



Australian Government

Australian Sports Commission

Active After-school Communities

Helping kids and communities get active

FOOTBALL

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 \$550,000 of that being allocated to football 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 football 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 football and provide support for the sport's grassroots participation objectives.

PERFORMANCE DATA

The data provided below depicts the overarching, national football 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 football programs conducted in Australia;
2. Number of participants – a breakdown of the total number of participants who took part in AASC football programs;
3. Number of coaches – a breakdown of the total number of coaches who delivered AASC football programs, identified by coach category.

Programs

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

| State/Territory | 2011/12 total | 2012/13 total | Change +/- |
|-----------------|---------------|---------------|------------|
| NSW | 691 | 708 | +2% |
| VIC | 499 | 530 | +6% |
| QLD | 400 | 397 | -1% |
| SA | 141 | 153 | +9% |
| WA | 176 | 207 | +18% |
| TAS | 68 | 55 | -19% |
| NT | 34 | 38 | +12% |
| ACT | 31 | 13 | -58% |
| TOTAL | 2,040 | 2,101 | +3% |

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

The total number reflects a 3% growth on the previous reporting period. In percentage terms, this was a relatively flat performance with only the ACT demonstrating a significant year on year change. Marginal growth can be observed in WAA and NT.

Participants

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

| State/Territory | 2011/12 total | 2012/13 total | Change +/- |
|-----------------|---------------|---------------|------------|
| NSW | 20213 | 20637 | +2% |
| VIC | 12761 | 12969 | +2% |
| QLD | 11158 | 11748 | +5% |
| SA | 3510 | 3757 | +7% |
| WA | 4577 | 4999 | +9% |
| TAS | 1522 | 1196 | -21% |
| NT | 973 | 1460 | +50% |
| ACT | 965 | 500 | -48% |
| TOTAL | 55,679 | 57,266 | +3% |

The total number reflects a 3% growth on the previous reporting period. Participant results mirror the flat performance of the total program data but also provide an indication of the impact of the AASC on the actual volume of participants. The data shows that an approximate 1,600 extra children were exposed to football when compared to the previous year.

Coaches

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

| Category | 2011/12 total | 2012/13 total | Change +/- |
|--------------------------|---------------|---------------|------------|
| Sporting clubs | 327 | 397 | +21% |
| Community members | 369 | 408 | +11% |
| Internal (e.g. teachers) | 299 | 339 | +13% |
| Private providers | 206 | 158 | -23% |
| Students | 160 | 159 | -1% |
| TOTAL | 1,361 | 1,461 | +7% |

The total number reflects a 7% growth on the previous reporting period. Of note is the growth in the number of community coaches delivering football who represent sporting clubs. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage football 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 football in Australia. The data aims to show the value of the AASC program to Football Federation 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 football after taking part in the AASC program or the true number of participants who attended each football session, it does clearly show an increased appetite for primary school aged children to play football. 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 football 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 football in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.