Active After-school Communities program and Yachting 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 Yachting 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 Yachting 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 Yachting programs in 2010.
- Any media articles that were generated in relation to the AASC program and Yachting.
NATIONAL SNAPSHOT — YACHTING IN THE AASC PROGRAM

Delivery of Yachting 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 the teachers involved to identify what would be the most suitable program to engage traditionally inactive children.

Figure 1: Number of Yachting programs conducted during 2008–2010

Figure 2: Number of Yachting programs conducted in each state or territory in 2010
NATIONAL SNAPSHOT (continued) — YACHTING 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.

![Community Coach Type](image)

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

Internal delivery options

In 2010, 8% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 72% of all programs. Appendix A on page 6 shows a list of the organisations that delivered in 2010.

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

**Partnership between AASC and Brighton and Seacliff Yacht Club, South Australia**

The Brighton and Seacliff Yacht Club (BSYC) contacted the Kidman Park Regional Coordinator to investigate how they could recruit juniors to their summer program through the AASC program. The club delivered AASC sessions in Term 1 and 4 of the school year and all sites visited the club at Seacliff Beach to expose their students to a program involving the basic fundamentals of sailing and water safety. The club ensured six boats were available every session, which allows 18 students and a volunteer per boat to participate each week.

Parents were asked to pick their children up at the club to ensure they were exposed to the sailing programs and facilities. It also gave the club an opportunity to communicate with parents and answer any questions they had.

As a result of this initiative, four children who participated in the Term 4, 2010 program signed up to the BSYC junior learn to sail program. The partnership between participating schools and the club has also been positive as each school has either followed up their AASC sailing program with a second term or the school has attended a sailing and aquatics program during school hours.

**Partnership between Bribie Island Sailing Club and Bribie Island State School, Queensland**

Through meetings with the Bribie Island State School AASC program coordinator, the Brisbane North Regional Coordinator established that the school was interested in offering a sailing program for their students. The Regional Coordinator approached the Bribie Island Sailing Club and found club members who were excited about volunteering in the program. A club-based Community Coach Training Program (CCTP) was delivered to club volunteers to provide them with the skills to run their sailing program for primary school students.

The program was condensed to four two-hour sessions to allow enough time for the boats to be rigged up and packed away at the end of each session. The first lesson was held on land and it allowed students to learn all about the boat and water safety. This session, along with the following three water-based sessions, were delivered according to the Playing for Life philosophy.

Following the sailing program, the children who participated and their parents were invited to join the junior sailing club with an additional club invitation sent to the entire school. This initiative was successful in exposing AASC program children and the school to sailing as a sport and club volunteers were happy to be recognised for giving something back to the community.
**APPENDIX A — DELIVERING YACHTING ORGANISATIONS IN 2010**

<table>
<thead>
<tr>
<th>Coaches Organisation</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gosford Sailing Club</td>
<td>NSW - Central Coast 1</td>
</tr>
<tr>
<td>Belmont 16ft Sailing Club</td>
<td>NSW - Lake Macquarie</td>
</tr>
<tr>
<td>Noosa Yacht and Rowing Club Inc</td>
<td>QLD - Central QLD Regional Manager</td>
</tr>
<tr>
<td>Bribie Island Yacht Club Inc</td>
<td>QLD - Moreton Bay</td>
</tr>
<tr>
<td>Noosa Yacht and Rowing Club Inc</td>
<td>QLD - Sunshine Coast South</td>
</tr>
<tr>
<td>Brighton and Seacliff Yacht Club</td>
<td>SA - Metro North 1</td>
</tr>
<tr>
<td>Brighton and Seacliff Yacht Club</td>
<td>SA - Metro South</td>
</tr>
<tr>
<td>Royal Freshwater Bay Yacht Club</td>
<td>WA - Fremantle North</td>
</tr>
</tbody>
</table>
Sailing high

The Belmont 16ft Sailing Club, south of Newcastle, has received an AASC grant to go towards the upgrade of their new fleet of learn-to-sail boats. Swansea and Marks Point public schools are using the new boats each week when they set sail on Lake Macquarie for their AASC sports sessions, under the watchful eyes of sailing club members.

Sailing club commodore Troy Dobinson receives a congratulatory certificate for receiving the grant from Federal Member for Shortland, Jill Hall MP.
Bribie Island State School

Bribie Island State School are making the most of their Island living by running a sailing program this term. Thanks to Bribie Island Yacht Club Commodore Malcolm Hollywood and his crew of club volunteers, 16 children from Bribie Island State School are learning the ropes and hitting the high seas in the clubs training boats. The Yacht club is interested in getting more children involved in the sport of sailing, and with three Members of the club completing the free Community Coach Training Program, they are keen to continue their involvement in the program in 2011.

Above: Bribie Island State School children sail the Bribie Passage

Swansea PS children ready to set sail on Lake Macquarie for their Term 1 AASC program.
APPENDIX C — REGIONAL BREAKDOWN OF YACHTING PROGRAMS FROM 2008-2010

New South Wales

NSW - Lake Macquarie
NSW - Hunter/North Coast (RM)
NSW - Central Coast 1

South Australia

SA - Metro South
SA - Eyre Peninsula
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,

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