



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Tenpin Bowling Australia Ltd

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 Tenpin Bowling 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 Tenpin Bowling 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 Tenpin Bowling programs in 2010.
- Any media articles that were generated in relation to the AASC program and Tenpin Bowling.

NATIONAL SNAPSHOT — TENPIN IN THE AASC PROGRAM

Delivery of Tenpin 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.

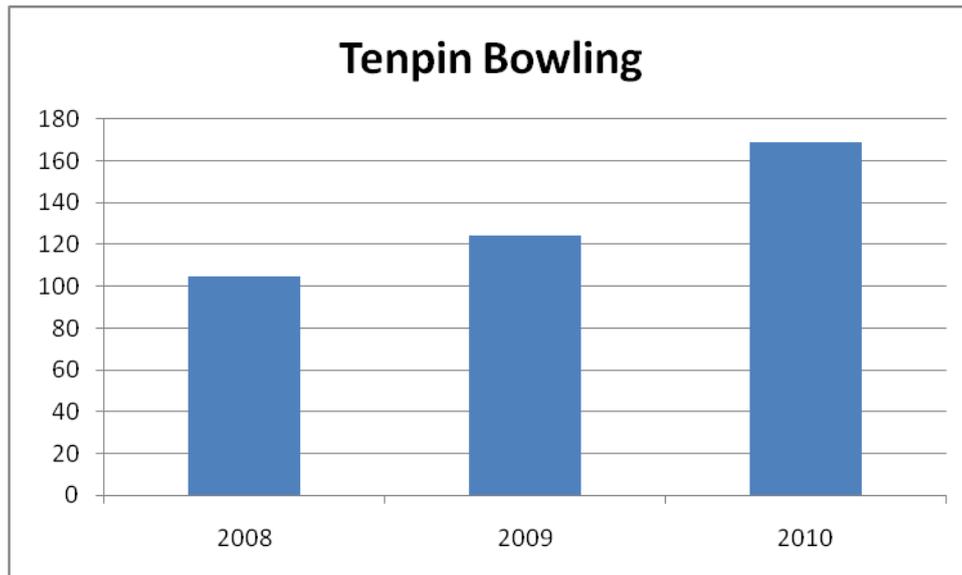


Figure 1: Number of Tenpin programs conducted during 2008–2010

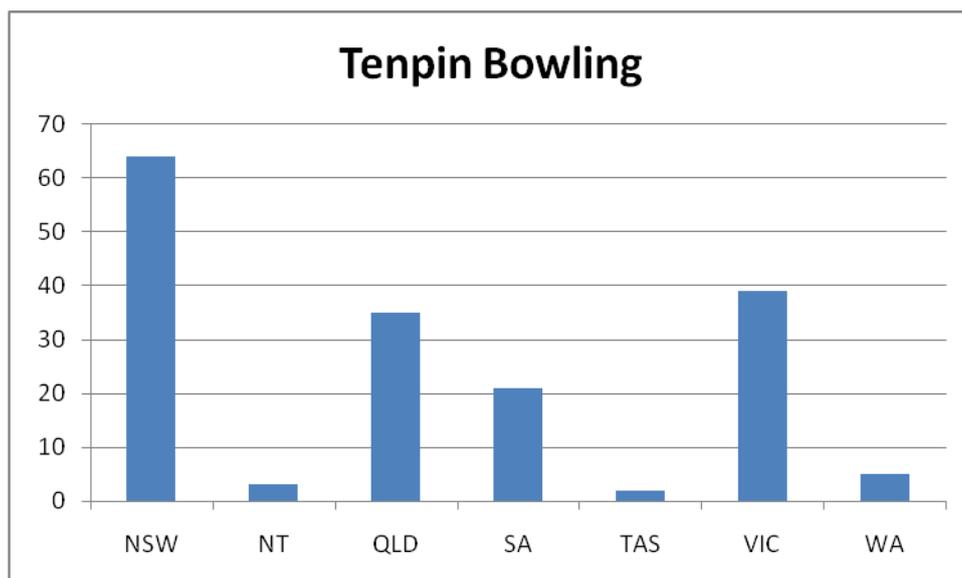


Figure 2: Number of Tenpin programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — TENPIN 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.

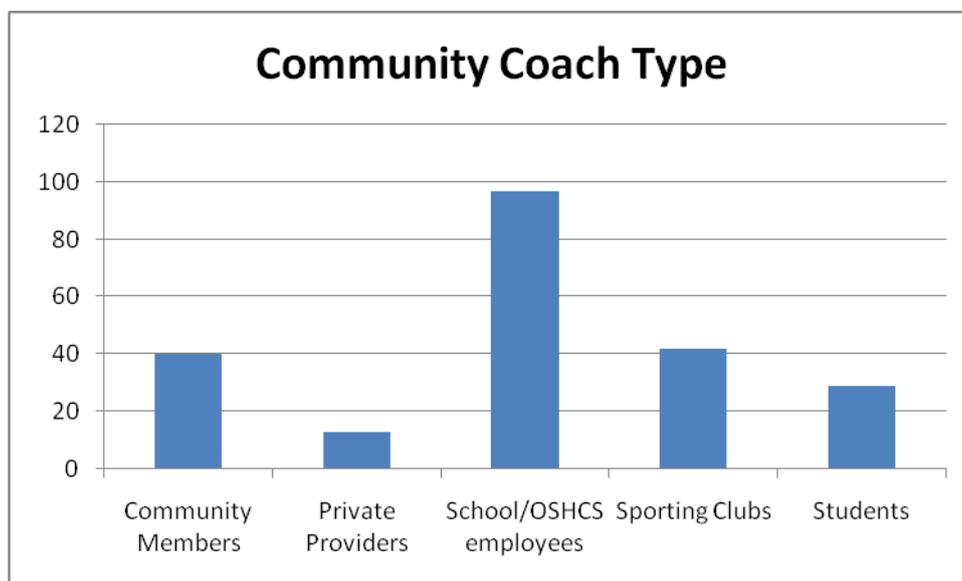


Figure 3: Breakdown of types of Community Coaches delivering Tenpin in 2010

Internal delivery options

In 2010, 44% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 19% of all programs. Appendix A on page 6 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 least common group of community coaches delivering Tenpin sessions in the AASC program. Examples of private providers that delivered Tenpin 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.

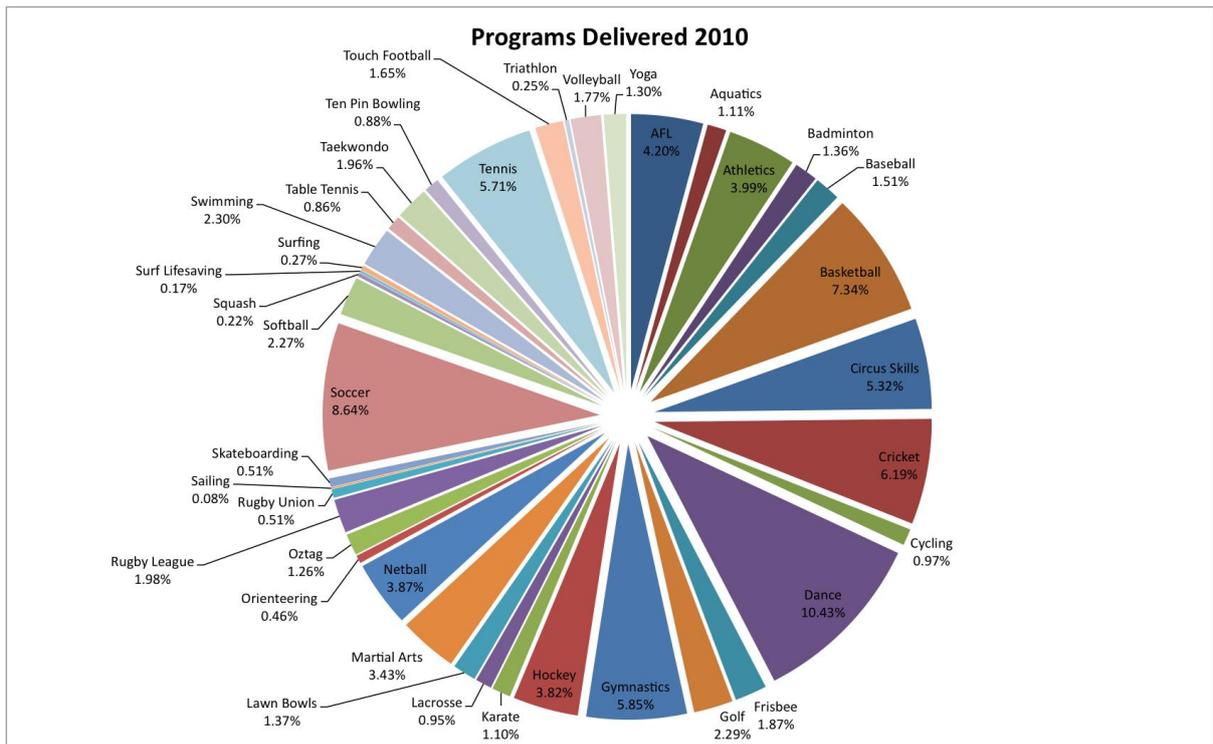


Figure 4 Number of programs by sport in 2010

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 TENPIN BOWLING ORGANISATIONS IN 2010

| Coaches Organisation | Region |
|---|--|
| Milton/Ulladulla District Tennis Association Ltd | NSW - Shoalhaven |
| YMCA of the Top End | NT - Top End 2 |
| Tenpin Bowling Association of Queensland Inc. | QLD - Brisbane North West |
| Cairns Goldpin Lanes | QLD - Cairns & Tablelands |
| Tenpin Bowling Association of Queensland Inc. | QLD - Logan / Beaudesert |
| South Burnett Tenpin Bowling Centre PTY LTD | QLD - South Burnett |
| Tenpin Bowling Association of Queensland Inc. | QLD - Toowoomba & Darling Downs (East) |
| Woodville Bowlers Association Incorporated | SA - Metro North 1 |
| Tenpin SA | SA - Metro South |
| Adelaide Junior/Youth Tenpin Bowlers' Association | SA - Metro West |
| Geelong Ten Pin Bowl-A-Rama | VIC - Barwon 4 - Geelong (RM) |
| Ballarat North Primary School | VIC - Central 2 - Ballarat |
| Forest St PS | VIC - Central 2 - Ballarat |
| Loxton High School | VIC - Loddon 1 - Mildura |
| AMF Frankston | VIC - Metro Southern 2 |

APPENDIX B — DELIVERING TENPIN BOWLING PRIVATE PROVIDERS IN 2010

| Coaches Organisation | Region |
|------------------------------|--|
| AMF Bowling- Woodville | NSW - Shoalhaven |
| Bowland Warragul | QLD - South Burnett |
| Bundy Bowl & Leisure Complex | QLD - South Burnett |
| Family Care, Shepparton | QLD - South Burnett |
| Family Care, Shepparton | QLD - Toowoomba & Darling Downs (East) |
| Yogamil | QLD - Toowoomba & Darling Downs (East) |
| AMF Bowling- Woodville | VIC - Loddon 1 - Mildura |

Newsletter NSW/ACT (Shoalhaven) Term 4, 2010

Ten out of Ten for Tenpin in Ulladulla



Community coach, Doug Parker, gives some tenpin bowling tips at a recent Milton/Ulladulla OSHC AASC tenpin bowling session at the newly built Dunn Lewis centre.

Children at Milton/Ulladulla OSHC have been participating in fun AASC tenpin bowling sessions at their local tenpin bowling alley this term.

The tenpin program has been a huge hit, with the OSHC reporting an increase in attendance on the afternoons the AASC sessions are run. Parents have displayed enthusiastic support, often coming along to watch and play a game of tenpin bowling after the session. Participating children have gone on to join the local junior bowling league.

The AASC tenpin bowling program has been made possible through partnerships within the Ulladulla community, including an arrangement with the local bus company for transport and reduced bowling fees for the AASC sessions.

Warrawee bowls them over



On target, aiming for a strike!



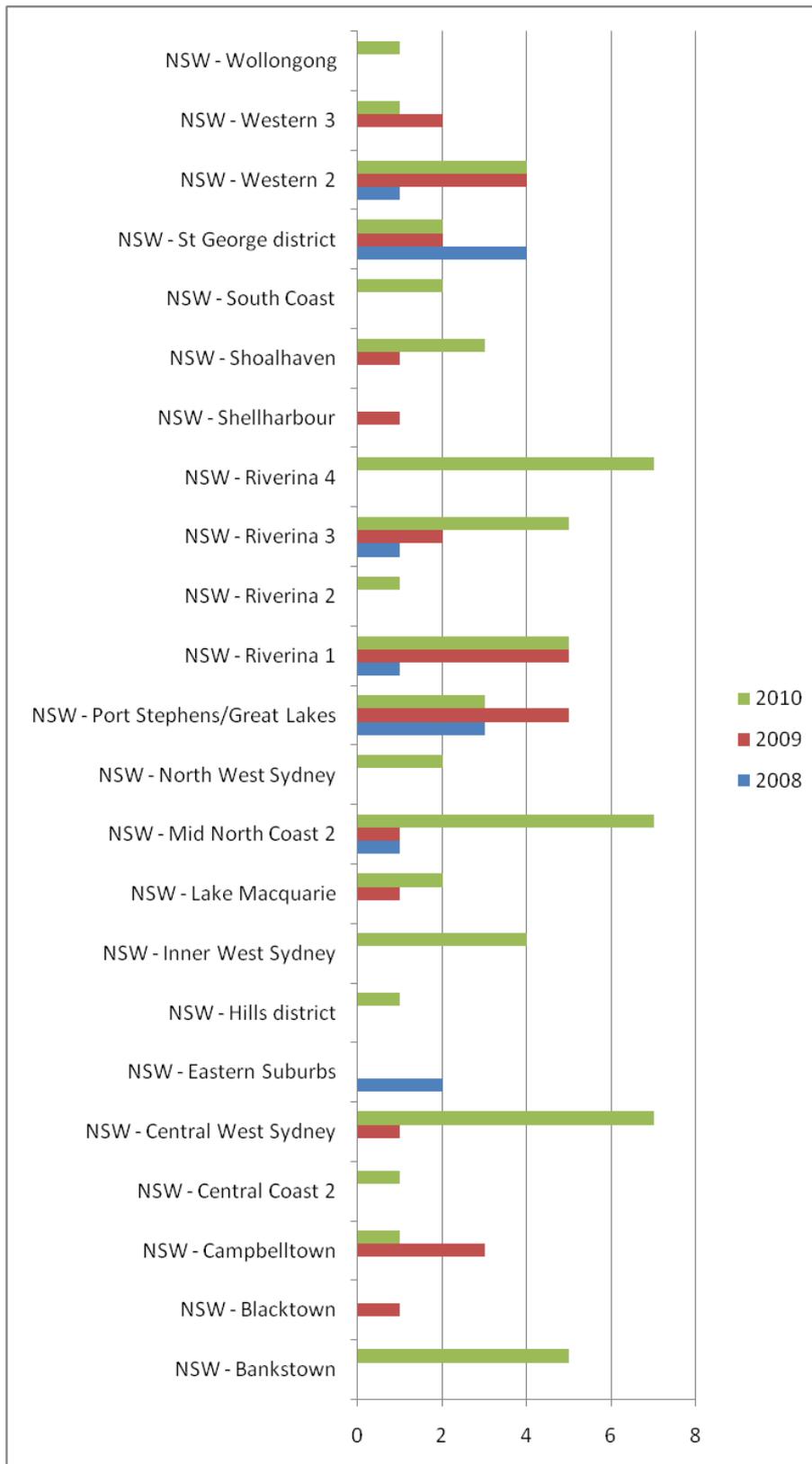
Lining up the pins

Term 2 saw Warrawee Care Centre take part in a ten pin bowling AASCsport program. Throughout the term children played a variety of games incorporating target skills needed to play ten pin bowls. They ended the term with an excursion to Hornsby AMF Bowling for some games down the alleys.

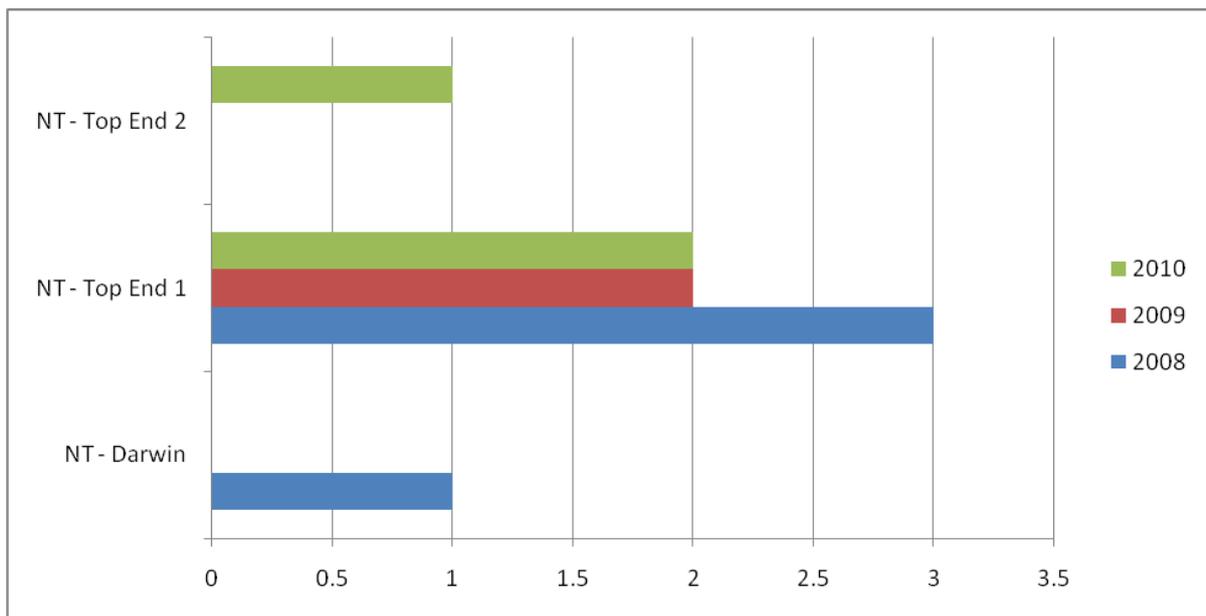
Warrawee Care Centre staff member, Emily Henderson, coached the sessions. 'Our children really enjoyed doing ten pin bowling for sport and were so excited about being able to experience the real thing at the end of the program. We had so much interest from children who don't normally participate in sport,' Emily said.

APPENDIX D — REGIONAL BREAKDOWN OF TENPIN BOWLING

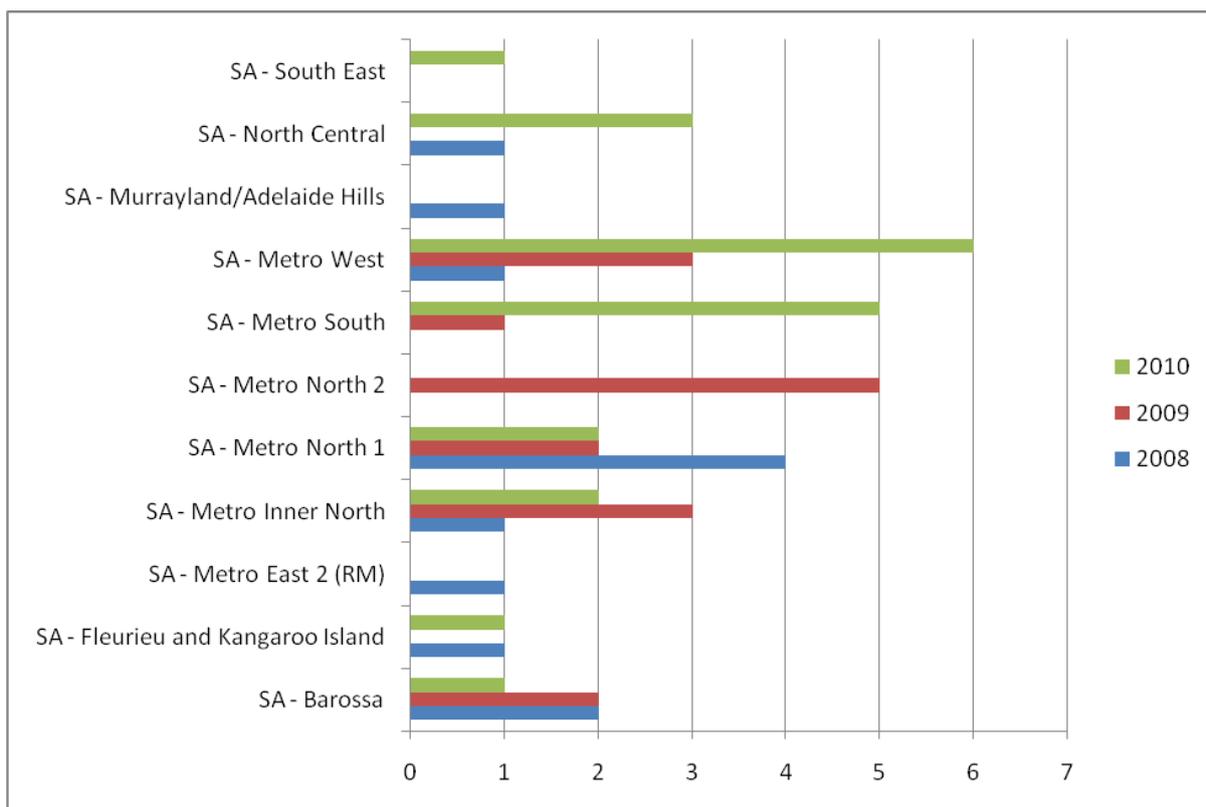
New South Wales



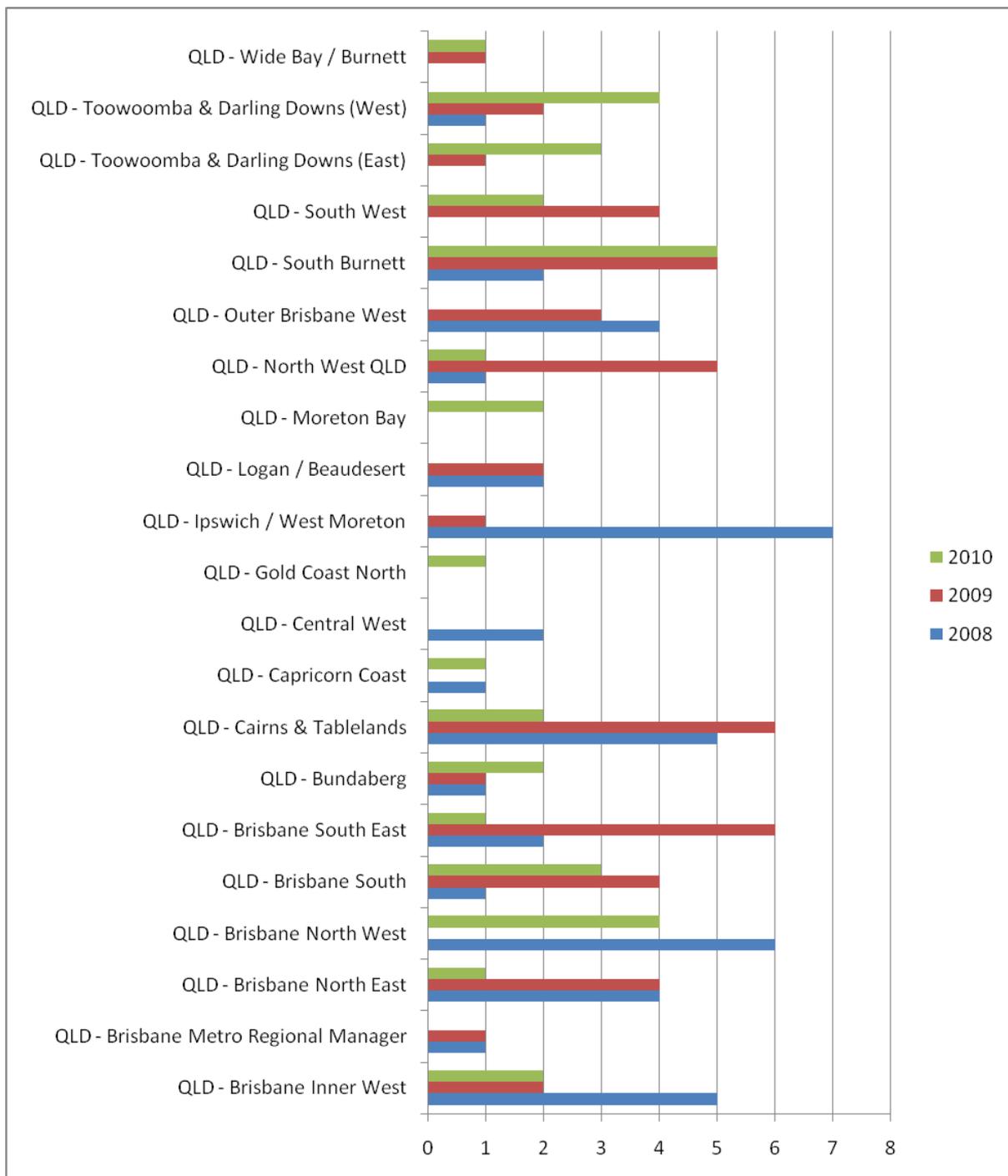
Northern Territory



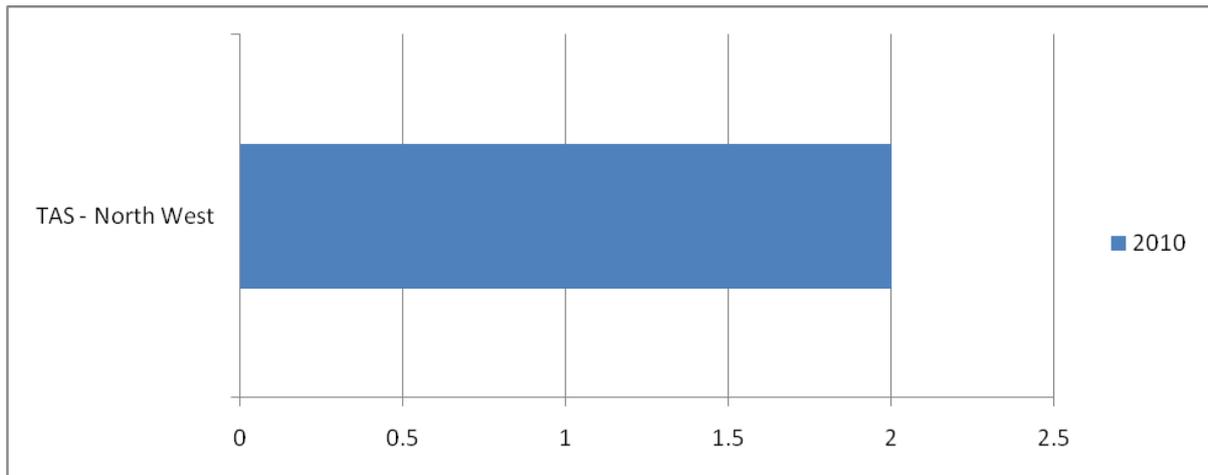
South Australia



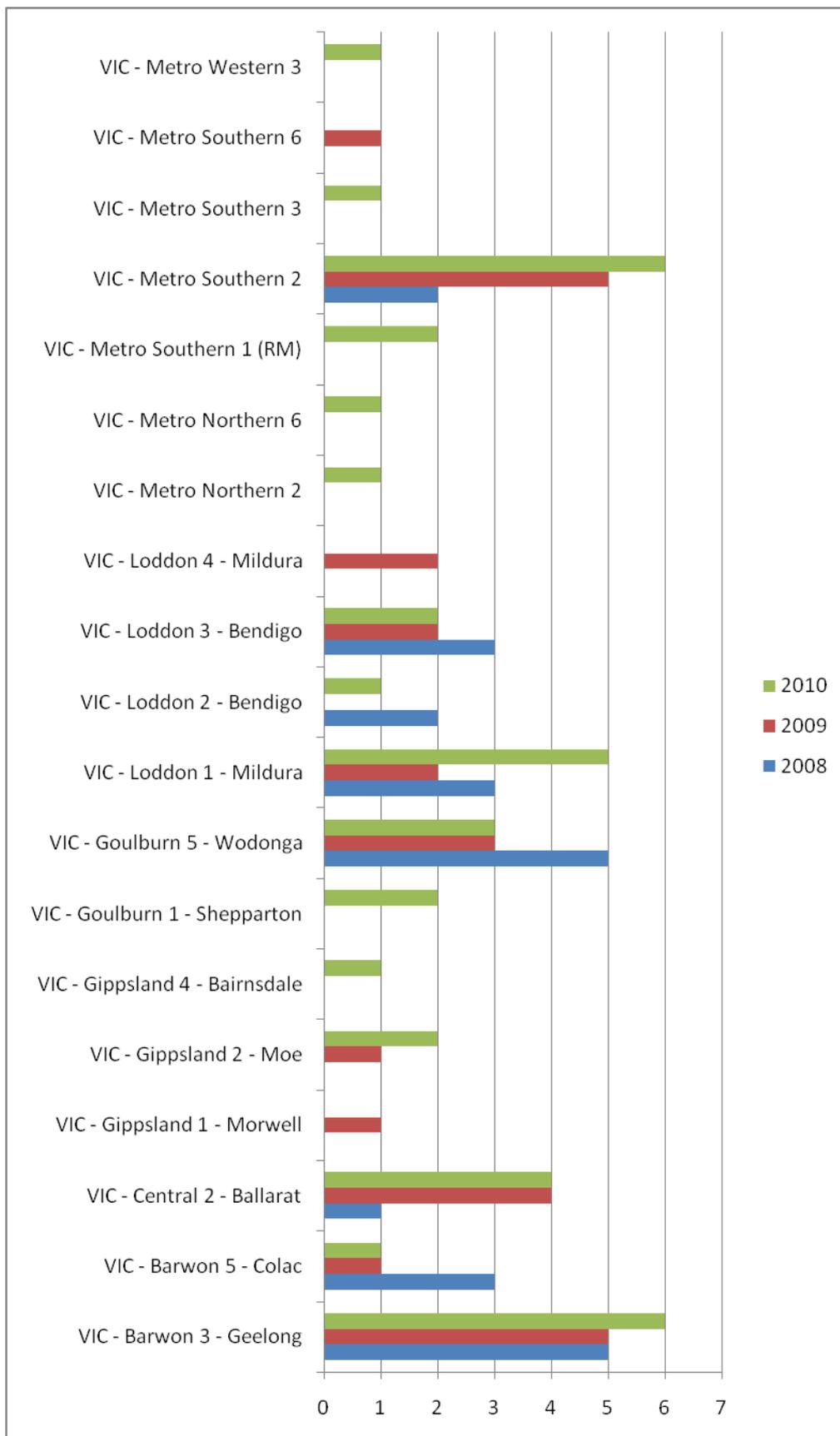
Queensland



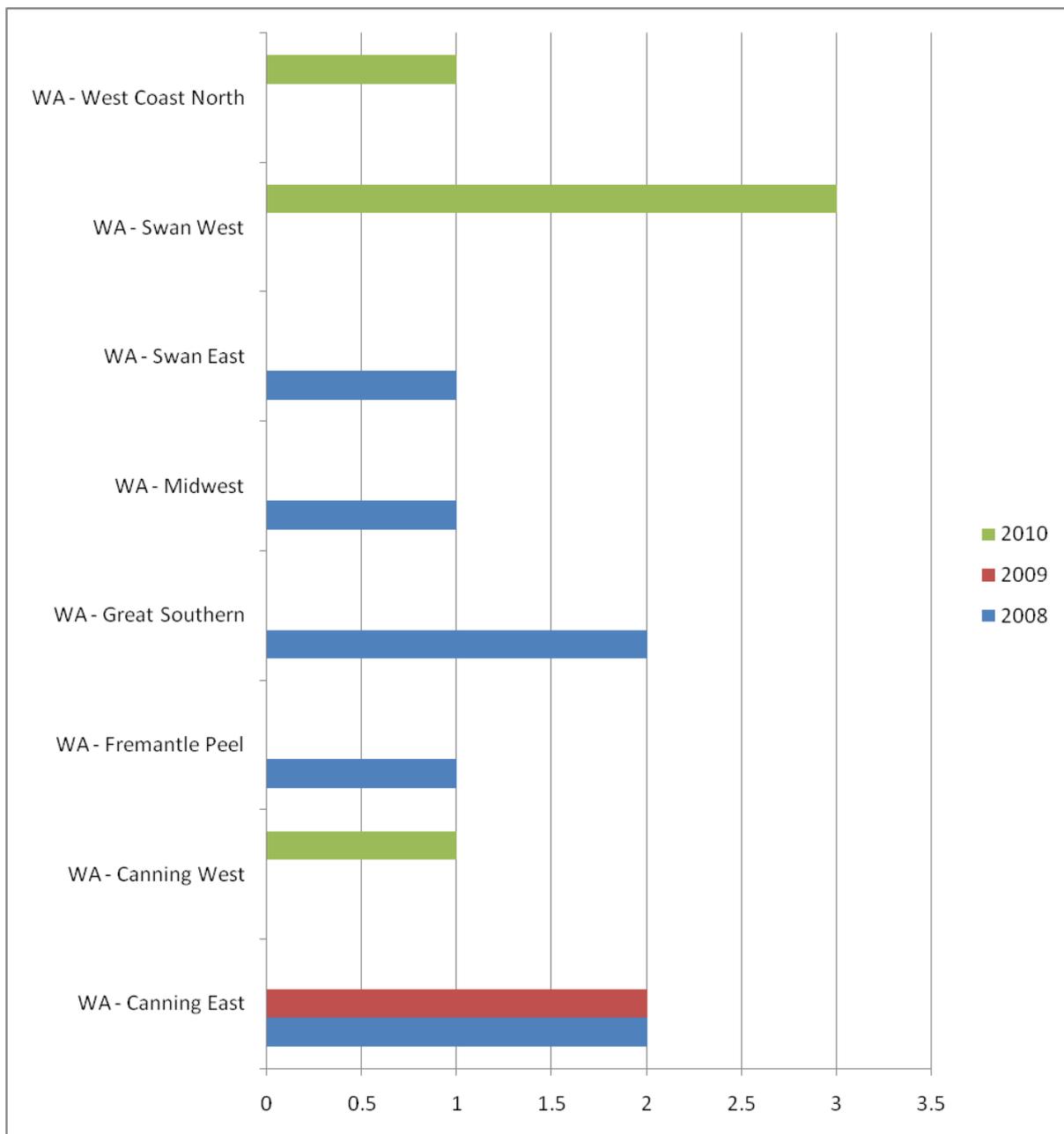
Tasmania



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,



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