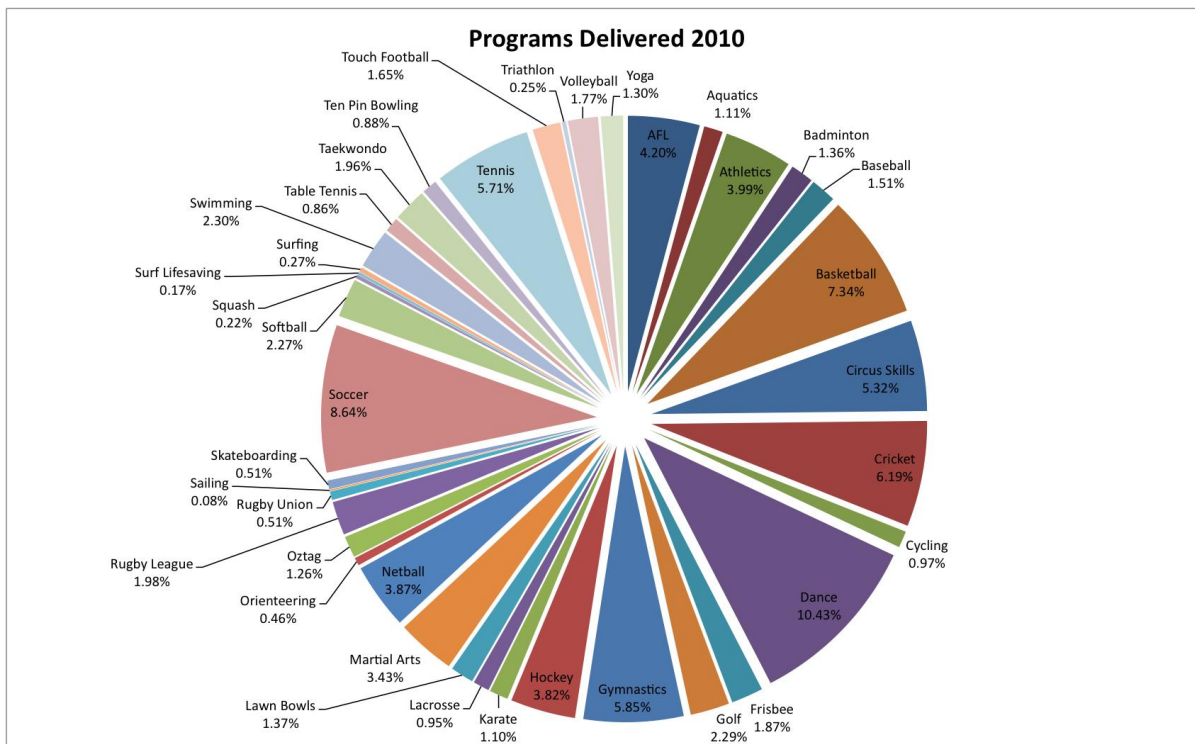


Figure 4 Number of programs by sport in 2010

Figure 4 indicates the sports for which the AASC is providing NSO reports, as well as those sports where the number of programs delivered in 2010 exceeded 200.

AASC ATHLETICS PARTNERSHIP

Partnership between the AASC and Elizabeth Little Athletics Club, South Australia

Athletics coaches Hubertus and Cheryl Janssen from Elizabeth Little Athletics Club were invited to attend a Community Coach Training Program (CCTP) in 2010. Hubertus and Cheryl attended the course to further develop their coaching skills. They were also interested in learning more about how the AASC program could complement their club membership.

After completing the CCTP course, they decided that taking the complete little athletics experience to AASC sites located near the club would create significant interest for the children participating and potentially grow club membership. As a part of the seven-week program, the club provided a range of different equipment to the sites each week. Children had the opportunity to participate in several athletics activities they may not have experienced before (for example high jump, discus and javelin).

At the conclusion of the program, all children who participated received a detailed brochure to take home to their parents. Eighteen children made the transition from the AASC program to the club due to the quality of program delivery and the clearly defined participation pathway.

APPENDIX A — DELIVERING ATHLETICS ORGANISATIONS IN 2010

Coaches Organisation	Region
Wyong Athletics-Coast Cross Country	NSW - Central Coast 1
Wyong Athletics-Coast Cross Country	NSW - Central Coast 2
Westlakes Athletics	NSW - Lake Macquarie
Moulamein Little Athletics Centre	NSW - Riverina 4
Cronulla - Sutherland District Rugby League Football	NSW - Sutherland Shire/Georges River
Louth Public School P & C	NSW - Western 4
YMCA - Alice Springs	NT - Central 1
Aspley Little Athletics Centre Inc	QLD - Brisbane North East
Redcliffe Little A's	QLD - Brisbane North East
Victoria Point Sharks Sporting Club	QLD - Brisbane South East
Bargara District Branch Little Athletics Centre In	QLD - Bundaberg
Sarina and District Amateur Athletics Club	QLD - Mackay
Athletics North Queensland	QLD - North QLD Regional Manager
Goodna Little Athletics	QLD - Outer Brisbane West
Inala PCYC	QLD - Outer Brisbane West
South Burnett Little Athletics	QLD - South Burnett
South Burnett PCYC	QLD - South Burnett
Tara & District Branch Little Athletics INC	QLD - South West
Noosa Little Athletics	QLD - Sunshine Coast South
Toowoomba South Little Athletics Inc	QLD - Toowoomba & Darling Downs (West)
Athletics North Queensland	QLD - Townsville / Goldfields
Croydon Shire Council	QLD - Townsville and Gulf
Barossa Valley Little Athletics Club	SA - Barossa
Gawler Little Athletics Centre	SA - Barossa
Waikerie Community Sports Centre Inc	SA - Barossa
Streaky Bay Area School	SA - Eyre Peninsula
Funkyfit Kids At School	SA - Fleurieu and Kangaroo Island
Victor Harbor Fitness	SA - Fleurieu and Kangaroo Island
Adelaide Eagles Little Athletics Centre	SA - Metro Inner North
Adelaide Hills Athletics	SA - Metro Inner North
Southern Districts Little Athletics Club	SA - Metro South
Elizabeth Little Athletics	SA - North Central
SA Flying Disc Association (SAFDA)	SA - Outer South
Athletics Tasmania	TAS - North
Athletics Tasmania	TAS - North West
Athletics Tasmania	TAS - South 3
Peninsula Little Athletics Club	VIC - Barwon 3 - Geelong
Goulburn Ovens TAFE - Shepparton	VIC - Goulburn 1 - Shepparton
Rosanna Little Athletics Club	VIC - Metro Northern 3
Macedon Ranges Shire Council	VIC - Metro Northern 6
Mornington Peninsula Shire Council	VIC - Metro Southern 3
Keilor Little Athletics Centre	VIC - Metro Western 3
Challenger TAFE	WA - Fremantle North

Coaches Organisation	Region
Challenger TAFE	WA - Fremantle Peel
Manjimup Senior High School	WA - Great Southern
Manjimup Senior High School	WA - South West
West Coast TAFE	WA - Swan East
Kingsway Little Athletics Centre	WA - Swan West

APPENDIX B — DELIVERING PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Kelly Sports - ACT	ACT - ACT 1
Kelly Sports - ACT	ACT - Southwest (RM)
Basic Lifestyle, Fitness & Defence	NSW - Bankstown
Muscle Sprouts	NSW - Bankstown
In Motion Health and Fitness	NSW - Camden/Picton
Everyday Health and Fitness	NSW - Campbelltown
Got Game	NSW - Campbelltown
Basic Lifestyle, Fitness & Defence	NSW - Canterbury
Fix Australia	NSW - Central Sydney
Moving Bodies	NSW - Central Sydney
Funskills	NSW - Eastern Suburbs
Fit4Kids Coaching	NSW - Hills district
Got Game	NSW - Inner West Sydney
Shaker Sports	NSW - Inner West Sydney
Basic Lifestyle, Fitness & Defence	NSW - Liverpool
In Motion Health and Fitness	NSW - Liverpool
Good Sport	NSW - North Campbelltown
ABZ Active Body Mind Zone	NSW - North Shore
Active Kids (NSW)	NSW - North Shore
Fit4Kids Coaching	NSW - North Shore
Moving Bodies	NSW - North Shore
Sportspro	NSW - North Shore
Got Game	NSW - North West Sydney
Got Game	NSW - Northern Beaches
Fitkids Australia (VIC)	NSW - Northern Districts
Basic Lifestyle, Fitness & Defence	NSW - Parramatta/Fairfield
Good Sport	NSW - Parramatta/Fairfield
Basic Lifestyle, Fitness & Defence	NSW - Penrith/Blue Mountains
Fit4Kids Coaching	NSW - Penrith/Blue Mountains
Fitschool Australia	NSW - Penrith/Blue Mountains
Good Sport	NSW - St George district
Good Sport	NSW - Sutherland Shire/Georges River
Got Game	NSW - Sutherland Shire/Georges River
Kids Sports NSW Pty Ltd	NSW - Sutherland Shire/Georges River
Acceleration Australia	QLD - Brisbane Inner West
Acceleration Australia	QLD - Brisbane North East
Clancy Coaching PTY Ltd	QLD - Brisbane North East
Clancy Coaching PTY Ltd	QLD - Brisbane North West
Kelly Sports Ivanhoe	QLD - Brisbane South
Wildfire Athletic	QLD - Brisbane South
Kelly Sports - Wynnum	QLD - Brisbane South East
Acceleration Australia	QLD - Gold Coast North
Acceleration Gold Coast	QLD - Gold Coast North

Coaches Organisation	Region
Kelly Sports Sunshine Coast North	QLD - South Burnett
Kelly Sports Sunshine Coast North	QLD - Sunshine Coast North
Kelly Sports Caboolture - Caloundra	QLD - Sunshine Coast South
Little Miss Fit	QLD - Toowoomba & Darling Downs (East)
Little Athletes Funtime Sports (LAFS)	SA - Metro Inner North
m.o.v.e.i.t Fitness Programs	SA - North Central
m.o.v.e.i.t Fitness Programs	SA - Outer South
TPT Fitness	VIC - Barwon 4 - Geelong (RM)
Andrew Peavey tennis Coaching	VIC - Gippsland 1 - Morwell
Glen Kirstine Sports	VIC - Gippsland 1 - Morwell
Bodyrock Health and Fitness	VIC - Goulburn 1 - Shepparton
Kelly Sports, Shepparton	VIC - Goulburn 1 - Shepparton
Proactivity	VIC - Goulburn 3 - Euroa
Proactivity	VIC - Metro Eastern 2
Active Kids Sports Coaching	VIC - Metro Eastern 3
Proactivity	VIC - Metro Eastern 3
Fitkids Australia (VIC)	VIC - Metro Eastern 5
Sport Development Services	VIC - Metro Eastern 5
Sport Development Services	VIC - Metro Eastern 6
Fitnessworx	VIC - Metro Northern 2
Kelly Sports Ivanhoe	VIC - Metro Northern 2
Fitkids Australia (VIC)	VIC - Metro Northern 3
Fitnessworx	VIC - Metro Northern 3
Kelly Sports Plenty Valley	VIC - Metro Northern 3
Kelly Sports Berwick	VIC - Metro Northern 5
Kelly Sports Caroline Springs	VIC - Metro Northern 5
Kelly Sports Ivanhoe	VIC - Metro Northern 5
Kelly Sports Pty Ltd.	VIC - Metro Northern 5
Fitnessworx	VIC - Metro Northern 6
Kelly Sports Caroline Springs	VIC - Metro Northern 6
Kelly Sports - Dingley	VIC - Metro Southern 4
Fitness Fever	VIC - Metro Southern 5
Playsports Australia	VIC - Metro Southern 5
Proactivity	VIC - Metro Southern 6
BM Sports Clinic	VIC - Metro Western 1
Fitnessworx	VIC - Metro Western 1
Fitkids Australia (VIC)	VIC - Metro Western 2
Kelly Sports Essendon	VIC - Metro Western 2
BM Sports Clinic	VIC - Metro Western 3
Fitkids Australia (VIC)	VIC - Metro Western 3
Fitnessworx	VIC - Metro Western 3
Kelly Sports Caroline Springs	VIC - Metro Western 3
Play 4 Life	WA - Fremantle North
Play 4 Life	WA - Swan East



Inner West Courier
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Little athletes shift a gear with play manual

Alex Cauchi

ATHLETICS

GETTING children away from computer screens and onto the sports field is the motivation behind the launch of a new athletics manual by Federal Sports Minister Senator Mark Arbib at Haberfield recently.

Mr Arbib joined 60 students from St Joan of Arc Primary School as they were put through their paces at Algje Park by Australian athletes Mel Breen, Lauren Bowden, Tristan Thomas and Robbie Crowther.

The Athletics Play manual consists of an eight week game-based activity program that teaches kids the basics of athletics.

"At the school I went to, athletics was very boring. It was mostly waiting in a queue rather than non-stop activity like we've seen here today," Mr Arbib said.

"One of the things the Federal Government is committed to is to get the kids away from the computer screen and the television and on to the sports field."

The manual will be rolled out to schools involved in the Active After-school Communities program but Mr Arbib admitted

that the manual could also help to unearth our next big sports hero.

"It's a big investment in our future. All our sporting champions started in school sports," he said.

Mr Arbib said Haberfield was a good location to launch the manual because of the Inner West's strong sporting pedigree.

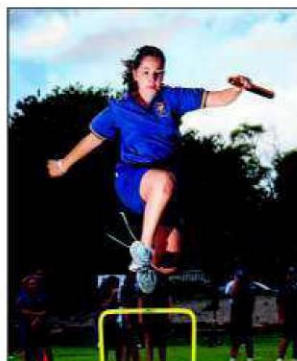
"This resource is all about connecting local athletic organisations with schools," he said.

"Organisations such as Little Athletics Australia provide fantastic opportunities for children to be engaged in sport and other physical activities."



Federal Sports Minister Mark Arbib with school students for the launch of a new athletics program at Algje Park.

Pictures: PHIL BLATCH



Ready set go! Athletics races through the region

Kids at Eumungerie PS, Buninyong PS, Geurie PS, Dubbo West PS, Enngonia PS, Tooraweenah PS and Pilliga PS have been racing through their AASC sessions in preparation for their upcoming school athletics carnivals. The kids have been practising all disciplines from field events such as shot put and discus to long jump, high jump and running races as well as other Olympic events such as javelin, hurdles and walking. The principal at Eumungerie PS, Heather Thompson, said she was committed to again doing athletics in the AASC program after successful sessions last year. 'The children went on to participate happily in the school athletics carnival, with one of our AASC athletics participants Emma Haraki going on to compete at State level in shot put.'



Eumungerie PS children off and racing during a AASC athletics session.

Parents making great community coaches!

New community coaches Fiona, Kim and Rebecca have just commenced on the coaching pathway through their involvement with Noosa Little Athletics Club. They are all parents involved with the Little A's who want to learn new skills and deliver in the AASC program. Like Val Hooper, also pictured, they are hoping this is the first step on the pathway to more involvement in coaching. Val and two other coaches from the club began their coaching careers with the AASC program. They have gone on to complete their Athletics level 1 qualification and are currently completing their Level 2 qualification. Between them they have now ran 60 AASC seven week programs.

A CCTP course was run at the athletics/cricket oval in the cricket club house and 12 members of the local community attended, including local school teachers, coaches from Noosa Yacht and Rowing Club and Little Athletics club members.



New community coaches for Noosa Little Athletics club.

Term 3 Play For Life...Join a Sporting Club Toowoomba

Toowoomba South Little Athletics hosted Concordia Primary School at their club recently as part of the Term 3 *Play for Life...Join a Sporting Club* campaign.

As part of their Term 3 AASC program, Concordia Primary School engaged in an athletics program with their final session being held under the expert eye of Toowoomba South Little Athletics coaches.

Thirty five children ranging from prep to grade 6 gained expert coaching in shot put, sprinting, long jump, triple jump and hurdles as well as enjoying some food after all their hard training.

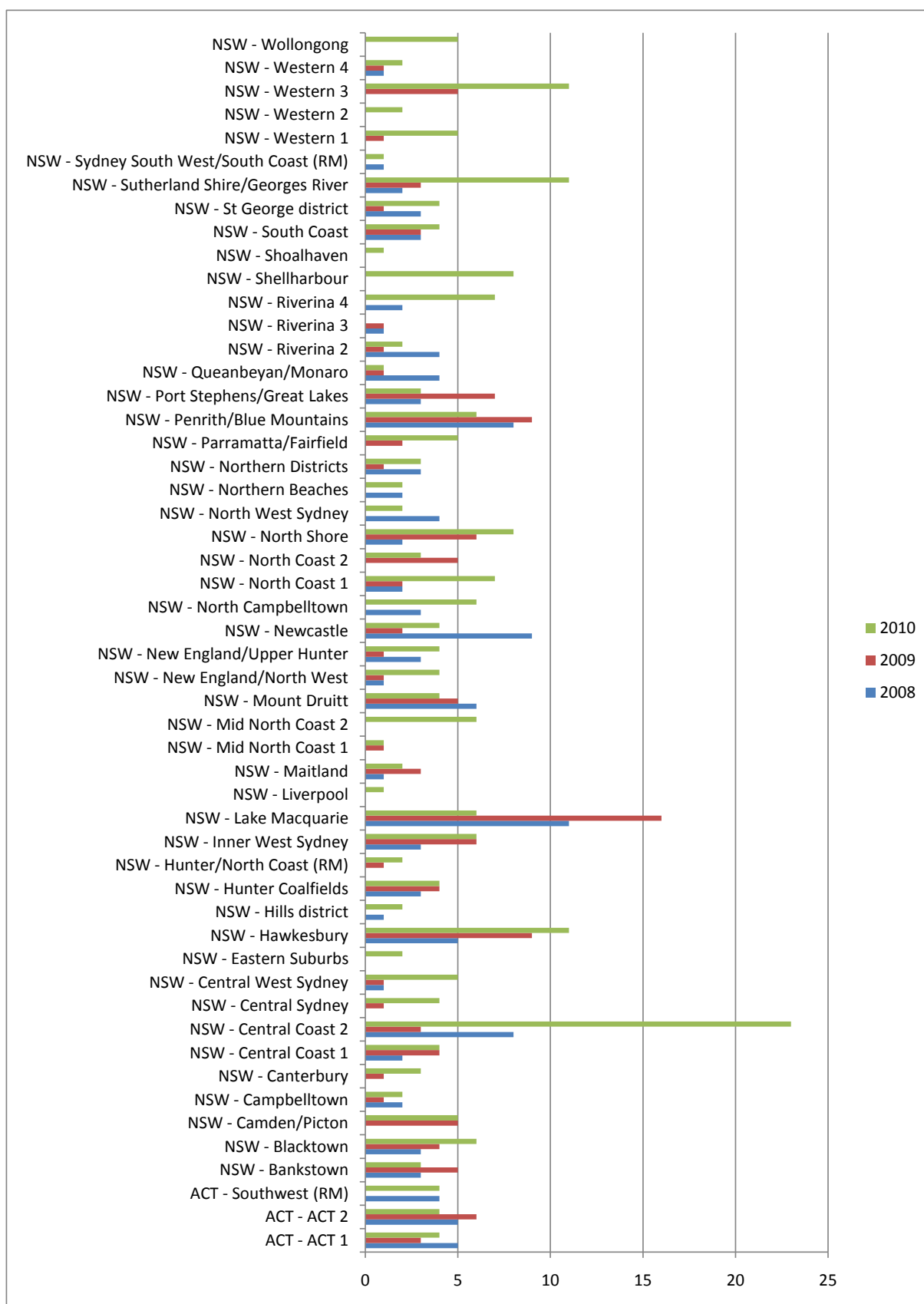
Information was also given out on when training is held and how the kids can join the club.



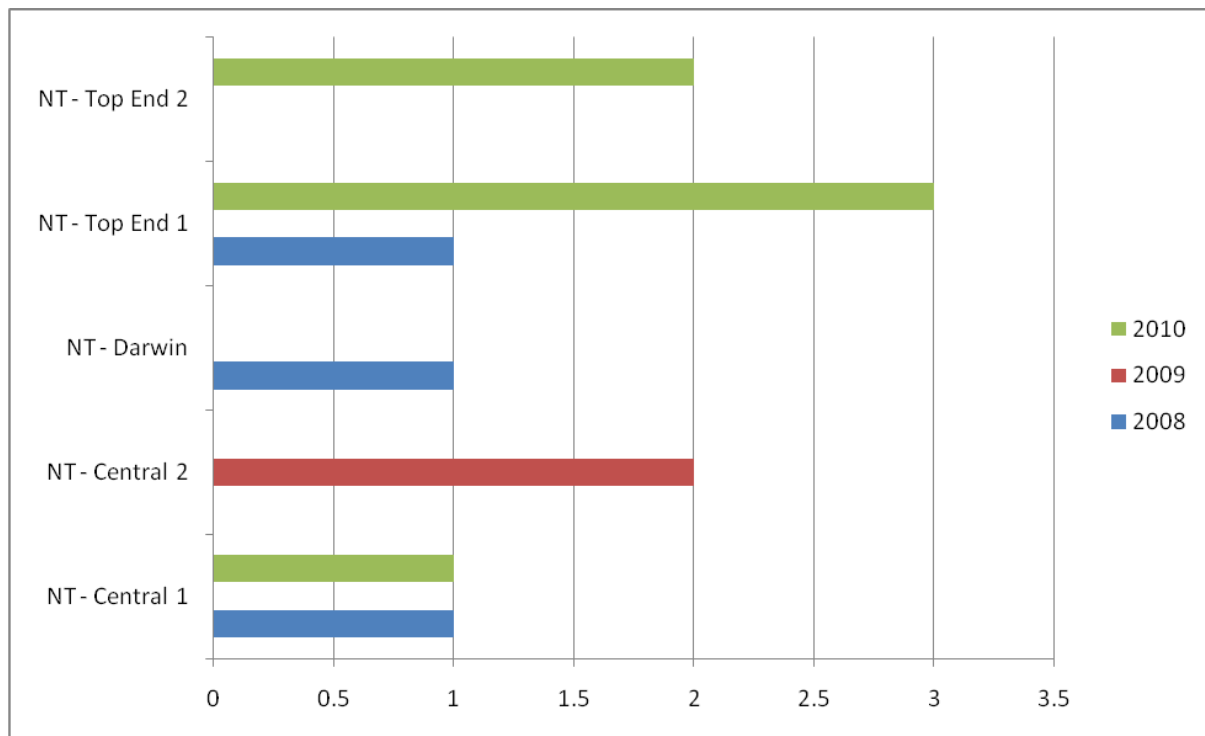
Off and racing at the Toowoomba South Little Athletics with students from Concordia Primary School

APPENDIX D- REGIONAL BREAKDOWN ON ATHELETICS PROGRAMS FROM 2008 –2010

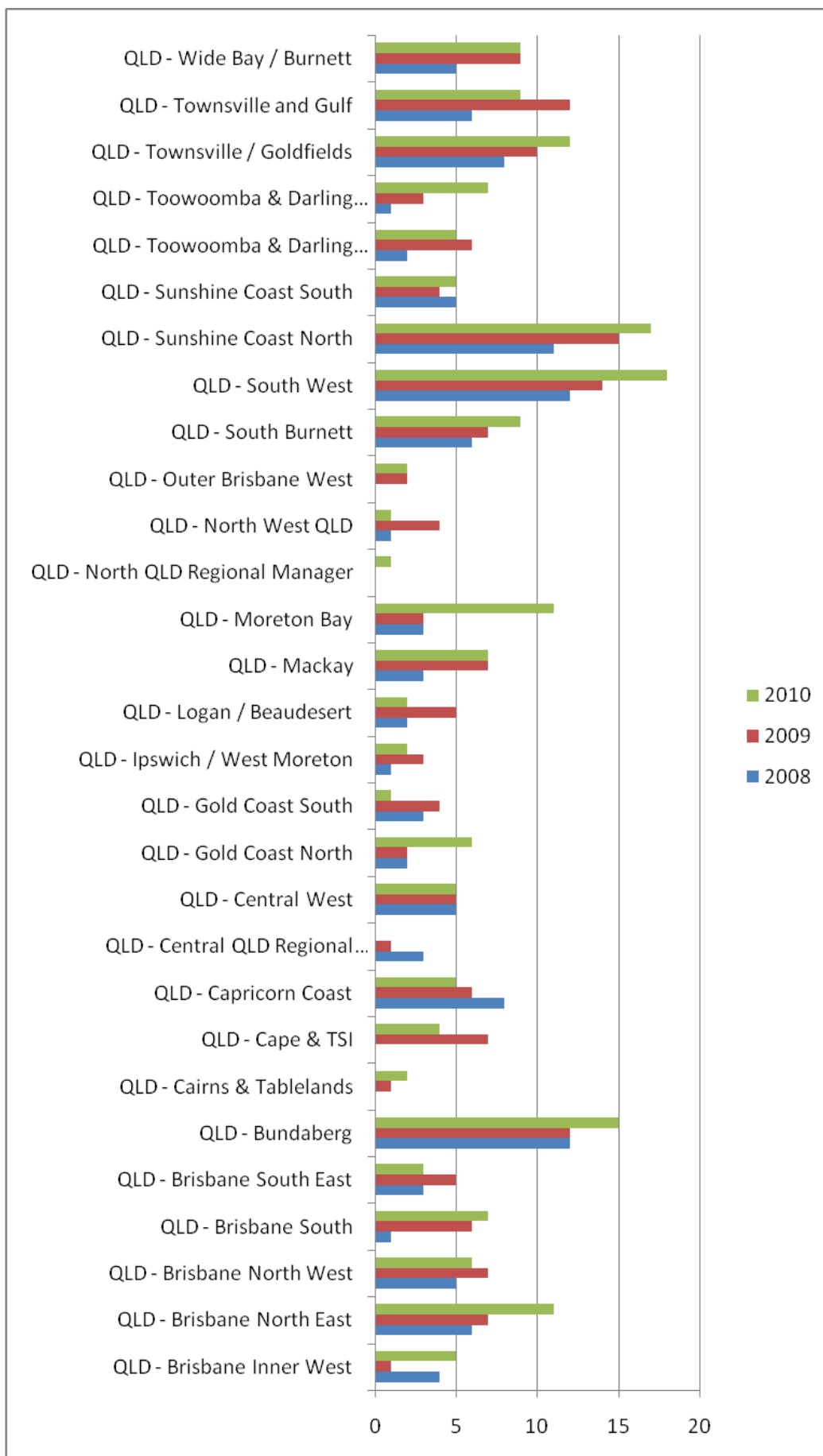
Australian Capital Territory and New South Wales



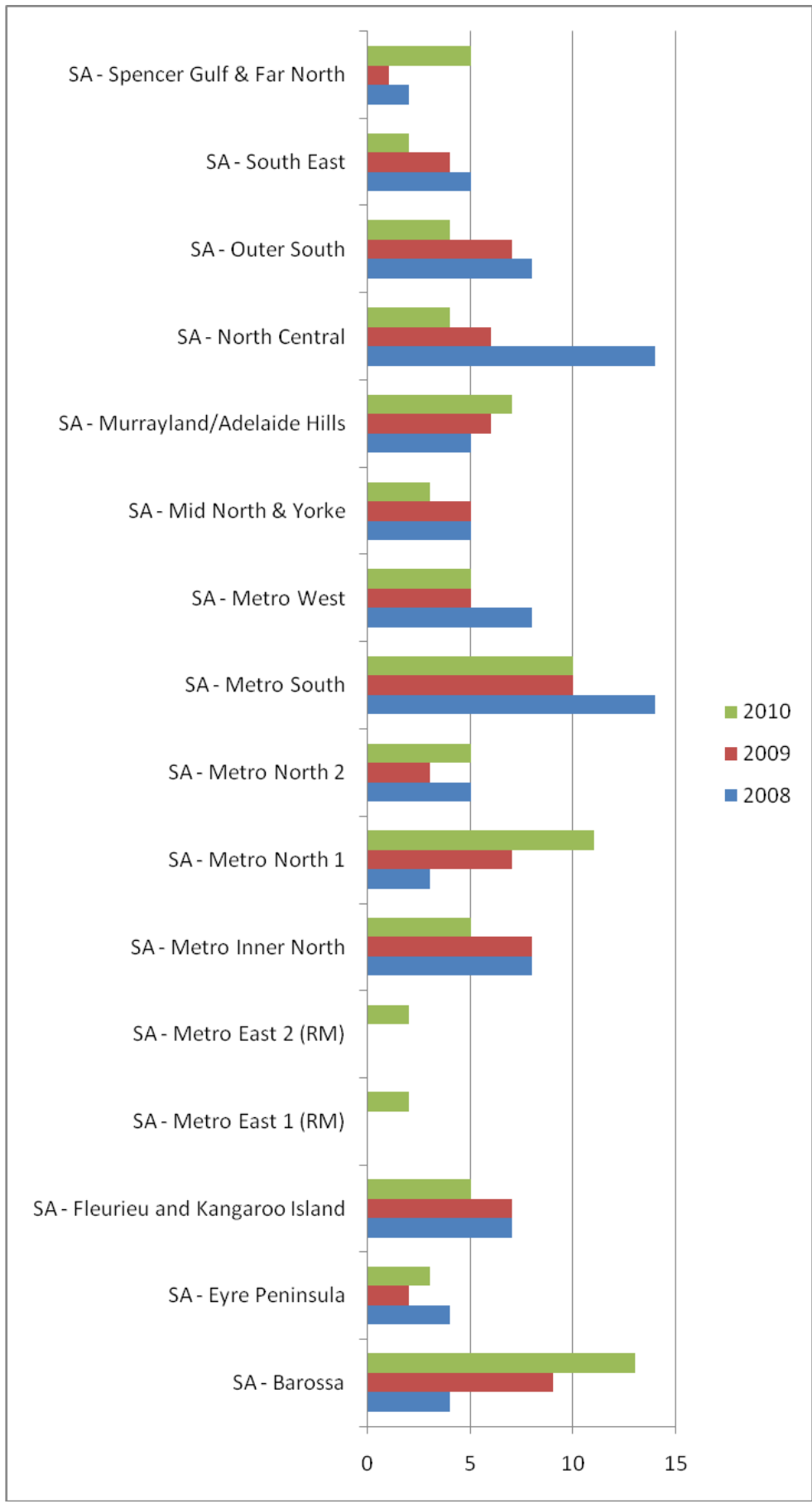
Northern Territory



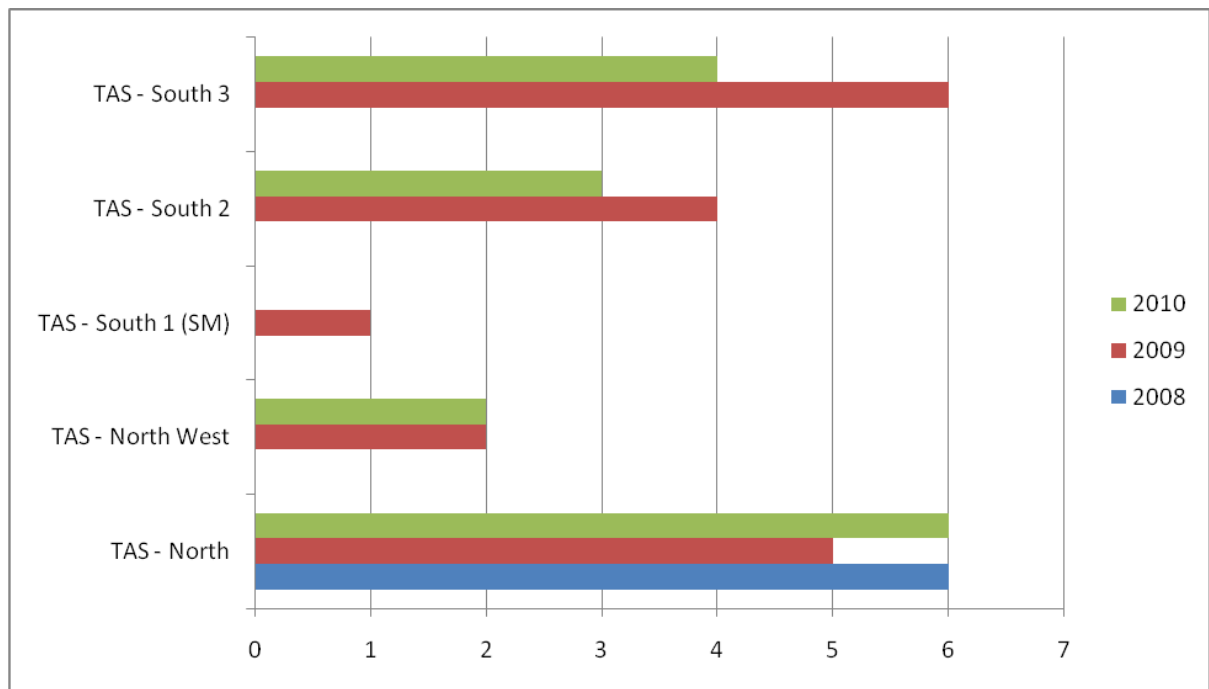
Queensland



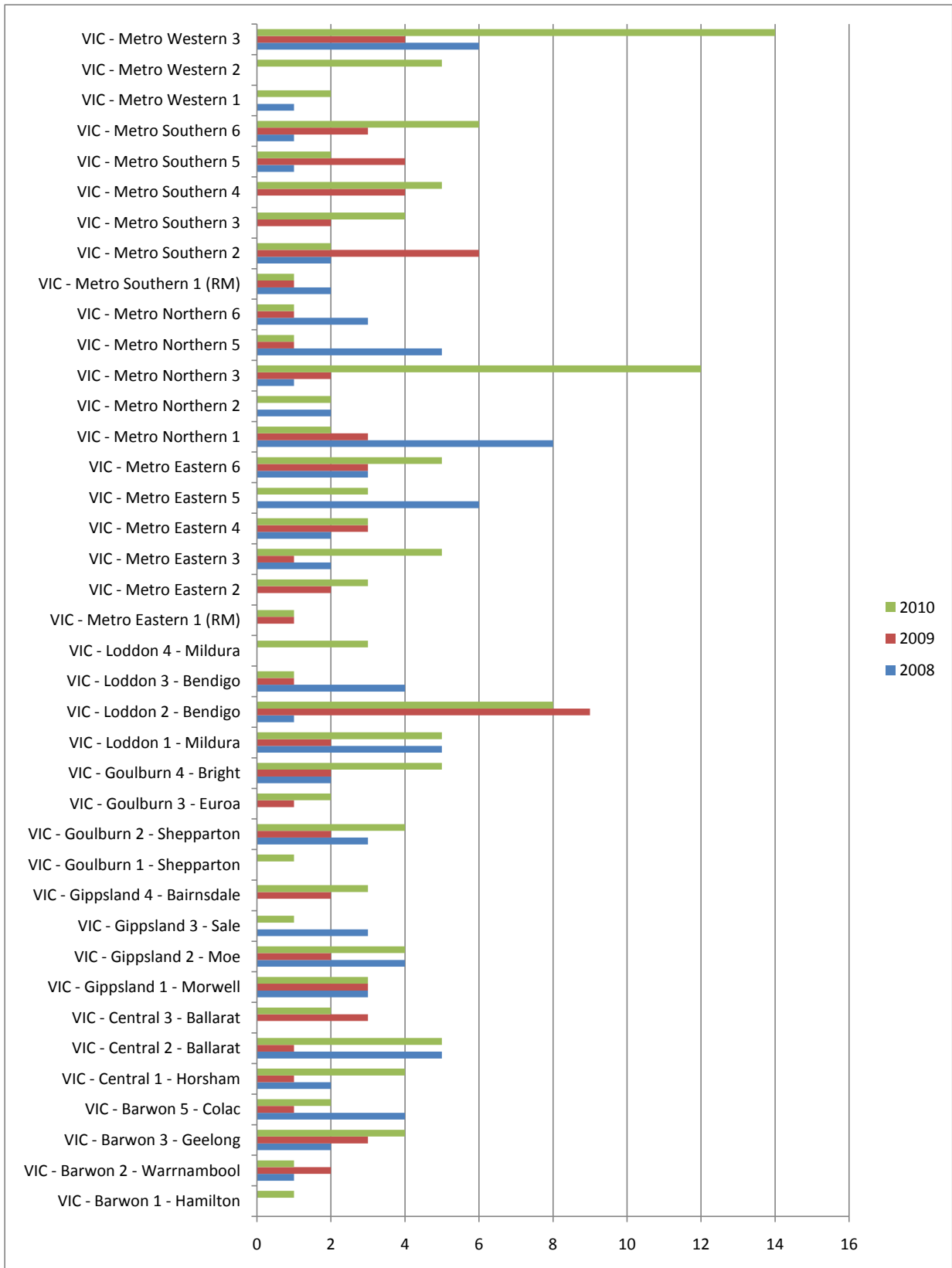
South Australia



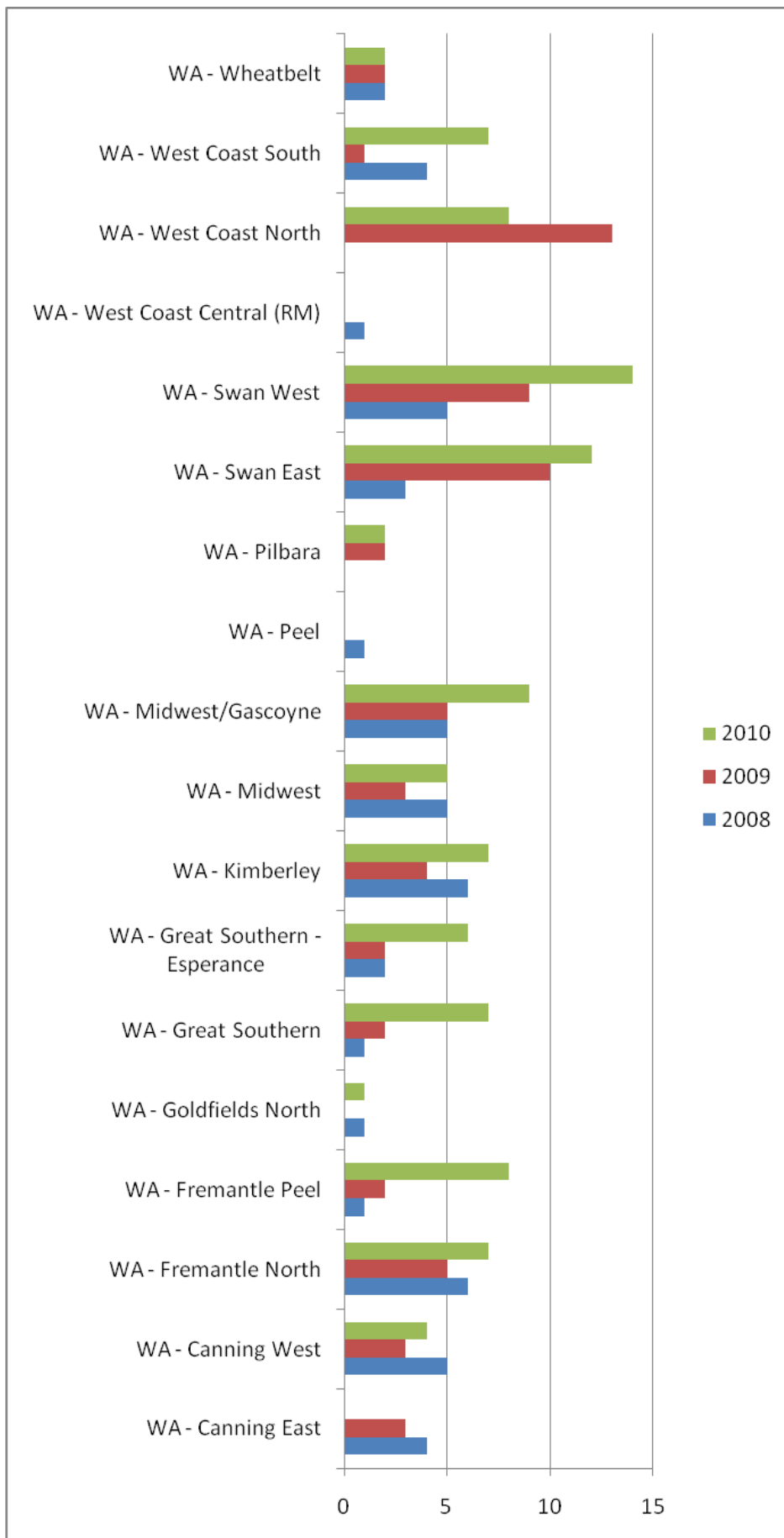
Tasmania



Victoria



Western Australia



SUMMARY

I hope you have found this report informative and interesting. We value your participation in the AASC program and would like to further develop our association to help you develop your sport. We encourage you to continue to consider the AASC program as an ideal opportunity to create an awareness of and engagement in your sport, and to promote participation and/or membership in specific regions.

We welcome you to contact the AASC National Office (through my contact details below) to learn further information about the program, to discuss opportunities for ongoing collaboration, or to find local contacts within our national Regional Coordinator network.

Kind Regards,

A handwritten signature in black ink, appearing to read 'Kitty Chiller', written in a cursive style.

Kitty Chiller

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