



Pathways to sport – Success stories

Broadmeadows Auskick Club

This document demonstrates the pathways to community sport and physical activity made available through the Australian Government's Active After-school Communities (AASC) program.

Sport: AFL

Club: Broadmeadows Auskick Club

Location: Metro Northern 5 - Victoria

Date: Term 3, 2011 – August to September

Participants: 30

Transitions: 4 participants into club sport and 10 participants into school sport

Summary

A partnership between the Active After-school Communities (AASC) program, Dallas Brooks Community Primary School Outside School Hours Care (OSHC) and the Broadmeadows Auskick Club has resulted in more children playing AFL in the northern metro region of Melbourne.

During Term 3 2011, children at the Dallas Brooks Community PS OSHC participated in AFL, basketball and multi-skill activities through the AASC program three nights a week.

Dallas Brooks is a school with a high population of culturally and linguistically diverse students and is located in a low-socio economic area. This initiative focused on developing a pathway for children into club sport, specifically the Broadmeadows Auskick Club.

At the conclusion of the seven-week program, four children registered as new junior members of the Broadmeadows Auskick Club and 10 children joined an interschool sports team for basketball and/or AFL. Approximately 30 children participated in the activities across the term, a transition rate of around 50 per cent.

Auskick coach Darrell Marr was pleased with the result. "It's great to see the kids get active and having fun. It is even better to see them take a step further and join a school sport team or a local sporting club," Marr said.

Planning

The following steps were undertaken in order to plan this pathway and ensure maximum success:

- AASC Regional Coordinator Bree Cole met with Darrell Marr from Broadmeadows Auskick and Barbz Finnigan from Dallas Brooks Community PS OSHC to discuss potential Term 3 programs.
- Emphasis was placed on arranging programs for sports that the children were interested in that offered a pathway into club sport.
- Coaches for AFL (Darrell Marr), basketball and multi-skill activities were identified and confirmed.

Implementation

Term 3 activities ran from 1 August - 23 September and consisted of:

- AFL activities every Monday
- basketball activities every Wednesday
- multi-skill activities every Friday

Incentives and giveaways were provided throughout the term (including stickers and football cards) to maintain interest amongst participants. Furthermore, all sessions implemented the 'Playing for Life' philosophy using games rather than drills to develop the skills of participants.

In the final week, all participants received a Broadmeadows Auskick Club promotional flyer consisting of a discounted membership offer for all AASC participants.

Outcome

The partnership between Broadmeadows and the AASC program provided Auskick coach Darrell Marr access to a captive audience of interested children in a unique environment.

Term 3 activities were a great success with four children joining the Broadmeadows Auskick Club and a further 10 signing on to participate in an interschool sports team for basketball and/or AFL. Approximately 30 children participated in the activities across the term, a transition rate of around 50 per cent.

Learnings

Targeting the pathway and activities to the children's sporting interests is key in order to create transitions from the AASC program into clubs. Offering an incentive such as discounted membership is a useful strategy to encourage this transition.

AASC Regional Coordinator Bree Cole worked to establish this pathway for children in metropolitan Victoria into AFL.