



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



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

NATIONAL SNAPSHOT — LACROSSE IN THE AASC PROGRAM

Delivery of Lacrosse 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.

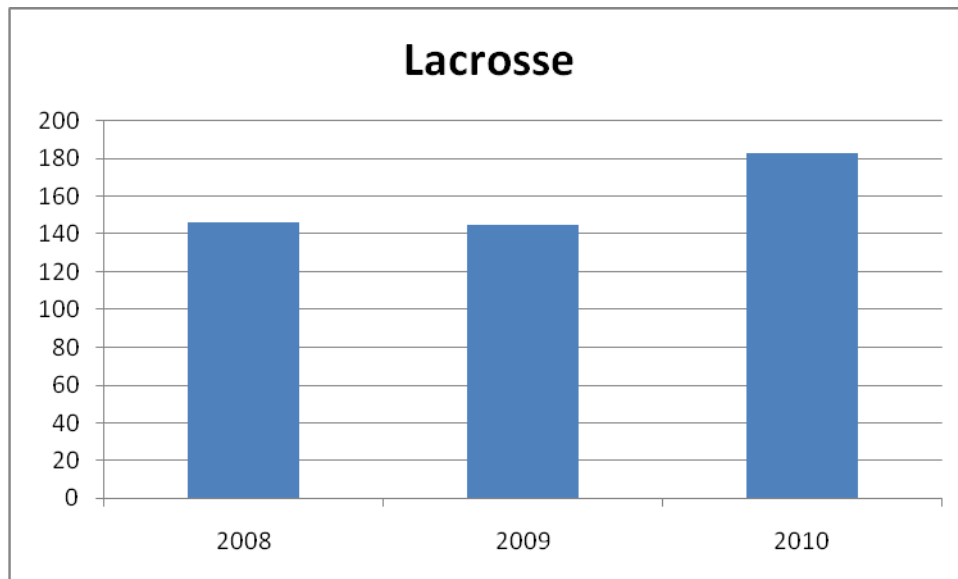


Figure 1: Number of Lacrosse programs conducted during 2008–2010

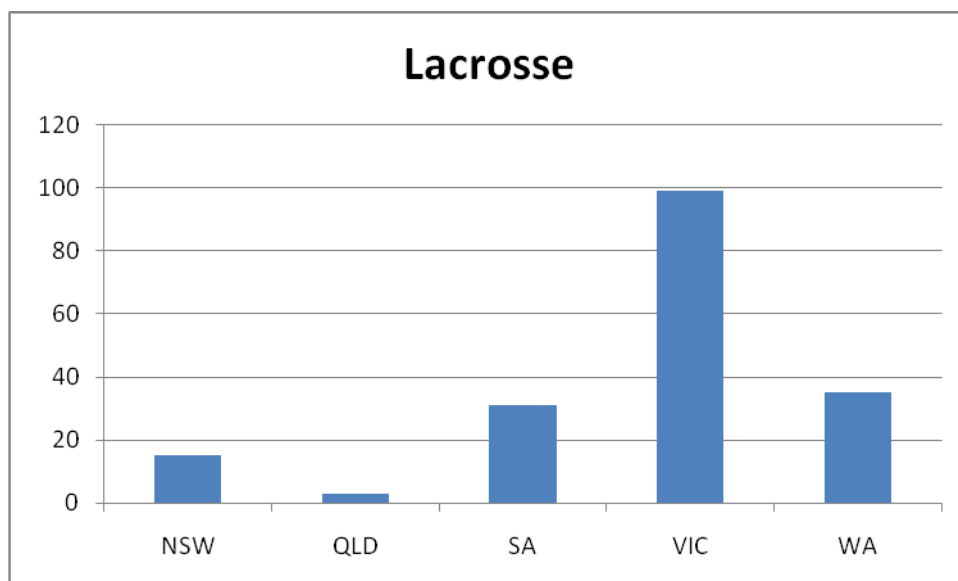


Figure 2: Number of Lacrosse programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — LACROSSE 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.

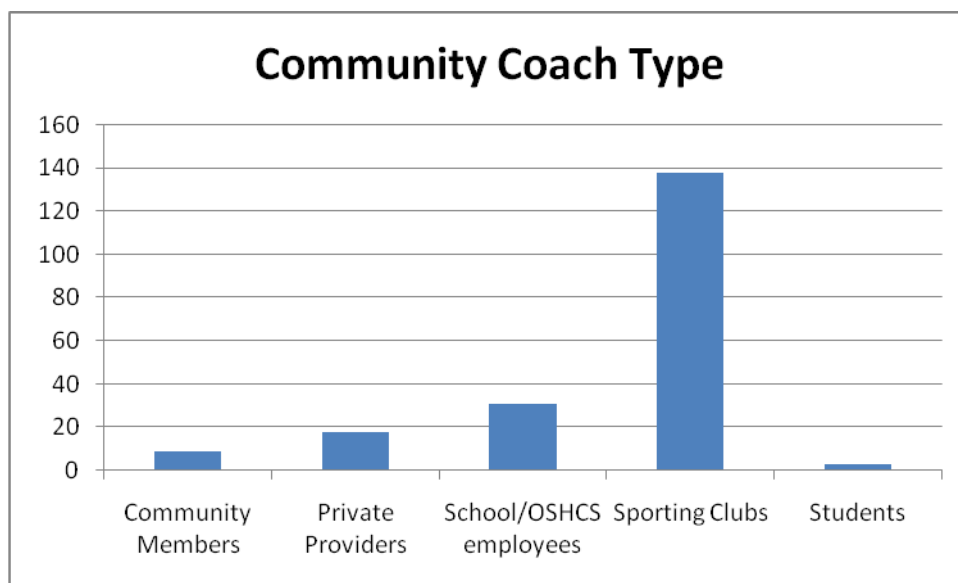


Figure 3: Breakdown of types of Community Coaches delivering Lacrosse in 2010

Internal delivery options

In 2010, 16% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 69% 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 third most common group of community coaches delivering Lacrosse sessions in the AASC program. Examples of private providers that delivered Lacrosse within the program in 2010 are provided in Appendix B on page 7.

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

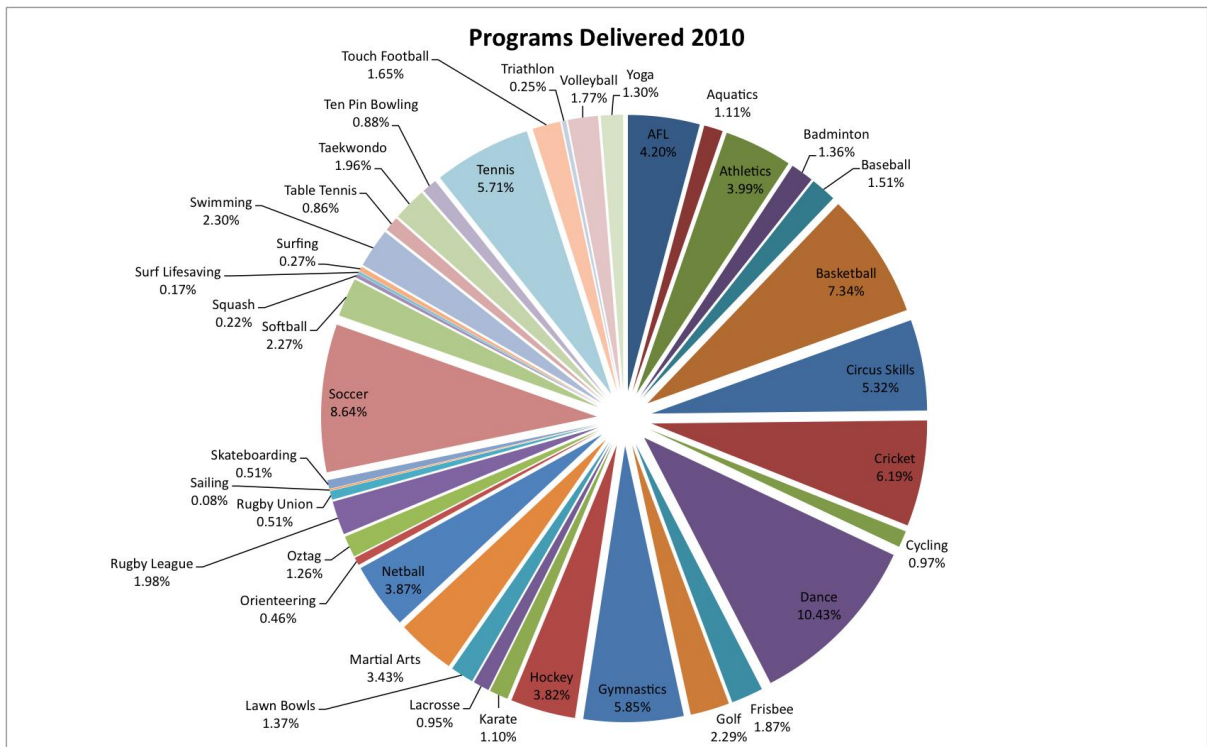


Figure 4 Number of programs by sport in 2010

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 LACROSSE PARTNERSHIPS

Partnership between the AASC and Sturt Lacrosse Club South Australia

Flagstaff Hill Primary School OSHC requested Lacrosse as part of the AASC program in Term 1, 2011. Lacrosse South Australia Development Officer Marilyn Fuss attended the Community Coach Training Program (CCTP) and proceeded to deliver a 7 week program. The program consisted of small Play for Life games based around the skills of lacrosse. Games incorporated the skills of catching, throwing, scooping, running and decision making. At the end of the 7 weeks program 3 children signed up to join the Sturt Lacrosse Club.

Partnership between the AASC and North Adelaide Lacrosse Club, South Australia

North Adelaide Lacrosse Club contacted the State Sporting Organisation Lacrosse SA Development Officer for assistance because of dwindling players for certain teams. Subsequent contact was made with the local AASC regional coordinator to see what assistance the AASC program could offer in trying to attract more junior players to the North Adelaide Lacrosse Club.

Local schools in the AASC program and in the catchment zone to the club were identified. From this analysis Enfield Primary School was contacted to canvas their interest in being involved in a Lacrosse program with the intention of gaining more players into the local club. A Lacrosse carnival was held at the North Adelaide Lacrosse Club during school time with up to 300 children from the Enfield Primary School attending. The Lacrosse Club provided the venue, equipment and coaches. The Lacrosse SA Development Officer assisted with the running of the day and provided those in attendance with information about joining the Club as well as 'gift bags'. The AASC Regional Coordinator coordinated the carnival on the day and liaised with the site.

The Lacrosse Carnival was ultimately a success with The North Adelaide Lacrosse Club gaining two teams (17 children from Enfield Primary School).

APPENDIX A — DELIVERING LACROSSE ORGANISATIONS IN 2010

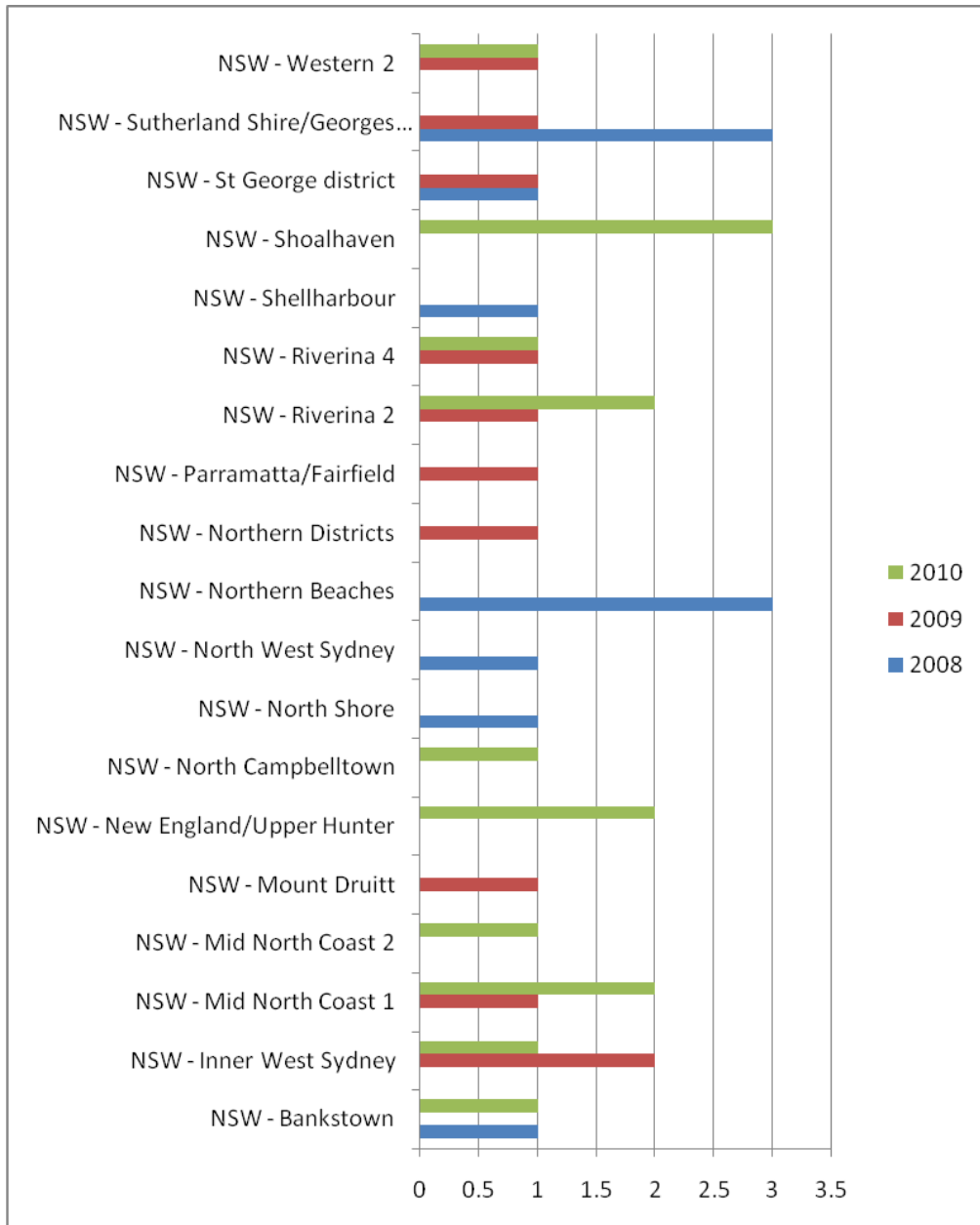
Coaches Organisation	Region
Eastern Mavericks District Basketball Club	SA - Fleurieu and Kangaroo Island
North Adelaide Lacrosse Club	SA - Metro North 1
West Torrens Eagles Lacrosse Club	SA - Metro North 1
Lacrosse SA	SA - Metro South
Woodville Lacrosse Club	SA - Metro West
YMCA - Portland	VIC - Barwon 1 - Hamilton
Bendigo Lacrosse Association	VIC - Loddon 2 - Bendigo
Lacrosse Victoria	VIC - Metro Eastern 3
Moreland Lacrosse Club	VIC - Metro Northern 1
Lacrosse Victoria	VIC - Metro Northern 2
Eltham Lacrosse Club	VIC - Metro Northern 3
Chadstone Lacrosse Club	VIC - Metro Southern 2
Lacrosse Victoria	VIC - Metro Southern 6
Footscray Lacrosse Club	VIC - Metro Western 2
Williamstown Lacrosse	VIC - Metro Western 2
Lacrosse WA	WA - Fremantle Peel
Bayswater Lacrosse Club	WA - Swan West
Lacrosse WA	WA - Swan West

APPENDIX B — DELIVERING LACROSSE PRIVATE PROVIDERS IN 2010

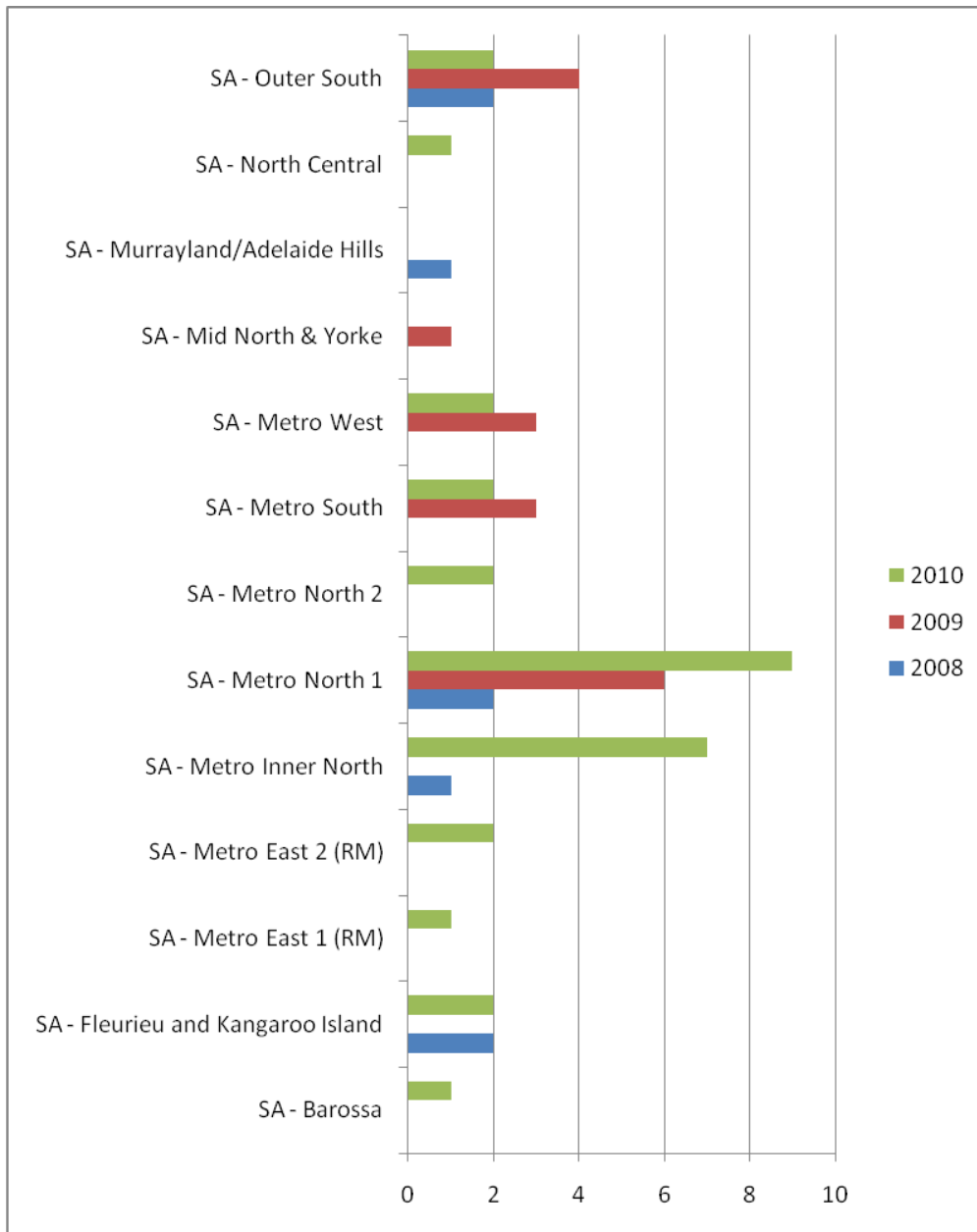
Coaches Organisation	Region
Good Sport	NSW - Inner West Sydney
Little Athletes Funtime Sports (LAFS)	SA - Metro Inner North
Active Kids SA	SA - Metro North 2
Kelly Sports - Geelong	VIC - Barwon 3 - Geelong
Kelly Sports - Geelong	VIC - Barwon 4 - Geelong (RM)
BM Sports Clinic	VIC - Barwon 5 - Colac
Kelly Sports - Geelong	VIC - Barwon 5 - Colac
BM Sports Clinic	VIC - Loddon 3 - Bendigo
Playsports Australia	VIC - Metro Southern 4
Kelly Sports Caroline Springs	VIC - Metro Western 3
Play 4 Life	WA - Fremantle North

APPENDIX C — REGIONAL BREAKDOWN OF LACROSSE PROGRAMS FROM 2008-2010

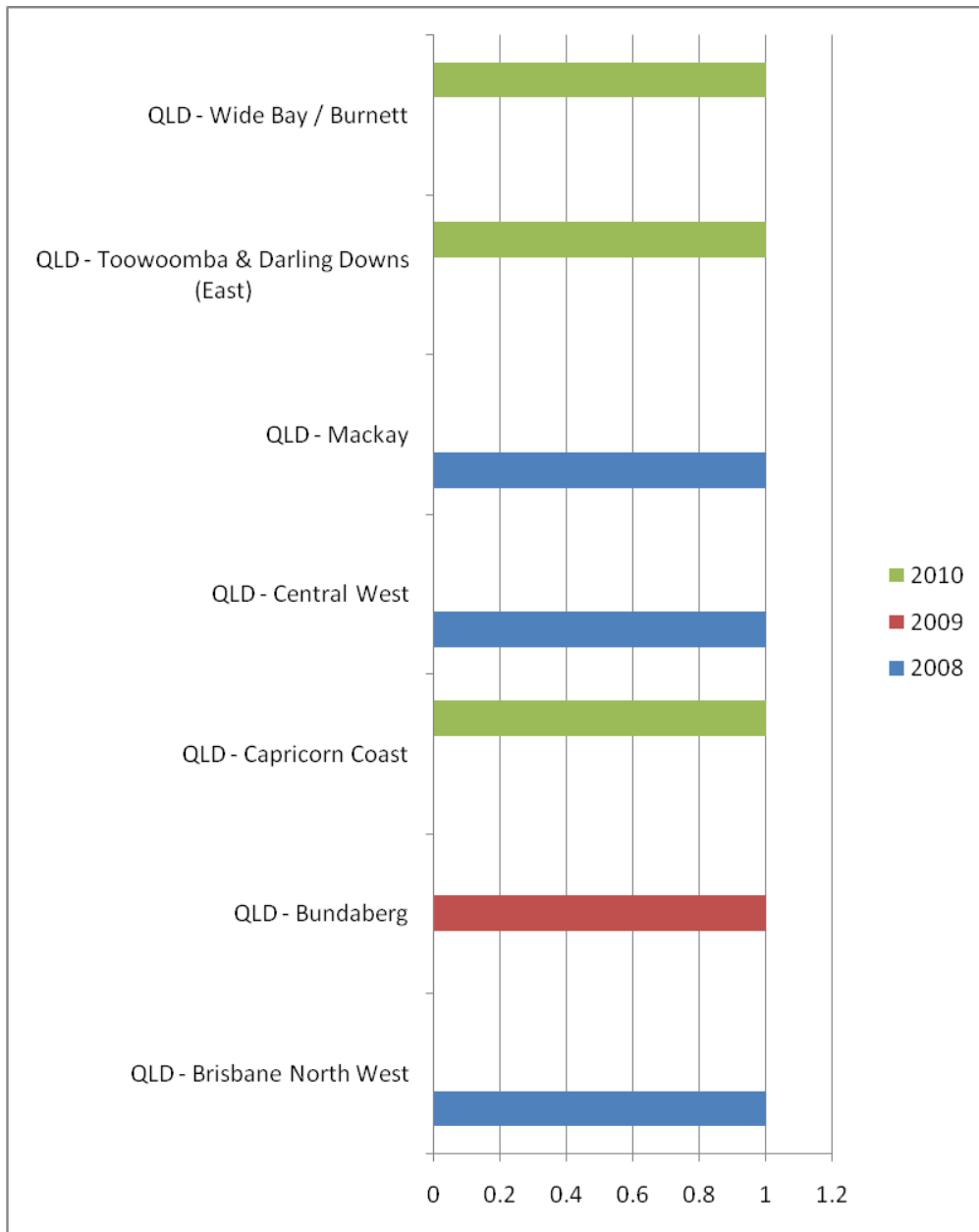
New South Wales



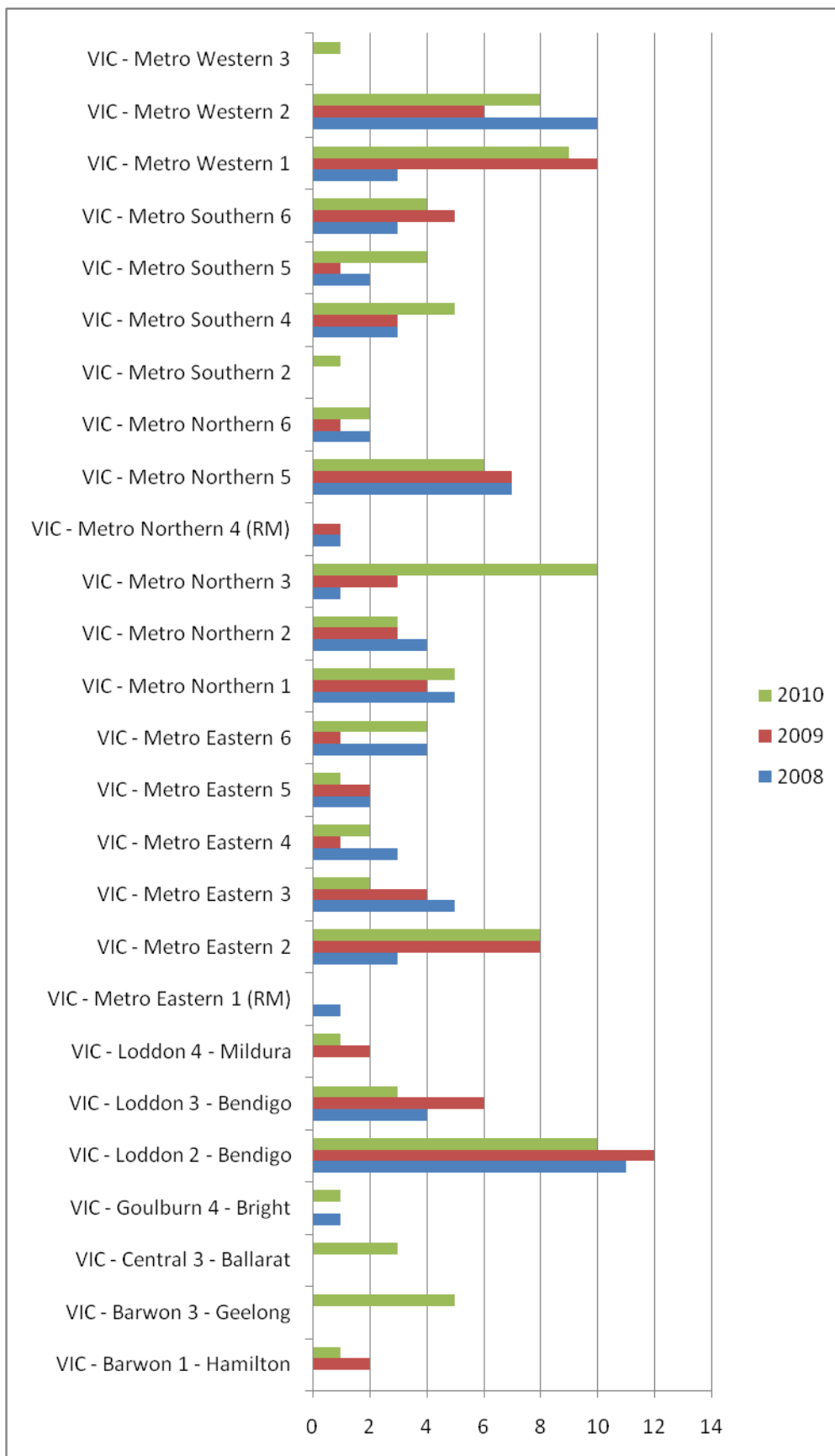
South Australia



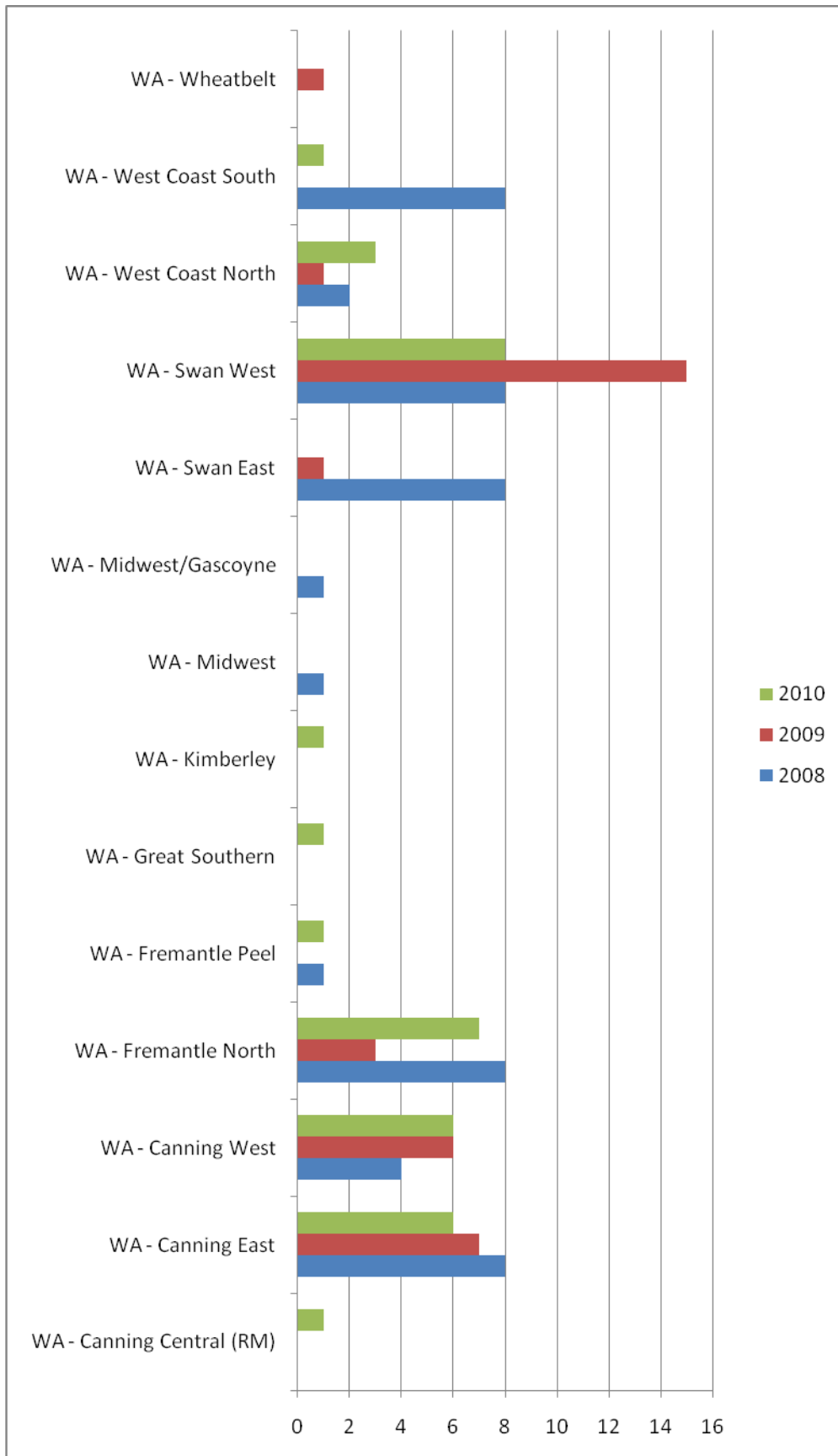
Queensland



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

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