



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Badminton 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 Badminton 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 Badminton 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 Badminton programs in 2010.
- Any media articles that were generated in relation to the AASC program and Badminton

A NATIONAL SNAPSHOT — BADMINTON AUSTRALIA IN THE AASC PROGRAM

Delivery of Badminton 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.

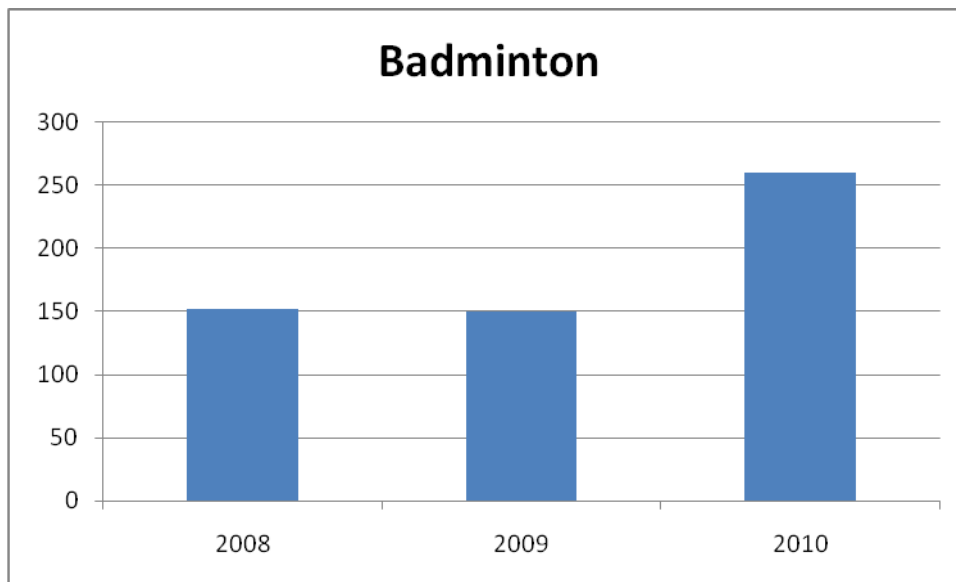


Figure 1: Number of Badminton programs conducted during 2008–2010

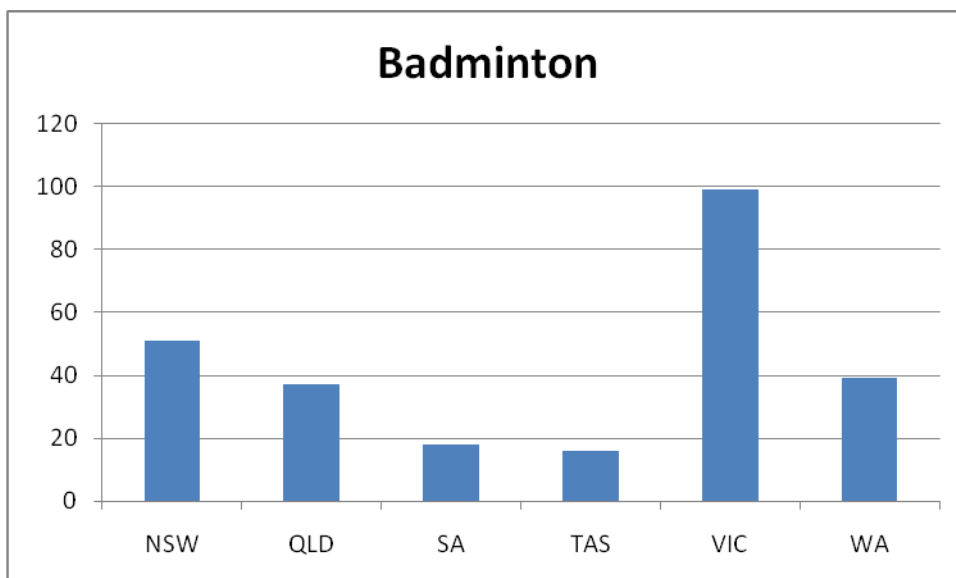


Figure 2: Number of Badminton programs conducted in each State or Territory in 2010

A NATIONAL SNAPSHOT (continued) — BADMINTON AUSTRALIA 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.

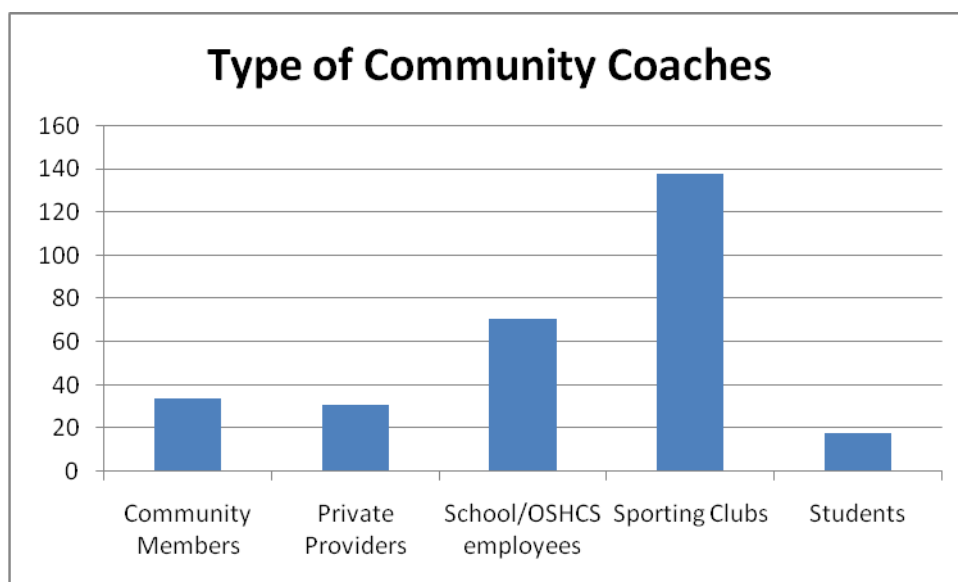


Figure 3: Breakdown of types of Community Coaches delivering Badminton in 2010

Internal Delivery options

In 2010, 24% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 47% of all programs. Appendix A shows a list of the 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 were the third most common group of community coaches delivering Badminton sessions in the AASC program. Examples of private providers that delivered Badminton within the program in 2010 are provided in Appendix B on page 6.

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

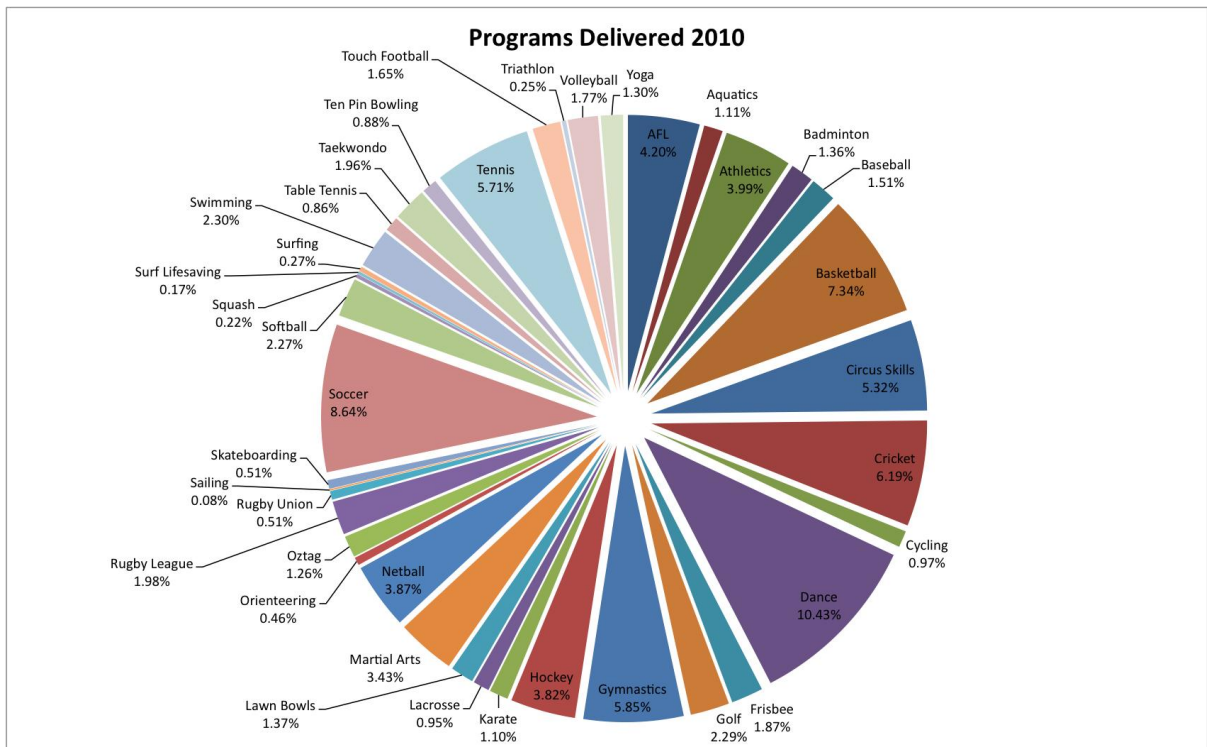


Figure 4 Number of programs by sport in 2010

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.

APPENDIX A — DELIVERING BADMINTON ORGANISATIONS IN 2010

Coaches Organisation	Region
NSW Badminton Association Inc	NSW - Central Coast 1
NSW Badminton Association	NSW - Inner West Sydney
Maitland PCYC	NSW - Maitland
NSW Badminton Association	NSW - North West Sydney
Badminton NSW (Sydney)	NSW - Penrith/Blue Mountains
Deniliquin Sports Park Incorporated	NSW - Riverina 4
Badminton NSW (Sydney)	NSW - St George district
Queensland Badminton Association	QLD - Brisbane South
Deception Bay PCYC OSHC	QLD - Moreton Bay
Queensland Badminton Association	QLD - South QLD Regional Manager
Queensland Badminton Association	QLD - Sunshine Coast North
Croydon Shire Council	QLD - Townsville and Gulf
Port Lincoln Touch Association	SA - Eyre Peninsula
Streaky Bay Area School	SA - Eyre Peninsula
Copper Coast Sport & Leisure Centre	SA - Mid North & Yorke
East Devonport Badminton Club	TAS - North West
Glenora District High School	TAS - South 2
Southern Tasmanian Badminton Association	TAS - South 2
Cygnets Sports Centre	TAS - South 3
Otway Badminton Club	VIC - Barwon 2 - Warrnambool
Warrnambool Badminton Association	VIC - Barwon 2 - Warrnambool
Badminton Geelong	VIC - Barwon 3 - Geelong
Colac Junior Badminton	VIC - Barwon 5 - Colac
Ballarat Badminton Association	VIC - Central 2 - Ballarat
Maffra Secondary College Future Leaders	VIC - Gippsland 3 - Sale
Maffra Secondary College Future Leaders	VIC - Gippsland 4 - Bairnsdale
Sale and Maffra Badminton Assoc	VIC - Gippsland 4 - Bairnsdale
Shepparton Badminton Association	VIC - Goulburn 2 - Shepparton
Mildura and District Badminton Club	VIC - Loddon 1 - Mildura
Red Cliffs Secondary College	VIC - Loddon 1 - Mildura
Badminton Victoria	VIC - Loddon 2 - Bendigo
Mountain District Badminton Association Inc.	VIC - Metro Eastern 3
Badminton Victoria	VIC - Metro Eastern 5
Badminton Victoria	VIC - Metro Northern 2
Badminton Victoria	VIC - Metro Southern 3
Badminton Victoria	VIC - Metro Southern 4
Love Grid Badminton Academy Incorporated	WA - Canning East
Katanning Recreation Centre	WA - Great Southern
Albany PCYC	WA - Great Southern - Esperance
Love Grid Badminton Academy Incorporated	WA - West Coast North
Love Grid Badminton Academy Incorporated	WA - West Coast South

APPENDIX B — DELIVERING BADMINTON PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Good Sport	NSW - Campbelltown
Sports Kickstart	NSW - Hills district
Shaker Sports	NSW - Inner West Sydney
Good Sport	NSW - North Campbelltown
Fit Kids Australia (NSW)	NSW - North West Sydney
Fitness For Kids	SA - Metro North 1
Fitness For Kids	SA - North Central
Getting Active (Miles Investors Pty Ltd Trading As	VIC - Barwon 3 - Geelong
Getting Active (Miles Investors Pty Ltd Trading As	VIC - Barwon 5 - Colac
Proactivity	VIC - Metro Eastern 3
The Melbourne Sports Institute	VIC - Metro Northern 1
The Melbourne Sports Institute	VIC - Metro Northern 3
The Melbourne Sports Institute	VIC - Metro Northern 5
The Melbourne Sports Institute	VIC - Metro Southern 4
BM Sports Clinic	VIC - Metro Western 1
Kelly Sports NorthWest Coastal	WA - West Coast Central (RM)



Kalamunda Reporter
23-Mar-2010
Page: 47
General News
Region: Perth
Circulation: 12523
Type: Suburban
Size: 119.33 sq.cms
Frequency: -T-----

Partnership in fitness program

THE High Wycombe Community and Recreation Centre has partnered with Edney Primary School so children can have some free, structured, physical activity fun.

Through the active after-school communities program, teachers walk the students from the school to the centre each Wednesday afternoon, where recreation centre staff take them through 60 minutes of exercise.

This term the students have been learning badminton.

"They are all very excited about coming to the centre and to try lots of new and exciting activities throughout the year," teacher and program coordinator Kim Tulloch said.

The Federal Government set up the AASC program through the Australian Sports Commission so that thousands of children across the country have a fun, free and safe introduction to more than 70 sports and 20 structured physical activities.



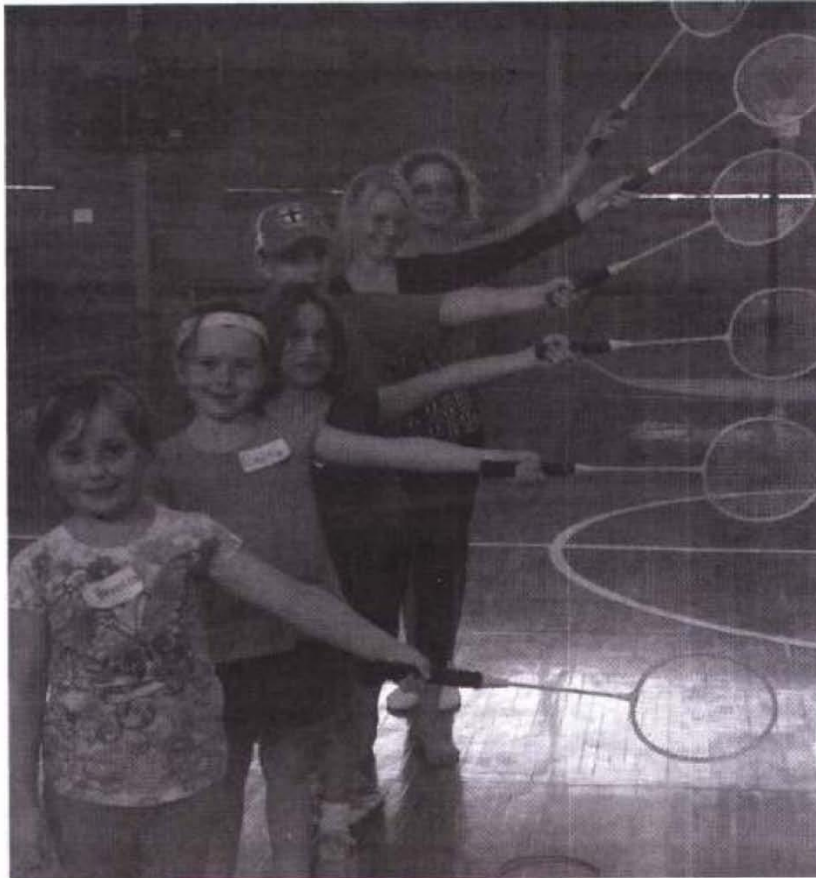
Ayesha Wallace, coach Jeff Brown and Rhys Cushing.

Picture: Marcelo Palacios

d328875



KIDS ACTIVE AFTER SCHOOL



• **BADMINTON:** Warracknabeal Primary aged student (from front) Rebecca Payne, Casey Quick, Georgia Ward, Conner McKenzie, Iana and Toni Woods enjoy fine tuning their badminton skills as part of the Active After School Program.

BADMINTON AT BEXLEY

It's a smash!

NSW Badminton president Carolyn Toh has been sharing her expertise with the children at Bexley Public School for the past couple of terms.

School principal John Daniels said the children loved playing badminton in their AASC sports sessions. They have all improved since the start with four students presented an award from NSW Badminton for 'most improved'.

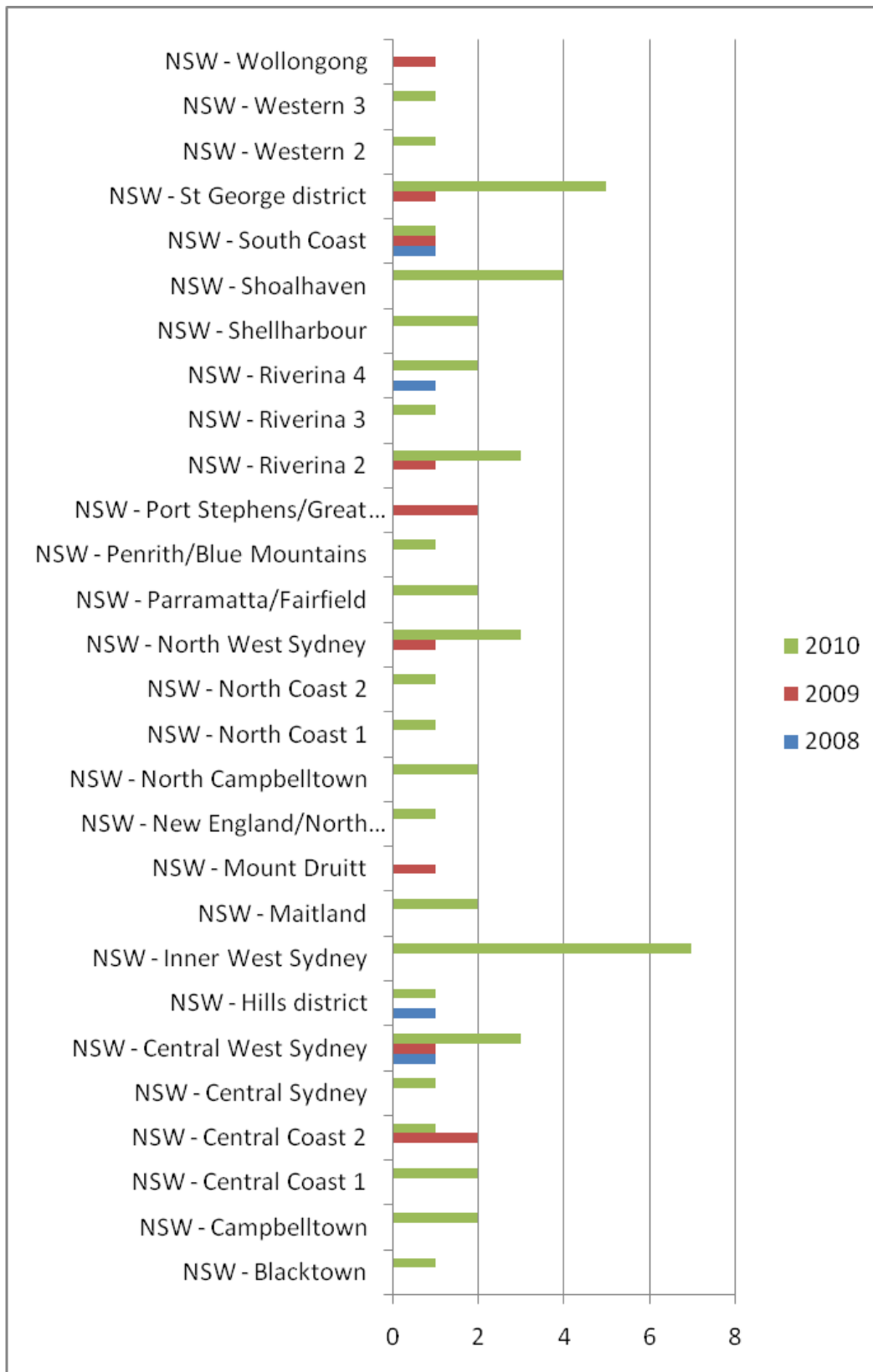
NSW Badminton has a number of coaches trained to deliver AASC sessions – perhaps it's a new sport your site could consider having next term?



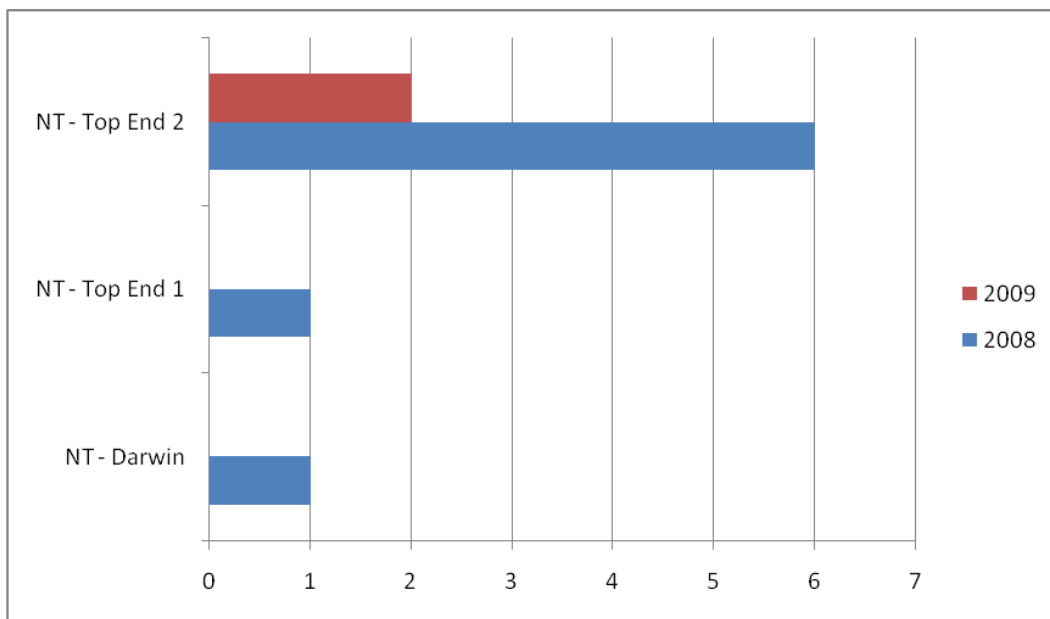
Most improved award winners from Bexley Public School.

APPENDIX D — REGIONAL BREAKDOWN OF BADMINTON PROGRAMS FROM 2008-2010

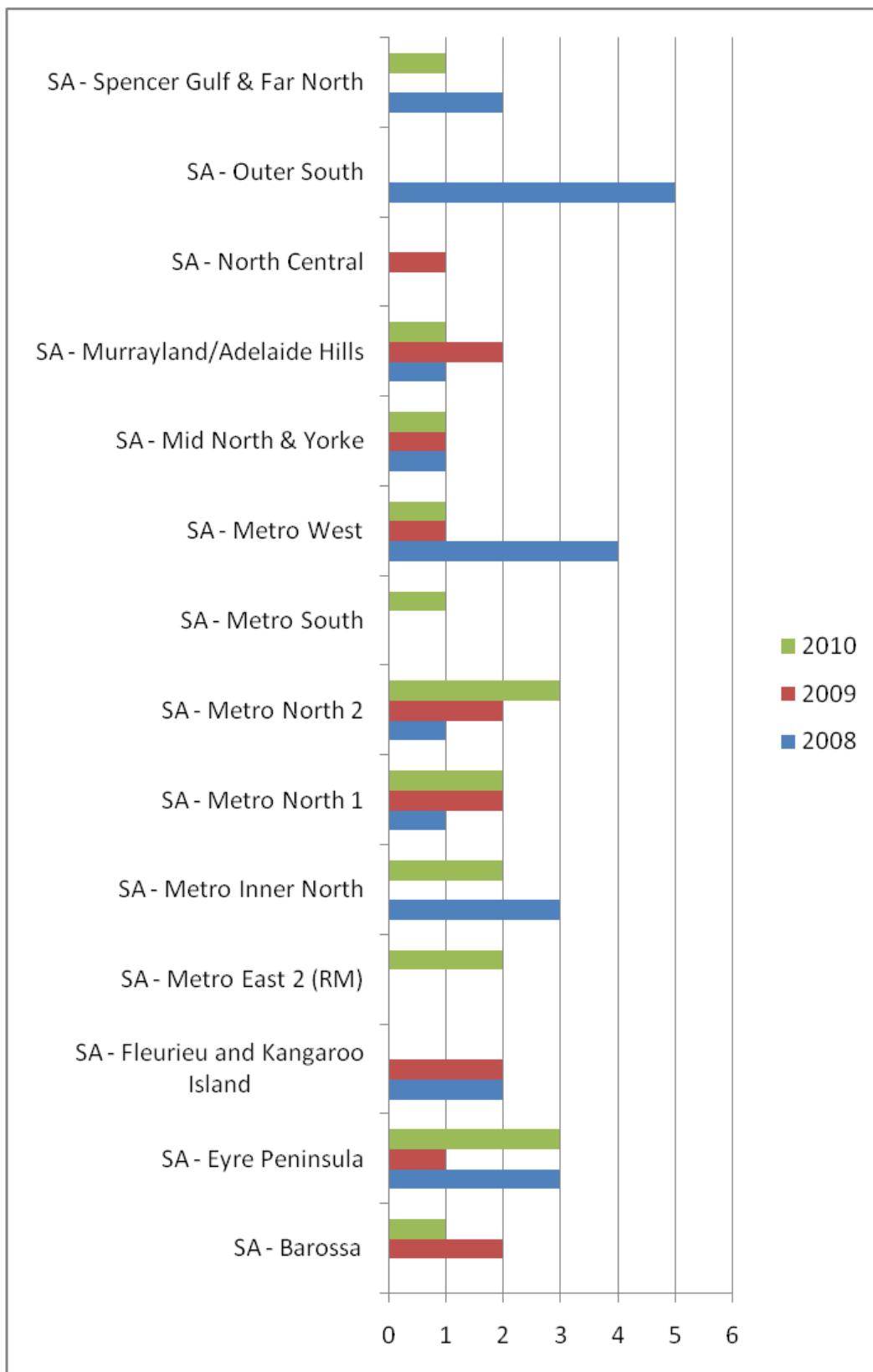
New South Wales



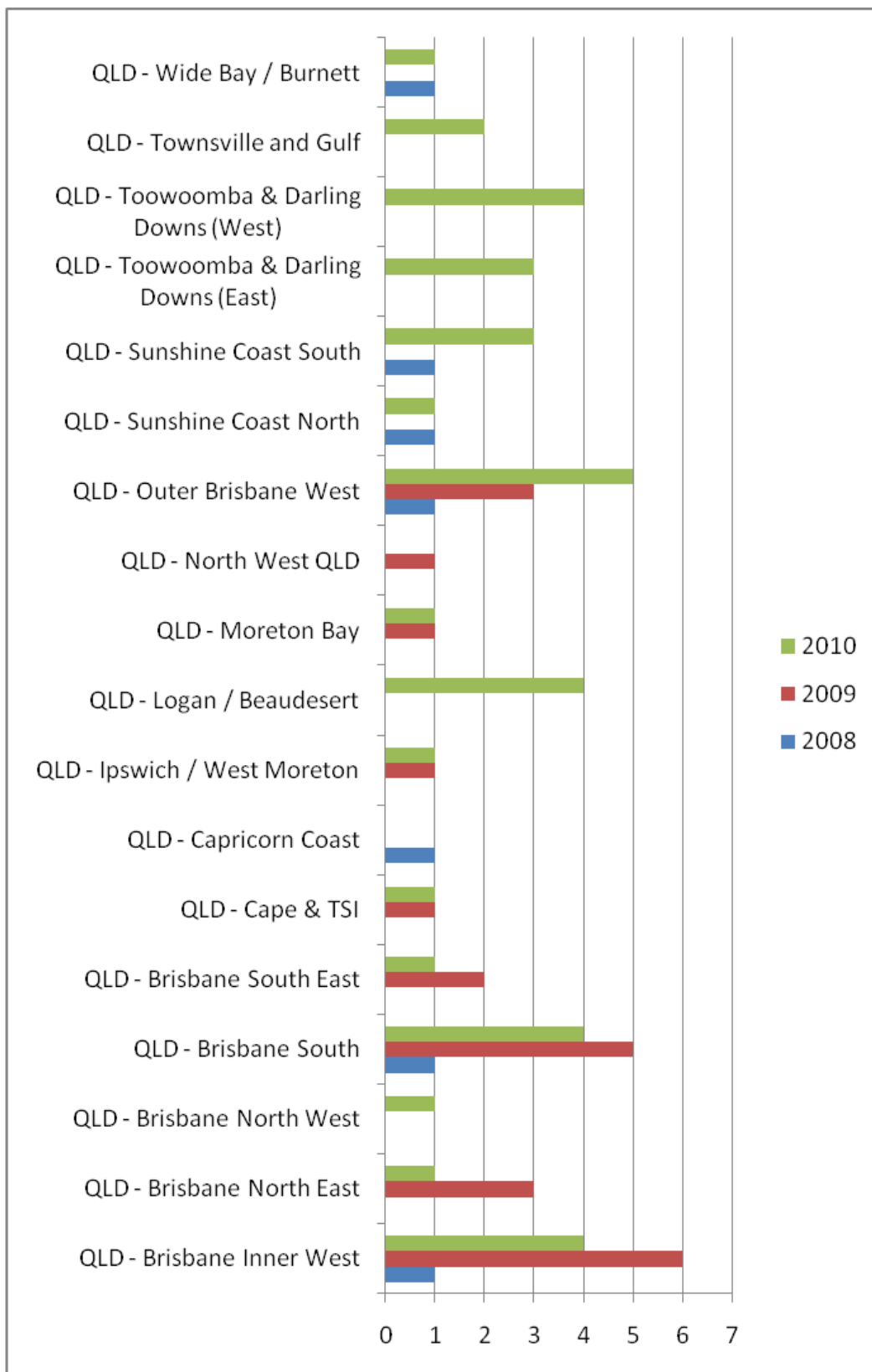
Northern Territory



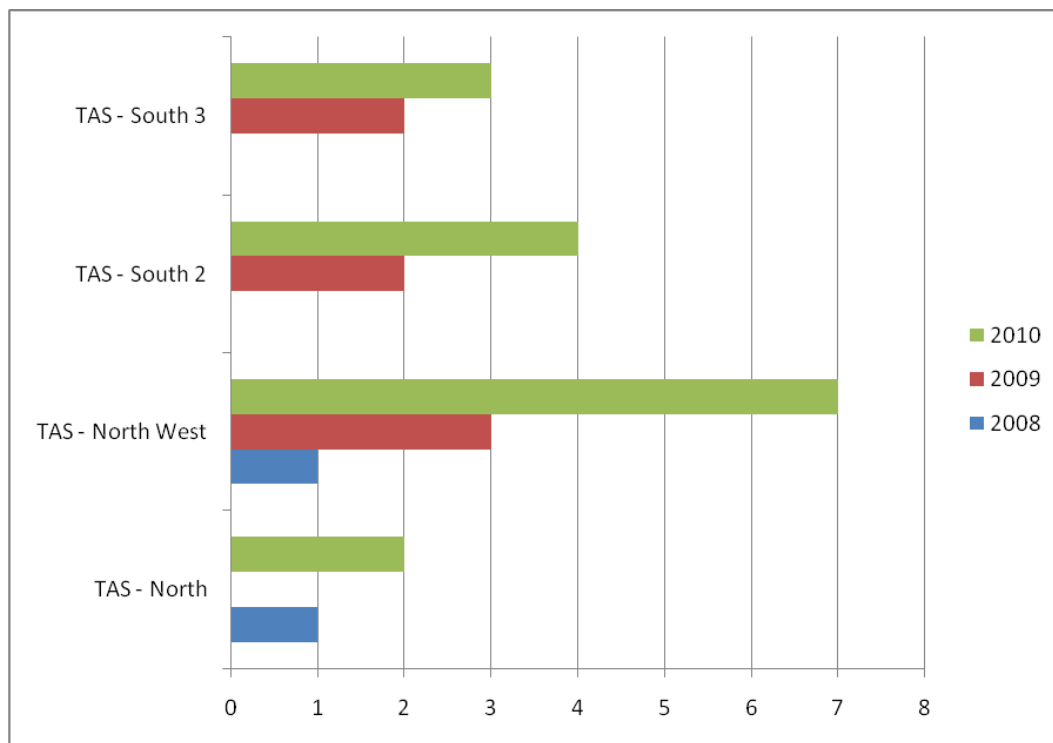
South Australia



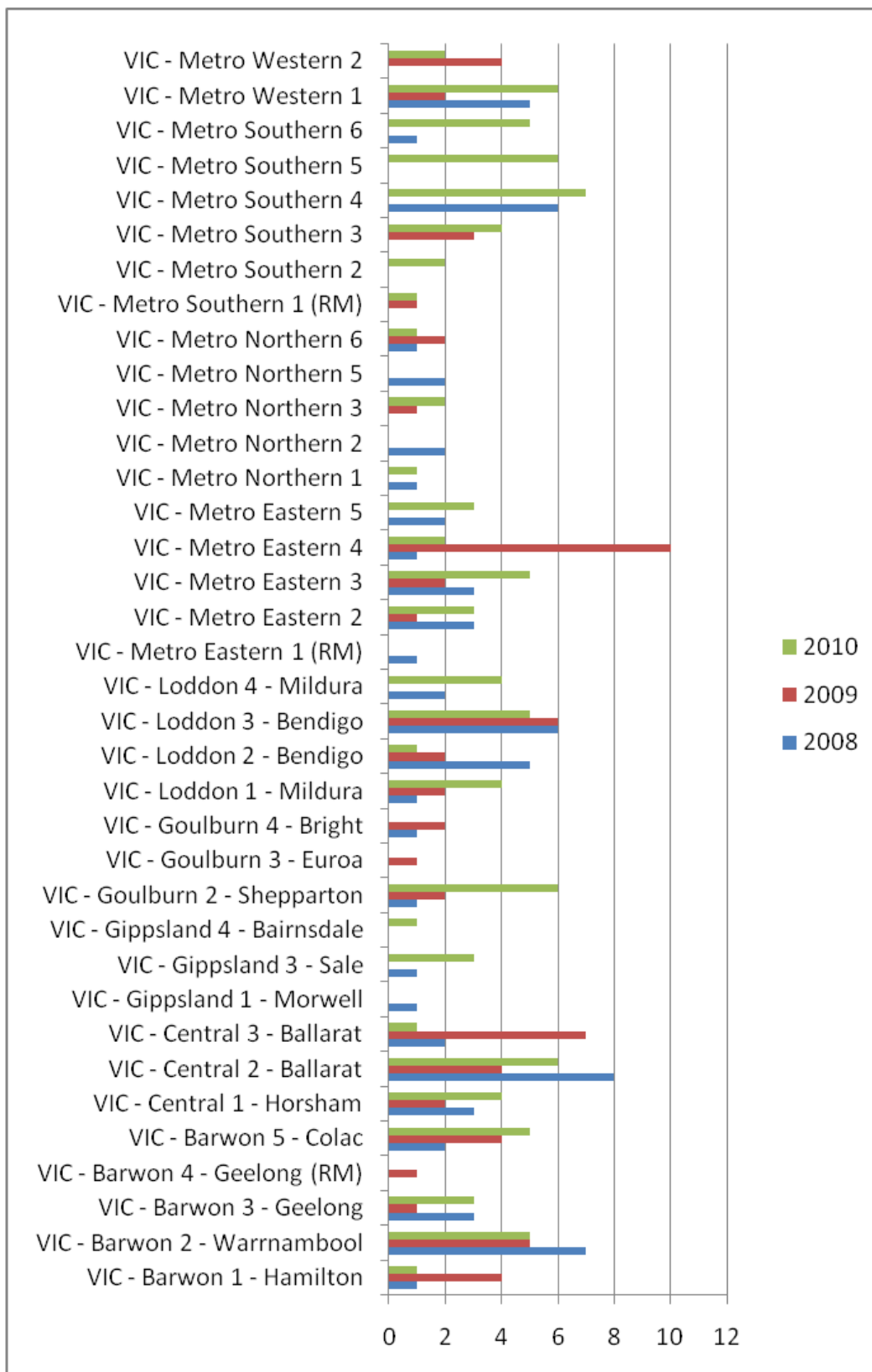
Queensland



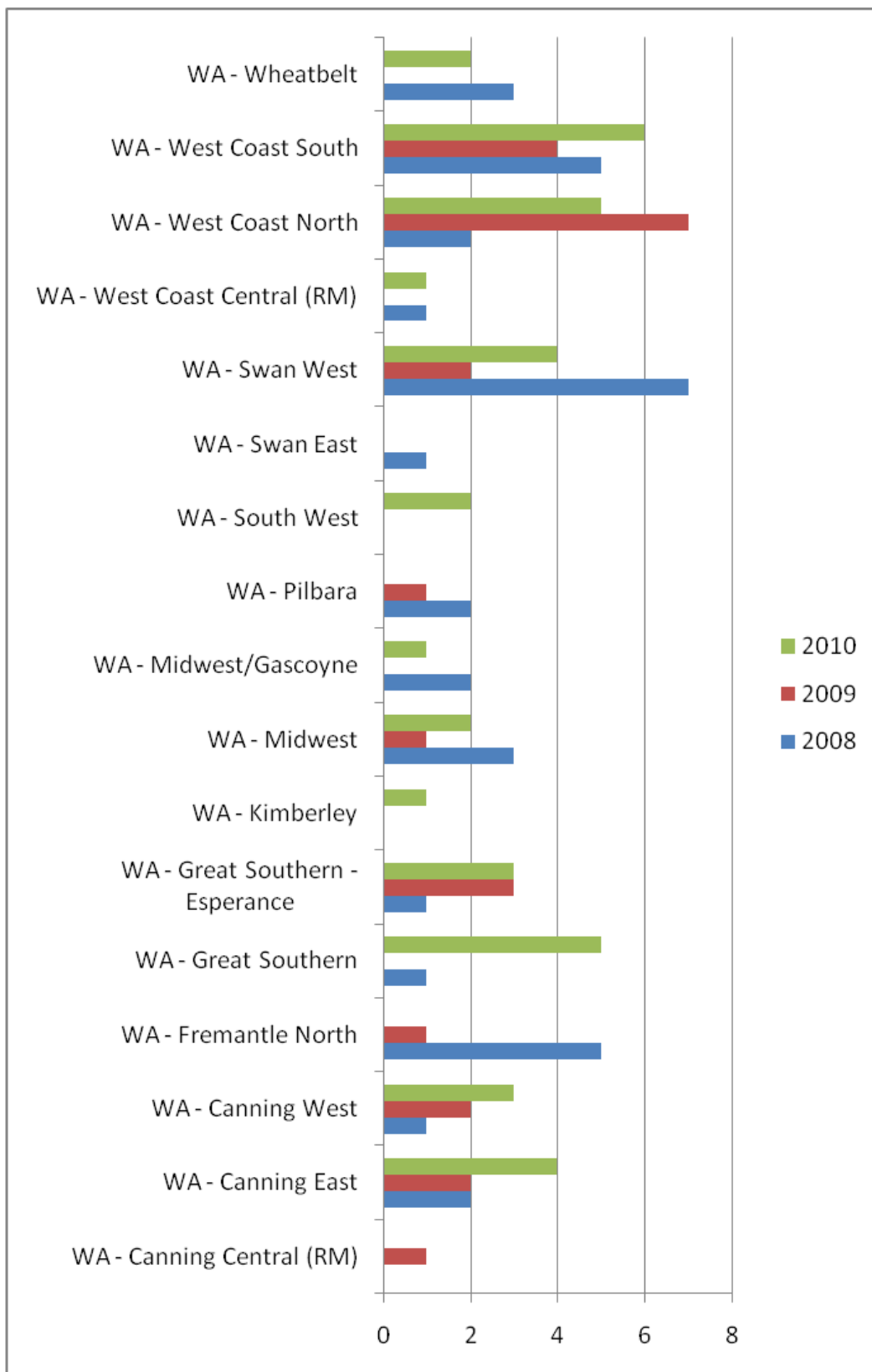
Tasmania



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,



Kitty Chiller

Deputy General Manager
Active After-school Communities
T: 02 – 6214 7599
E: kitty.chiller@ausport.gov.au