



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and the Australian Baseball Federation



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

A NATIONAL SNAPSHOT — BASEBALL IN THE AASC PROGRAM

Delivery of Baseball 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.

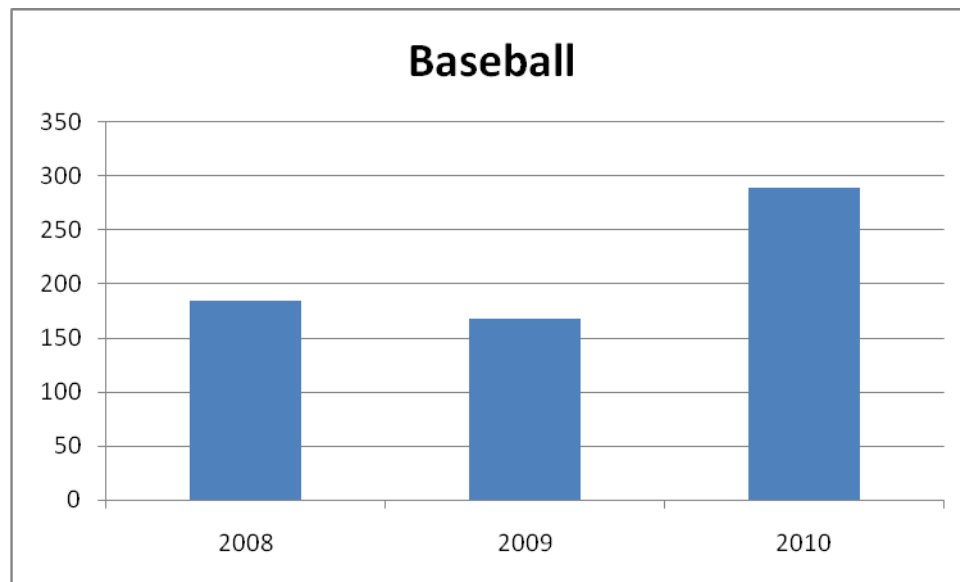


Figure 1: Number of Baseball programs conducted during 2008-2010

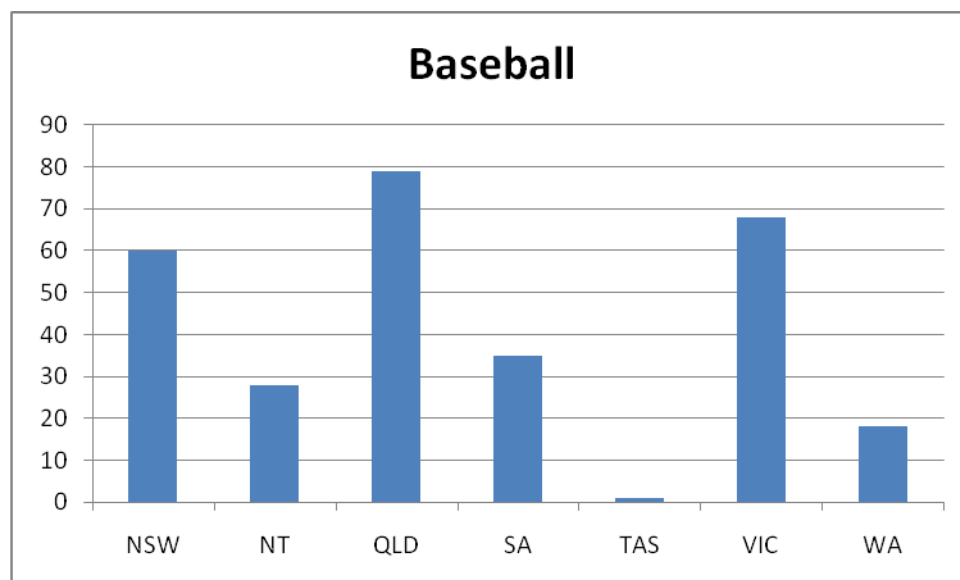


Figure 2: Number of Baseball programs conducted in each State or Territory in 2010

NATIONAL SNAPSHOT — (continued) BASEBALL 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 member.

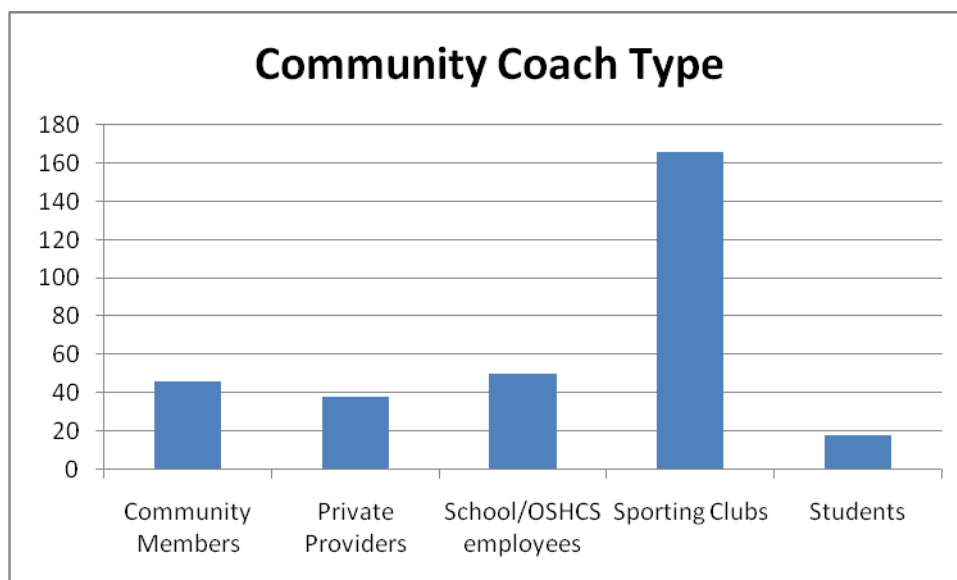


Figure 3: Breakdown of types of Community Coaches delivering Baseball in 2010

Internal Delivery options

In 2010, 15% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 52% of all programs. Appendix A on page 7 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 fourth most common group of community coaches delivering Baseball sessions in the AASC program. Examples of private providers that delivered Baseball within the program in 2010 are provided in Appendix B on page 8.

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

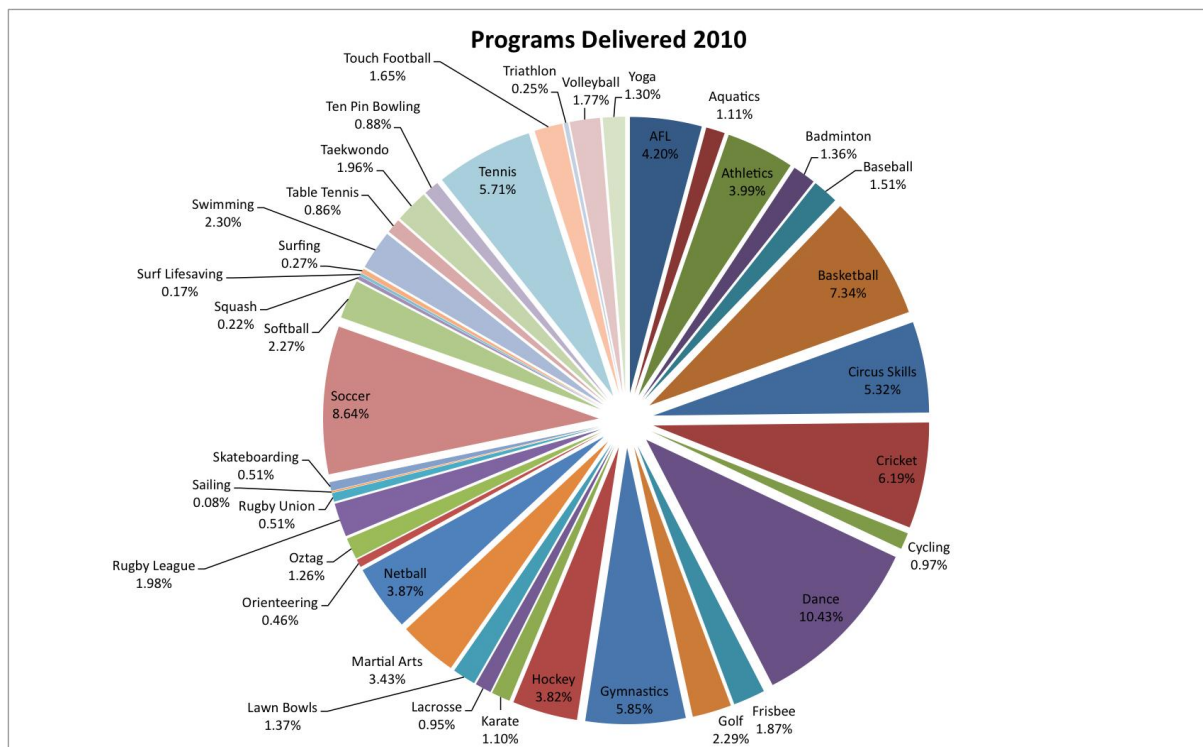


Figure 4 Number of programs by sport in 2010

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.

AASC BASEBALL PARTNERSHIPS

Partnership between the AASC and Specialist Baseball Leederville, WA

The Specialist Baseball Program Coordinator at South Fremantle Senior High School contacted the Fremantle North Regional Coordinator seeking more information about the Community Coach Training Program (CCTP). After initial planning meetings, a Baseball specific CCTP was developed around the specific learning requirements of the students.

Thirteen South Fremantle students attended a full day CCTP course run at their school. Practical assessments were completed during in-school workshops that the high school had organised. All registration paperwork and online training course requirements were organised by the Baseball Program coordinator. The eight best students were selected to deliver baseball in the AASC program from Term 3, 2010 onwards. There was a nine month lead-in time from the initial meeting until the first sessions were delivered. Andy Kyle, the Baseball Program Coordinator at South Fremantle School, acted as the contact point with the AASC sites, planned the sessions and drove each pair of high school students to their assigned sessions.

The President from the Melville Braves club attended the final session of the school's seven week program, which was held at the home ground of the club. This initiative resulted in three targeted students (two inactive indigenous boys and one autistic boy) joining the local baseball and t-ball clubs.

Partnership between the AASC and Redfern Redsox Baseball, NSW

Alexandria Park Community School nominated Baseball as an activity for Semester 2, 2010 indicating that they had targeted a potential coach; Gary Fishburn. Gary is President of the Redsox Baseball Club, was establishing a junior club and required players, coaches, and volunteers.

Gary attended a Community Coach Training Program, (CCTP) course in the Term 2 school holidays and subsequently started coaching in the AASC program with Alexandria Park Community School in Term 3. A Special Initiative Grant was approved to purchase equipment for the club to be used in the AASC sessions as well as the club training sessions.

The Redsox Baseball Club planned a "Try Baseball Day" as part of its junior player recruitment strategy. Prior to the "Try Baseball Day", three newly recruited coaches promoted the event to schools across the Inner City and Inner West by running "Try Baseball" sessions on a volunteer basis to get children interested.

Forty five children attended the main recruitment day, with 20 registering with the new club. Redsox Baseball Club now has the potential to promote AASC and train more CCTP qualified coaches in the future.

AASC, Alexandria Park Community School and Redsox Baseball Club combined efforts and resources to provide children with a positive introduction to sport, and the opportunity to transition into community club sport with a newly established junior club.

APPENDIX A — DELIVERING BASEBALL ORGANISATIONS IN 2010

Coaches Organisation	Region
Redfern Redsox Baseball Club	NSW - Central Sydney
Toronto Junior Baseball	NSW - Lake Macquarie
Baseball NSW	NSW - Mount Druitt
Warringah Baseball Club	NSW - Northern Beaches
Baseball NSW	NSW - Penrith/Blue Mountains
Baseball NT Inc.	NT - Central 1
Baseball - Palmerston & Rural	NT - Top End 2
Baseball NT Inc.	NT - Top End 2
Baseball Queensland Inc.	QLD - Brisbane North West
Baseball Queensland Inc.	QLD - Brisbane South
Redlands Baseball Club Inc	QLD - Brisbane South East
Cairns Junior Baseball League Inc	QLD - Cairns & Tablelands
Surfers Paradise Baseball Club	QLD - Gold Coast South
Redlands Baseball Club Inc	QLD - Logan / Beaudesert
Inala PCYC	QLD - Outer Brisbane West
Rangers Baseball Club Inc	QLD - Toowoomba & Darling Downs (West)
Giants Softball Club	SA - Barossa
Baseball SA	SA - Metro Inner North
Baseball SA	SA - Metro West
Baseball SA	SA - North Central
Southern Districts Baseball League	SA - Outer South
South Indians Baseball Club	SA - South East
St Helens Basketball Association	TAS - North
Deakin Baseball Club	VIC - Barwon 3 - Geelong
Saints Baseball Club (Geelong)	VIC - Barwon 3 - Geelong
Colac Baseball Club	VIC - Barwon 5 - Colac
Latrobe Valley Baseball Association	VIC - Gippsland 1 - Morwell
Colts Baseball Club Inc	VIC - Goulburn 2 - Shepparton
Central Victorian Youth Directions	VIC - Loddon 3 - Bendigo
Upwey Ferntree Gully Baseball Club	VIC - Metro Eastern 5
Moorabbin Baseball Club	VIC - Metro Southern 4
Sandringham Baseball Club	VIC - Metro Southern 4
Chisholm Institute	VIC - Metro Southern 6
Bellbridge PS OSHCS	VIC - Metro Western 1
South Perth Baseball Club	WA - Canning East
South Fremantle Senior High School	WA - Fremantle North
Mt Lockyer Primary	WA - Great Southern

APPENDIX B — DELIVERING BASEBALL PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Basic Lifestyle, Fitness & Defence	NSW - Bankstown
Fit Kids Australia (NSW)	NSW - Central Sydney
Sport For Life Lower Newcastle	NSW - Hunter/North Coast (RM)
Sport For Life Lower Newcastle	NSW - Newcastle
Got Game	NSW - Northern Beaches
Sportspro	NSW - Northern Beaches
Fitkids Australia (VIC)	NSW - Northern Districts
Basic Lifestyle, Fitness & Defence	NSW - Penrith/Blue Mountains
Got Game	NSW - Sutherland Shire/Georges River
Kids Sports NSW Pty Ltd	NSW - Sutherland Shire/Georges River
LPW Health and Fitness Group Pty Ltd.	NSW - Sydney Metro East (RM)
Bracken Ridge Indoor Sports	QLD - Brisbane North East
Fit Kids Qld	QLD - Brisbane North East
Courageous Kids	SA - Metro Inner North
Active Kids Sports Coaching	VIC - Metro Eastern 2
Active Kids Sports Coaching	VIC - Metro Eastern 3
Sport Development Services	VIC - Metro Eastern 5
Kelly Sports Strathmore	VIC - Metro Northern 2
Kelly Sports Essendon	VIC - Metro Western 2

APPENDIX C — BASEBALL RELATED MEDIA AND NEWSLETTER ARTICLES

Newsletter NSW Term 3, 2010

PLAY FOR LIFE... JOIN A SPORTING CLUB

New club a popular choice



Twenty children have registered with the newly-formed Redfern Red Sox Baseball Club in Sydney after taking part in a 'try baseball' day. The *Play for life ... join a sporting club* event was held at the National Centre for Indigenous Excellence in Redfern, with 45 children attending with their parents.

NT

Partnership Benefits Northern Territory Kids

The AASC Northern Territory and Northern Territory Sport and Recreation's (NTSR) Sport Development Teams have recently been working together to provide more opportunities for AASC kids to participate in junior sporting programs. In Katherine AASC regional coordinator, Glen Hussey and NTSR's Denise Kelly have been working with Katherine Baseball Club to transition more AASC kids into the local junior competition. The partnership has resulted in:

- Intensive visit by Baseball NT Development officer to Katherine schools and AASC sites
- 60% increase in junior registrations
- 4 team competition commencing
- Subsidised registration fees for AASC kids
- New equipment for the junior baseball competition

Secondly kids from the AASC program at Holy Family Primary School participated in the launch of NTSR's Coloured Shirt Program. The program is designed to help with the recruitment and retention of officials and promote a harassment free sporting environment. The program coordinator, Denise Kelly, appreciated the AASC's assistance in making the launch a success and hoped the children enjoyed themselves playing games of touch and hockey. A special thank you to AASC Regional Coordinator, Joey Bonson for organising the NT AASC involvement.

Finally NTSR invited Northern Territory AASC Manager, David Brabham and Regional Coordinator, Tracey Parker to participate in a "Master class In Strategic Leadership and Innovation for Non Profit Organisations." The workshop provided an excellent opportunity to get an improved understanding of challenges facing sporting organisations in developing their sport's vision and strategic plan.

Robina High hitting home run for coaches

Robina State High School Baseball Excellence Program and the Active After-school Communities (AASC) program have joined forces in pitching the benefits to students of getting involved in coaching.

This month Robina High students commenced the Community Coach Training Program under the direction of regional coordinator Greg Fox as part of their assessment in the baseball excellence curriculum.

Baseball Excellence Head Coach and Australian Olympian, Andy Utting, believes the training program teaches young coaches that there is more to sport than just running around on the field of play.

"While the students doing the course have a playing background we see a great need to be developing baseball coaches at a grassroots level on the coast. The AASC Community Coach Training Program allows the kids to develop their coaching abilities and improve their communication and leadership skills all at the same time. Hopefully some of these students will immediately transition into the coaching ranks once they complete the Community Coach Training Program," said Andy.

The Robina High baseball program has been in existence since 1998 and is currently coordinated by school PE teacher Daniel Norton-Smith.

Phil Stockman, a former major league pitcher with the Atlanta Braves, is also a regular coach at the high school.

3. Central and Inner West Sydney – Come and Try Days

Throughout September regional coordinators Nicole Reece and Leisl Stimpson are running four *Saturday Spring Sports* Come and Try events with local clubs who are actively delivering in the AASC program.

The first was held in conjunction with the Redfern Red Sox Baseball club where approximately 50 children participated with a few younger siblings nearby playing with balls and having fun too! Twenty children signed up on the day with the Red Sox Baseball club, which the Vice President, Jan Flanagan said was a great success. Jan was most impressed with how well the club and AASC staff worked together as a team to ensure the successful transitions from the *Play for Life ... Join a Sporting Club* Come and Try Day into the local baseball club.

The *Try Baseball Day* was held at the National Centre for Indigenous Excellence (NCIE) in Redfern with 45 children turning up with their parents, to participate in *Playing for Life* baseball activities. The children rotated through various activities including yard ball games; the zooka machine for batting and fielding practice; batting nets and pitching and throwing activities.

Northern Territory

Effective Partnerships Take Time

Over the last two years the Northern Territory AASC and Sports Development Team from NT Sport and Recreation have been working on joint projects to try and transition more AASC kids into clubs. Some of these projects have included:

- Jingili BMX Club;
- Katherine Baseball;
- Alice Springs Golf Club
- Alice Springs Touch; and
- *Play for life.... join a sporting club* events in Alice Springs, Darwin, Gove and Katherine.

While staff from both teams value the projects and the good outcomes achieved there is a lot of learning that occurs make our partnerships better as Glen Hussey, AASC Regional Coordinator said, "Compared to when we first started working with NTSR our projects have improved dramatically. These joint ventures also greatly strengthen our relationships with the vast Katherine region."

Some of learning's include:

- Having a clear plan about what your trying to achieve and what each partner needs to do;
- Selecting sports that have the capacity and motivation to be a partner in the project;
- Making sure the workload is spread equally so it feels like a partnership;
- Having a project leader to drive the project;
- Celebrating successful projects together; and
- Participating in a feedback session that looks at how as partners we can improve our next project.

Narelle Gosstray, Sportsbiz Manager at NTSR, summed up the situation saying, "Good partnerships are not just built on a one-off event or gala day. The events are the springboard to an ongoing relationship that becomes part of both organisations' cultures. We are still striving to do this with each step we take together."

PLAY FOR LIFE... JOIN A SPORTING CLUB

Forty new coaches, representing five junior clubs (Kemps Creek, Penrith, Plumpton, Rooty Hill and Western Sydney Boomers), from the Greater Western Baseball Association, got into the *Play for Life ... join a sporting club* spirit when they attended one of the three baseball coaching upskill courses conducted throughout Term 3.

The coaches learned how to adapt the 'play for life' approach to coaching, combining baseball-specific skill sets with fun games and activities. Ian Wilson, president of the Plumpton Braves Baseball Club said 'Our club coaches thoroughly enjoyed the course which provided an approach to coaching that offered a wide variety of choice and variation to their club training sessions.'

The *Play for life ... join a sporting club* campaign was held throughout the term and was a joint initiative between the Australian Sports Commission and the state and territory departments of sport and recreation and Communities NSW.



Club coaches from Plumpton Braves Junior Baseball Club.



St Marys Junior baseball club coaches.

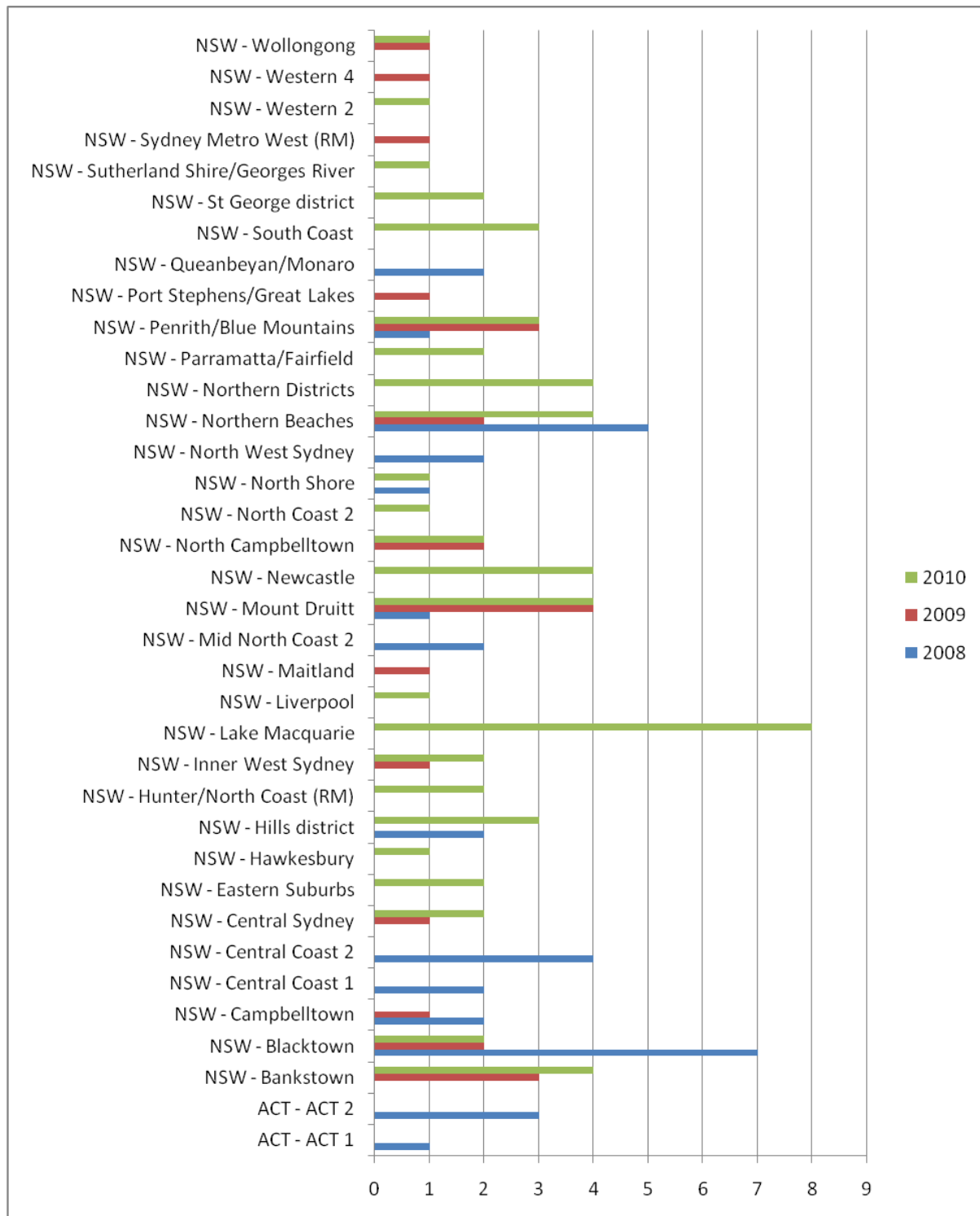
The president of St Marys Junior Baseball Club, Richard Price, jumped at the chance to have his new and inexperienced coaches learn the 'play for life' approach to coaching.

After completing the Australian Sports Commission's Community Coach Training program, Richard immediately saw its value and was eager for his club coaches to benefit from the approach, which focuses on creating a fun and inclusive environment through the use of games that are continuously modified.

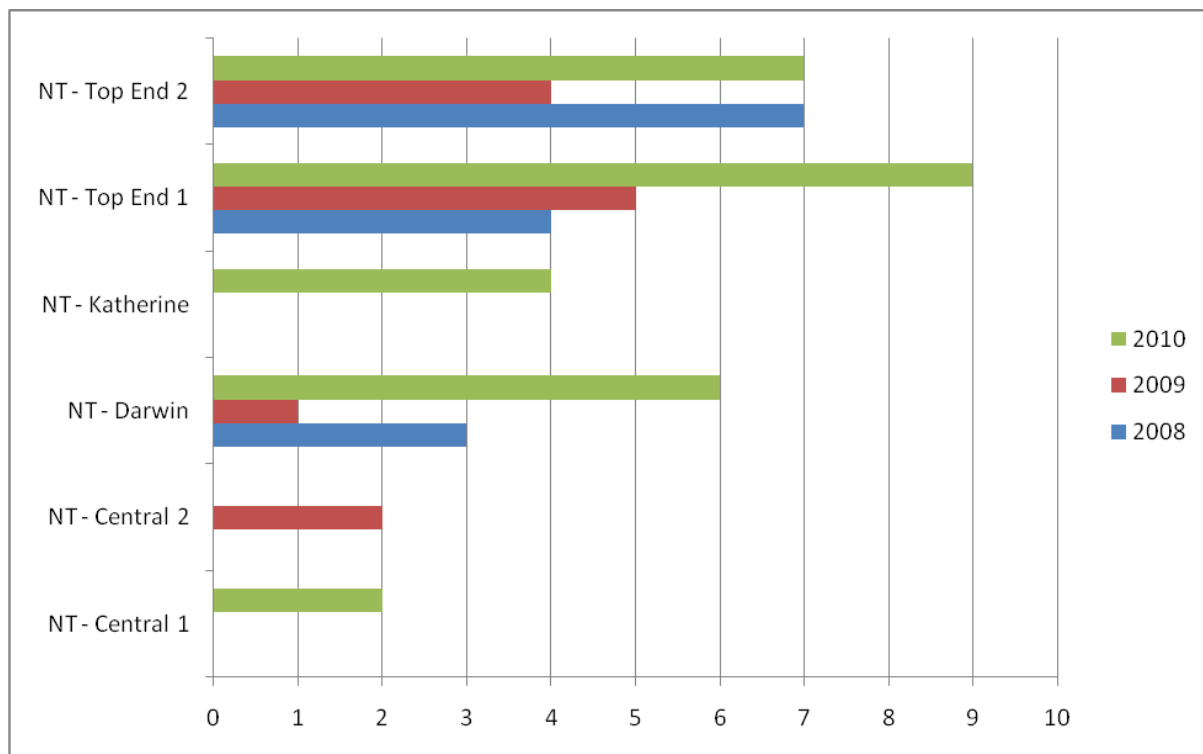
'The course run for our club, as part of the *Play for Life ... join a sporting club* campaign, has been invaluable to our junior team coaches. It has provided them with a new outlook on how they can deliver a quality, fun session to our new and current junior players,' Richard said.

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

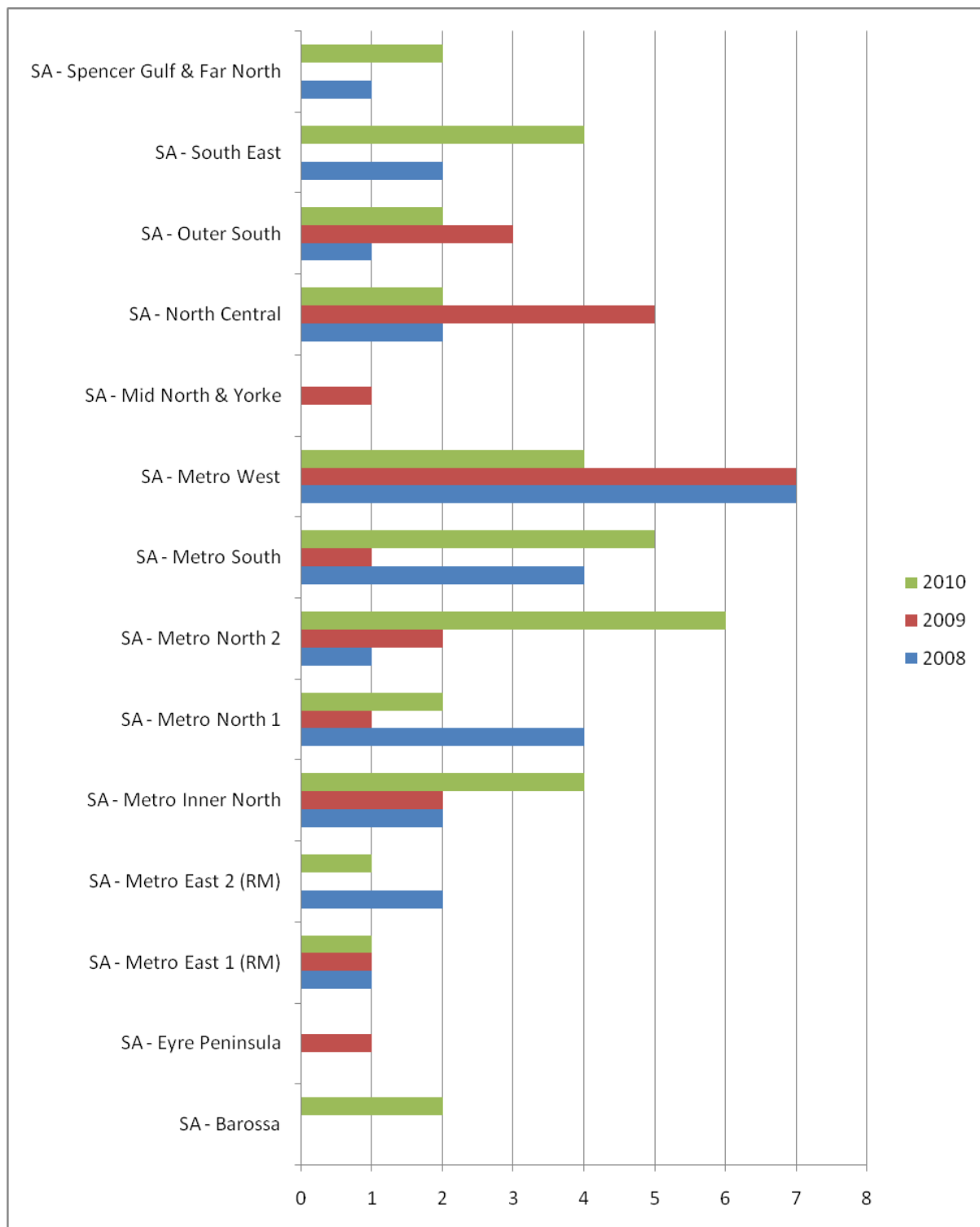
Australian Capital Territory/ New South Wales



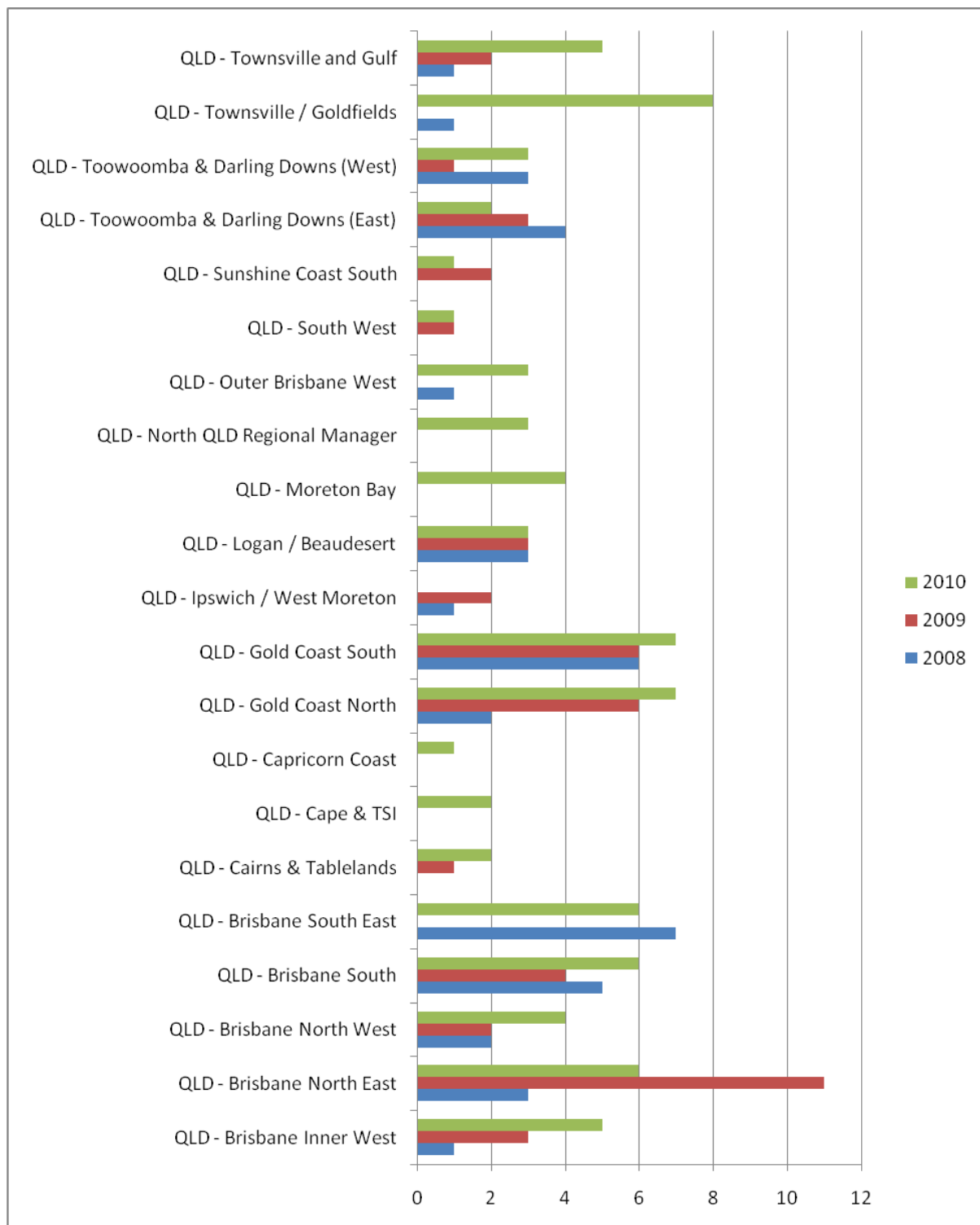
Northern Territory



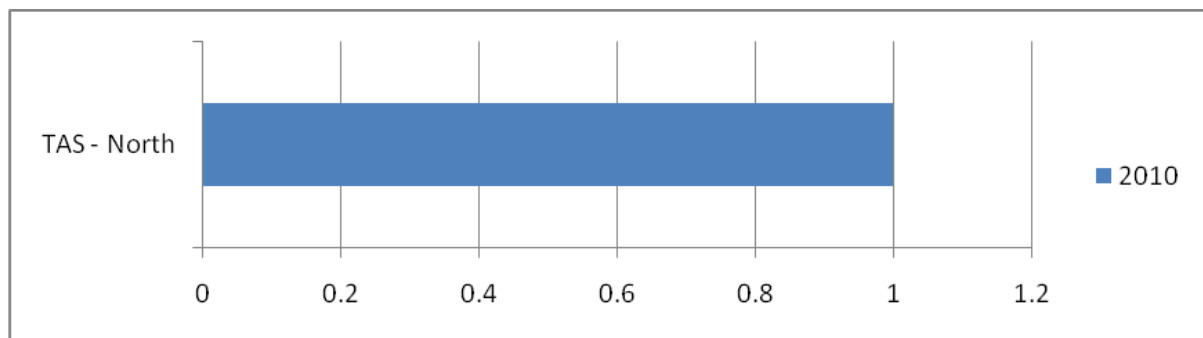
South Australia



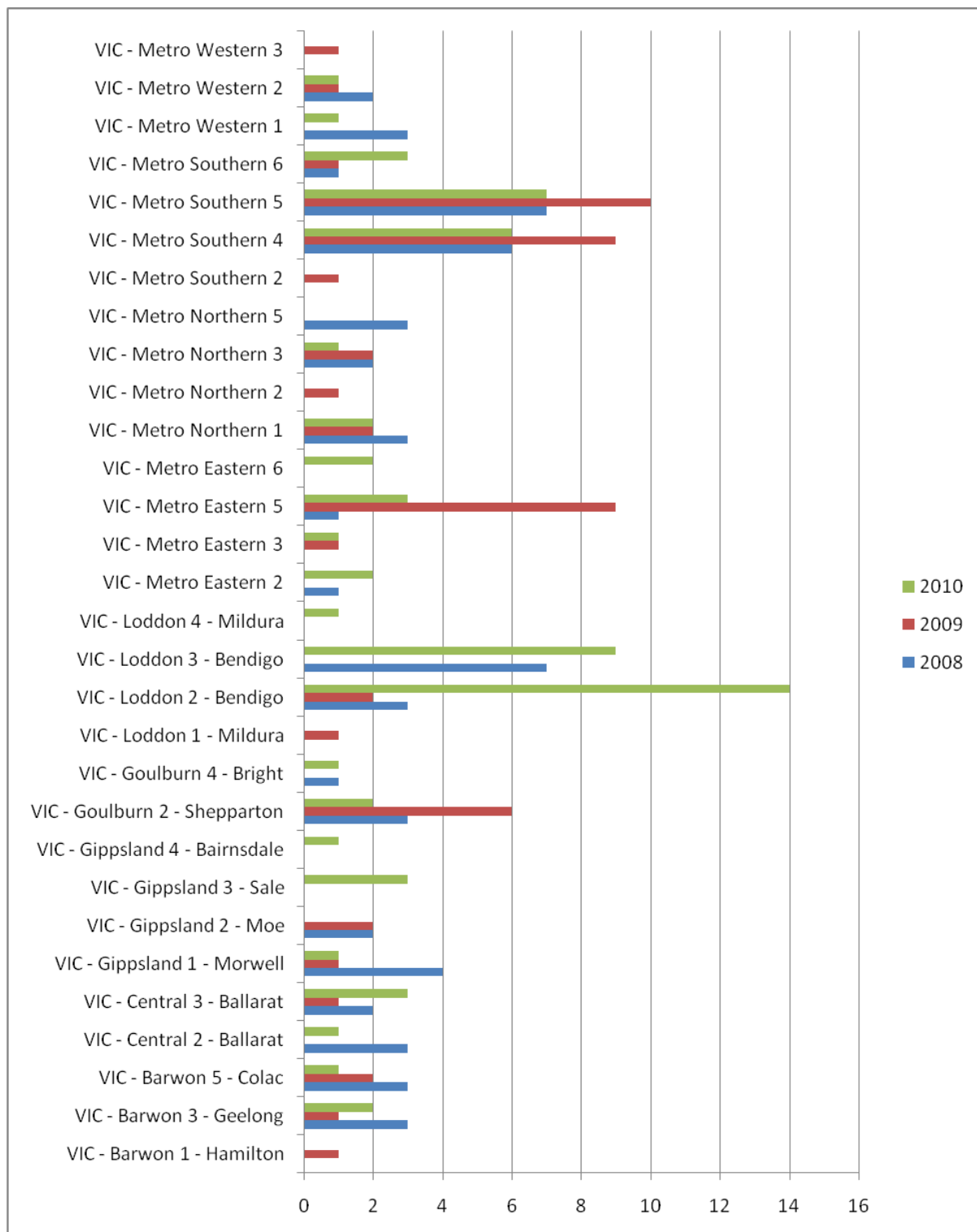
Queensland



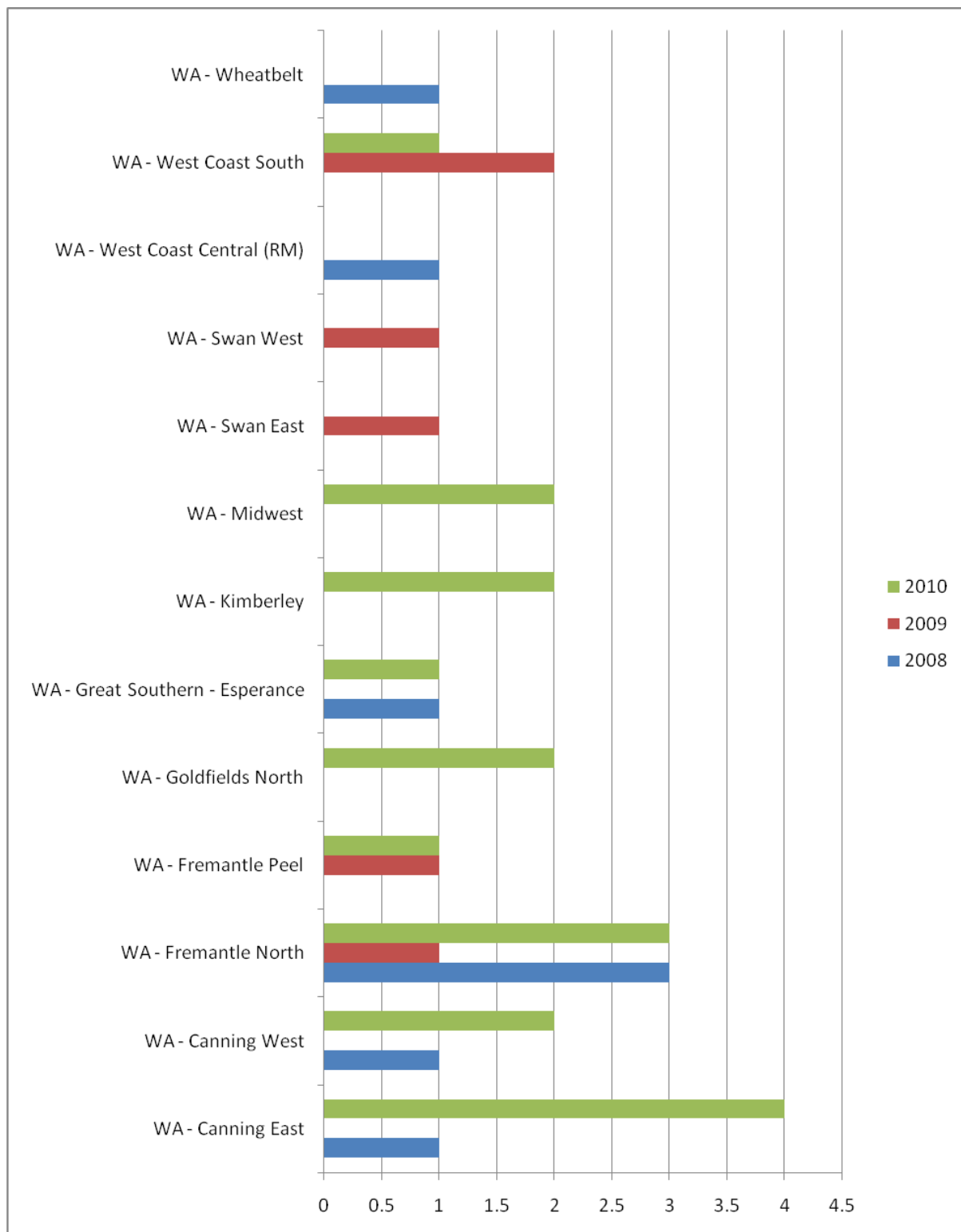
Tasmania



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,

A handwritten signature in black ink, appearing to read 'Kitty Chiller', with a stylized, cursive script.

Kitty Chiller

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