



CRICKET

National Participation Report 2012 - 2013

INTRODUCTION

The Active After-school Communities (AASC) program is continuing to provide sporting opportunities for primary school children across Australia. During the 2013 Financial Year, the AASC program invested approximately \$20m into grassroots sport with an estimated \$650,000 of that being allocated to cricket programs. For the same reporting period, the AASC delivered over 28,000 programs and engaged approximately 760,000 participants.

With the importance of participation being pushed further up the sporting agenda, the AASC program is working closely with sporting organisations to identify opportunities that will attract children to sport and provide a platform for their ongoing participation in sport.

This report provides an overview of the key data that demonstrates the AASC's contribution to cricket in Australia pertaining to the period July 2012 to June 2013. Although not as detailed as previous publications, this report outlines summary headline data which reflects the AASC's continued ability to signpost children to cricket and provide support for the sport's grassroots participation objectives.

PERFORMANCE DATA

The data provided below depicts the overarching, national cricket performance data and offers a comparison against the previous reporting period. Three performance areas have been selected:

1. Number of programs – a breakdown of the total number of AASC cricket programs conducted in Australia;
2. Number of participants – a breakdown of the total number of participants who took part in AASC cricket programs;
3. Number of coaches – a breakdown of the total number of coaches who delivered AASC cricket programs, identified by coach category.

Programs

The table below shows the number of AASC cricket programs conducted within each state or territory for the current reporting period.

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	529	469	-11%
VIC	338	418	+24%
QLD	227	237	+4%
SA	118	106	-10%
WA	129	199	+54%
TAS	39	58	+49%
NT	37	29	-22%
ACT	23	23	0%
TOTAL	1,440	1,539	+7%

(All data is correct at the time of grant application)

The total number reflects a 7% growth on the previous reporting period. In percentage terms, this was a relatively flat performance but a good level of growth can be observed in WA and TAS. A contributing factor to performance in TAS can be attributed to a trialled alignment with the in2Cricket program – as this alignment is explored further nationally, the potential impact to program numbers would appear positive.

Participants

The table below shows the number of children participating in an AASC cricket program within each state or territory for the current reporting period.

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	15437	12747	-17%
VIC	8674	10060	+16%
QLD	6996	7053	+1%
SA	2938	2355	-20%
WA	3290	5104	+55%
TAS	883	1329	+51%
NT	1202	1263	+5%
ACT	847	744	-12%
TOTAL	40,267	40,655	+1%

The total number reflects a 1% growth on the previous reporting period. Participant results generally mirror the performance of the total program data in depicting a flat, year on year outcome. The results do demonstrate the impact the AASC has on the actual volume of participants with an increase of almost 400 extra children exposed to the sport.

Coaches

The table below provides a breakdown of AASC community coaches who delivered cricket during the current reporting period.

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	296	377	+27%
Community members	310	316	+2%
Internal (e.g. teachers)	283	275	-3%
Private providers	119	89	-25%
Students	108	111	+3%
TOTAL	1116	1168	+5%

The total number reflects a 5% growth on the previous reporting period. Of note is the growth in the number of community coaches delivering cricket who represent sporting clubs. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage cricket coaches to deliver AASC programs as a means to enable greater levels of transition.

SUMMARY

This report is intended to provide a summary of the relationship between the AASC program and cricket in Australia. The data aims to show the value of the AASC program to Cricket Australia, in addition to demonstrating its potential for future participation opportunities.

Whilst it is acknowledged the data does not address key issues such as the number of AASC participants who have continued to play cricket after taking part in the AASC program or the true number of participants who attended each cricket session, it does clearly show an increased appetite for primary school aged children to play cricket. It also reflects the influence of the program to drive the sport at a grass roots level and provide access to a high volume of potential, long-term cricket participants.

The AASC program is currently developing its data capture and reporting capabilities with an aspiration of collating more accurate performance information. The improved data collation will enable enhanced reporting and provide sports organisations a clear reflection of their grass roots growth. It is anticipated this will contribute towards participation objectives and support participation strategies.

The AASC looks forward to engaging with cricket in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.