



Australian Government  
Australian Sports Commission

# Active After-school Communities

Helping kids and communities get active



## Active After-school Communities program and Surf Life Saving Australia



**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 Surf Life Saving 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 Surf Life Saving 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 Surf Life Saving programs in 2010.
- Any media articles that were generated in relation to the AASC program and Surf Life Saving.

## NATIONAL SNAPS — HOTSURF LIFE SAVING IN THE AASC PROGRAM

### Delivery of Surf Life Saving 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.

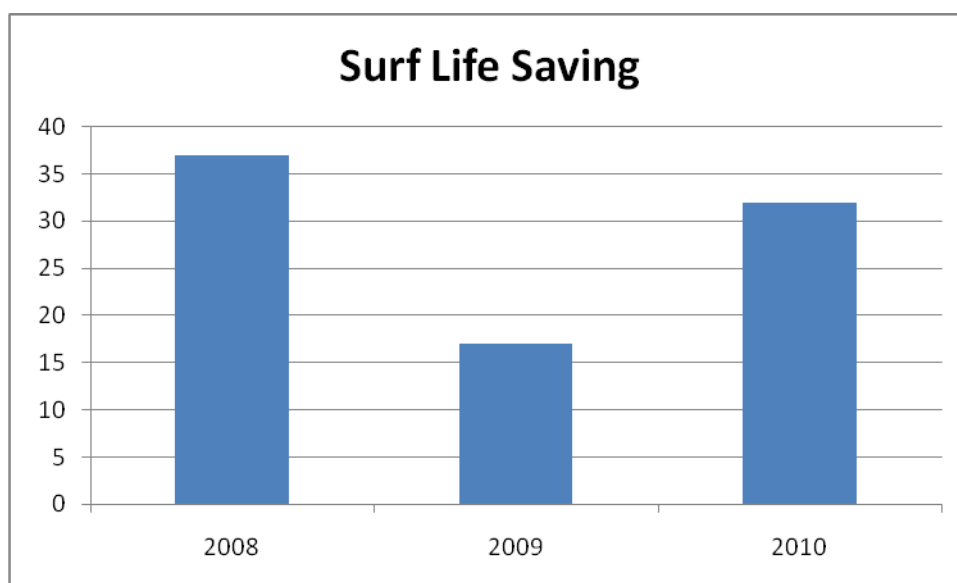


Figure 1: Number of Surf Life Saving programs conducted during 2008–2010

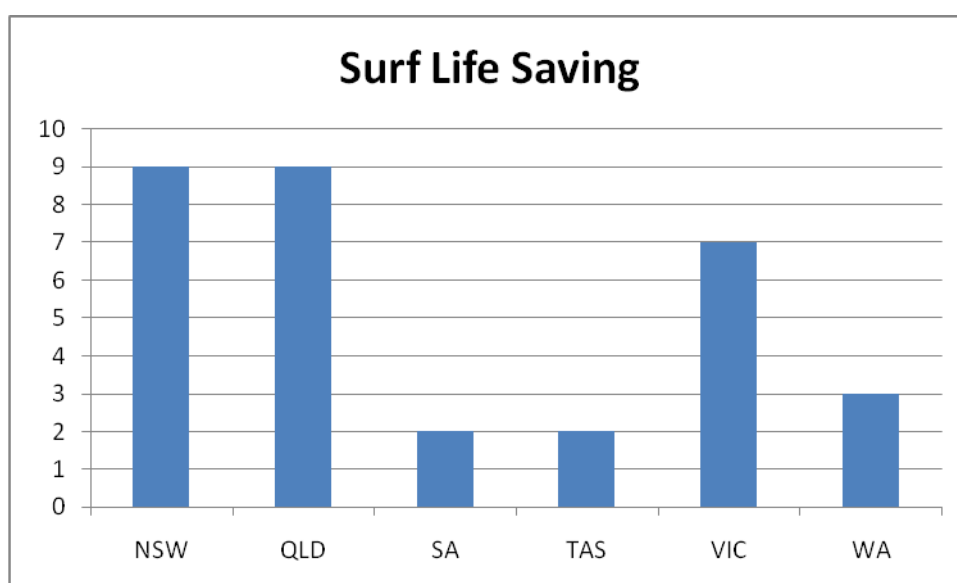


Figure 2: Number of Surf Life Saving programs conducted in each state or territory in 2010

## NATIONAL SNAPSHOT (continued) — SURF LIFE SAVING 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.

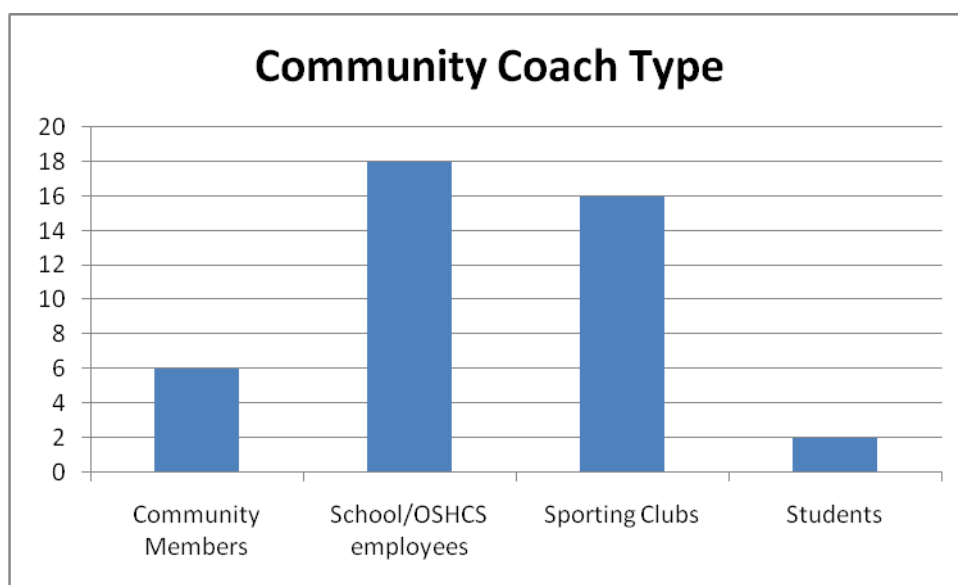


Figure 3: Breakdown of types of Community Coaches delivering Surf Life Saving in 2010

### Internal delivery options

In 2010, 43% of community coaches were from schools or OSHCS.

### Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 38% of all programs. Appendix A on page 7 shows a list of the organisations that delivered in 2010.

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

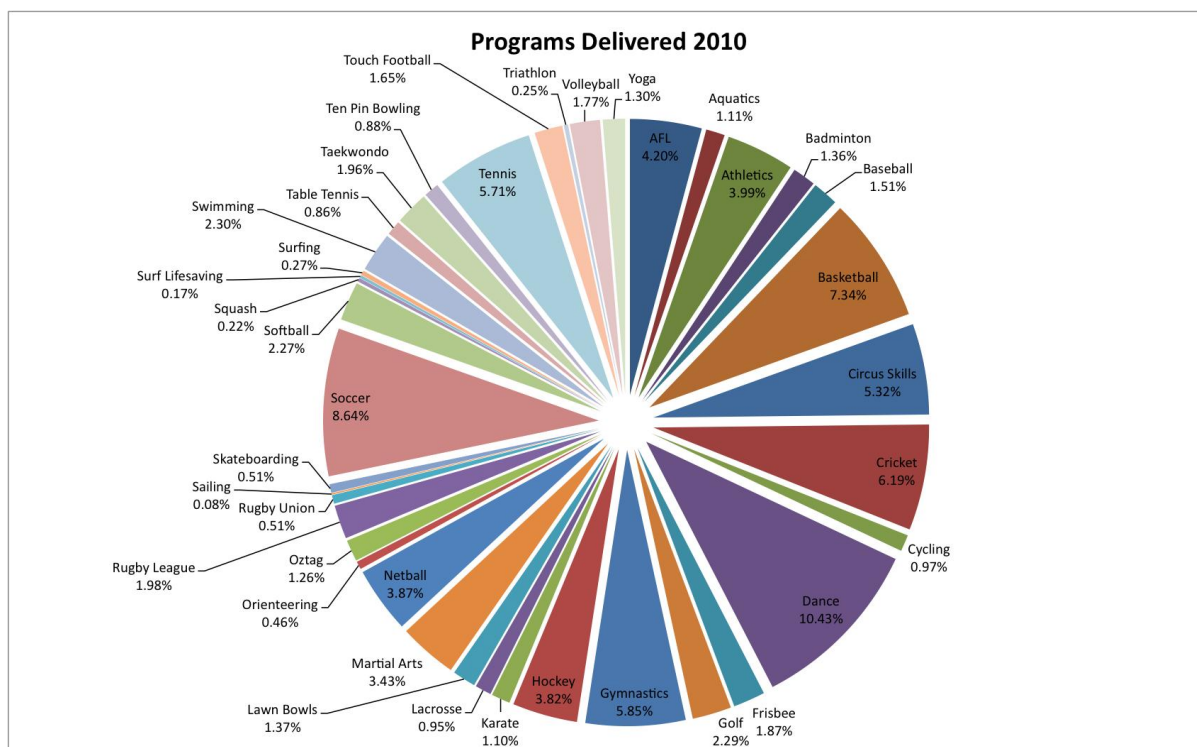


Figure 4 Number of programs by sport in 2010

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 SURF LIFE SAVING PARTNERSHIPS

### Partnership between Christies Beach Primary School OSHC and Christies Beach Surf Life Saving Club, South Australia

Christies Beach Primary School OSHC is situated approximately 1 km from Christies Beach Surf Life Saving Club. The two staff members at the OSHC who had relevant qualifications to deliver surf life saving programs approached the surf club to assist with water safety by supplying an inflatable boat and to be on standby as a risk management measure.

The OSHC staff delivered a high quality seven-week program to children following the Playing for Life philosophy. Parents were encouraged to collect their children from the club at the end of the session, with club members volunteering to provide parents with a tour of the club's facilities. This exposure allowed the club to promote the pathway for children into surf life saving and to highlight the work the club does within the community.

As a result of this initiative, three children joined the club at the end of the program.

### **Partnership between West Beach Surf Life Saving Club, West Torrens City Council and local schools, South Australia**

Along with the support of the AASC program Regional Coordinator, West Beach Surf Life Saving Club partnered with the West Torrens City Council to provide surf life saving sessions to children during the school holidays. Two club members signed up to deliver the sessions and drive a safety boat at the event.

Children between the ages of 11 and 13 registered to participate in the three-day 'Come and Try' Aquatics program, hosted by clubs from within the West Torrens Council area. The children experienced five different aquatic-based sports over the three days, one of which was surf life saving. The West Beach club received a special initiative grant from the AASC program in 2009 for equipment that could be used when delivering fun water-based games for the kids. This equipment was also used at the event, with coaches delivering a dynamic and engaging session to teach children basic surf life saving skills. At the end of the session, the coaches provided a club flyer inviting children to join the club and attend their junior club training program.

The club coaches were happy with the event as they were able to expose new children to their club and also had the opportunity to discuss club programs and facilities with parents. As a result of this initiative, four children joined the club and additional parent details were gathered for future promotional purposes.

### **Partnership between Bermagui Surf Life Saving Club and AASC program, New South Wales**

Five members from the Bermagui Surf Life Saving Club attended a Community Coach Training Program delivered specifically so they could learn how the Playing for Life philosophy could be applied to their sport. Coaches commented that the training resources made it easy to run sessions and it meant they didn't have to spend a long time planning the activities. Some of the games were also incorporated into the surf club's Nippers training program.

With the support of the Regional Coordinator, the junior activities coordinator received a special initiative grant from the AASC program to purchase a surf rescue board to use when the coaches delivered AASC program session.

The coaches felt that the AASC program strengthened existing links within the community and it was the first time the primary school had worked in partnership with the surf club on a joint project. The club has also noticed an increase in the number of Nippers registrations, which they felt could be attributed to the AASC program sessions delivered at the club.

## APPENDIX A — DELIVERING SURF LIFE SAVING ORGANISATIONS IN 2010

Coaches Organisation	Region
Bermagui Surf Lifesaving Club	NSW - South Coast
Surf Life Saving Queensland	QLD - Bundaberg
Alex Surf Life Saving Club	QLD - Sunshine Coast South
West Beach Surf Life Saving Club	SA - Metro North 1
West Beach Surf Life Saving Club	SA - Metro West
City of Greater Geelong	VIC - Barwon 3 - Geelong
Half Moon Bay Surf Life Saving Club	VIC - Metro Southern 5
Mordialloc Life Saving Club	VIC - Metro Southern 5
North Cottesloe Surf Life Saving Club Inc.	WA - Fremantle North





**Clarence Valley Review**  
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## Surf awareness day a “ripper

Kids from around the Clarence Valley had a “ripper” of a time for the annual surf awareness day at Minnie Water, according to co-ordinator, Bruce Wallace.

Around 180 kids from eight Valley schools came together on Minnie Water beach earlier this month, organised as part of the Australian Sports Commission's Active After School Communities Program.

“The Minnie Water Wooli SLSC did a great job, especially now that the club is fully operational. We also had the Cancer Council in attendance running Slip Slot Slap Dash novelty races and the Health Promotion Unit from the North Coast Area Health Service providing the kids with fruit and veg snacks throughout the day while playing celebrity head games but using fruit and veg rather than celebrities,” Mr Wallace said.

“The kids did a surf wade, soft board activities, beach flags, relay races, surf awareness and IRB, CPR, Cancer Council novelty races, and a healthy food break with the Health Service. Nine kids were selected (one out of each group) for a ride in the rubber ducky.

“All the kids received a ‘Play for Life ... join a sporting club’ showbag that was full of goodies while each participating school received a sun awareness pack from the Cancer Council and a cookbook from the Health Service.”

The AASC also aims to encourage kids to continue their involvement in sport, and join clubs. As part of the surf awareness day, kids were encouraged to join the Nippers.

“Ninety per cent of the population lives on the coast... it's really to get them confident and aware of the surf. There's a lot of drownings – the Nippers program is a good one to introduce them to surf craft and surf awareness,” Mr Wallace said.



Charles from Ulmarra PS with James from Ulmarra PS in the background looking on, at the Minnie Water surf awareness day. Pic: contributed.



## Internal newsletter December, 2010

### Surf's up

Many children had the opportunity recently to learn to use rescue torpedoes at an AASC Surf Awareness Day at Minnie Water Beach, north of Coffs Harbour.

Up to 180 students from eight Clarence Valley schools came together for a range of beach activities under the watchful eye of Minnie Water Woolli SLSC.

The NSW Cancer Council was on hand with information on sun protection, while North Coast Area Health Service provided tasty fruit and vegetable snacks throughout the day.



Children at AASC Surf Awareness Day at Minnie Water Beach

## Internal newsletter December, 2010

### South Metro – Justin Stephens

The highlight of my year was the success of my *Play for life...join a sporting club* event at Seacliff Beach. To see the community support the event and to see families participating in the activities together was a real highlight. To be given the news that Seacliff Surf Lifesaving Club signed 13 new junior members on the day was a perfect conclusion to all the hard work the clubs and I put into the event.



Andrew Southcott and daughter

## PLAY FOR LIFE... JOIN A SPORTING CLUB

A national campaign run by the Australian Sports Commission, *Play for life...join a sporting club*, saw students from Clarence Valley schools participating in a surf awareness day held at Minnie Water Beach on Friday 5 November. Eight participating AASC schools were involved, along with up to 180 students, making the day one to remember as the rain held off much to the delight of all concerned.

The NSW Cancer Council was on hand to inform the students about sun protection, while North Coast Area Health Service provided tasty fruit and vegetable snacks throughout the day. Members of the Minnie Water Wooli SLSC provided invaluable support and presented a range of beach activities that kept students active and engaged throughout the day.



Teachers and students preparing for the fun events to follow.

### Fun was the order of the day



A student from Ulmarra PS wins the beach flags by what looks like a short half hand!



Participants preparing for the 'Slip, Slop, Slap Dash'.

### Students embrace the thrill of the surf



*A couple of lucky students experiencing the excitement of the IRB in action.*

The surf awareness day provided a range of inclusive activities that introduced the students to activities undertaken in the Nippers program at the club.

A big 'well done' to all participating students for their enthusiastic involvement in all activities. Special mention goes to Geoff Brodin and the members of the Minnie Water Wooli SLSC for their exceptional support on the day, as well as Jye Reardon and Karen McSwan from Ulmarra PS.



*Brad Neall from Minnie Water Wooli SLSC giving students a tour of the IRB, also known as the rubber ducky.*



## SA 5 Star Community Coach Award Term winner

[https://secure.ausport.gov.au/aasc/Information for Community Coaches/community\\_coach/5\\_star\\_community\\_coach\\_2010\\_state\\_term\\_winners/sa\\_5\\_star\\_community\\_coach\\_award\\_winners\\_2010](https://secure.ausport.gov.au/aasc/Information%20for%20Community%20Coaches/community_coach/5_star_community_coach_2010_state_term_winners/sa_5_star_community_coach_award_winners_2010)

### Term 4, 2010 winner – Steven Rypp

Steven Rypp from West Beach Surf Life Saving Club is the Term 4, 5 Star Community Coach Award winner for South Australia.

Steven is very professional - always punctual, well planned and representing his club to the best of his ability. He has an electric personality that he displays in all of his AASC sessions. He is very enthusiastic and engages children in activities where they learn about beach safety in a fun, inclusive environment.

Steven uses games that maximise participation and that cater for all ages and ability levels. He is responsive to the children's needs and will change activities when needed to maintain high involvement and enjoyment levels.

In addition to delivering fun, engaging and skilled sessions for children, that they love, Steven delivered sessions in the Term 3 *Play for life...join a sporting club* campaign. He ran several fun Surf Life Saving games that attracted many children.

Regional coordinator Andrew Swift said, "All children at Steven's sessions are now crazy about Surf Life Saving. They have big smiles throughout the activities and all want to keep going even when their parents come to collect them."

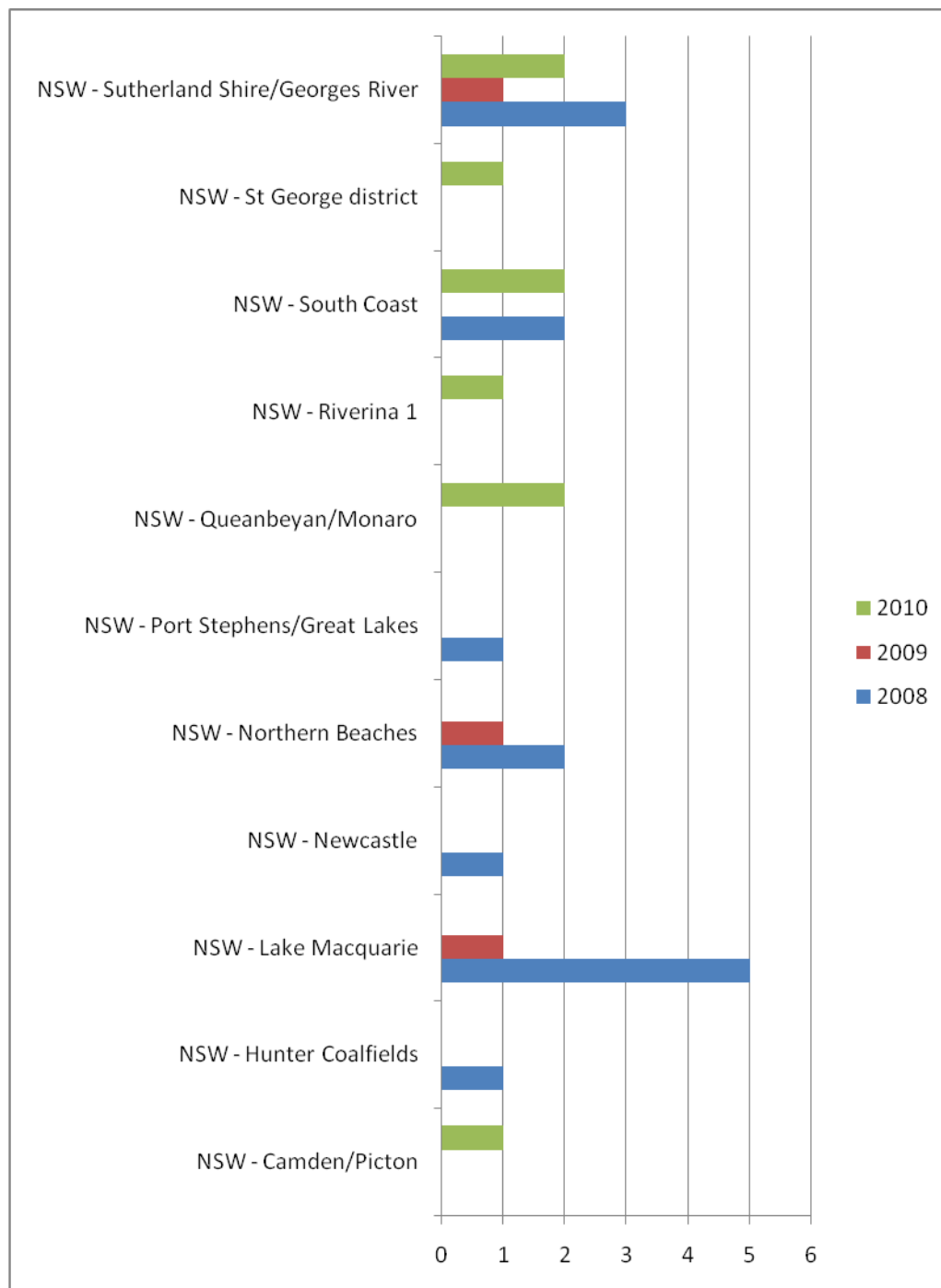
"Steven's involvement in the *Play for life...join a sporting club* campaign was very much appreciated as he drew a lot of children to the sport and the campaign event."

Steven is a deserving winner of the SA 5 Star Community Coach Award with. He is a valuable asset to the AASC program and his local club.

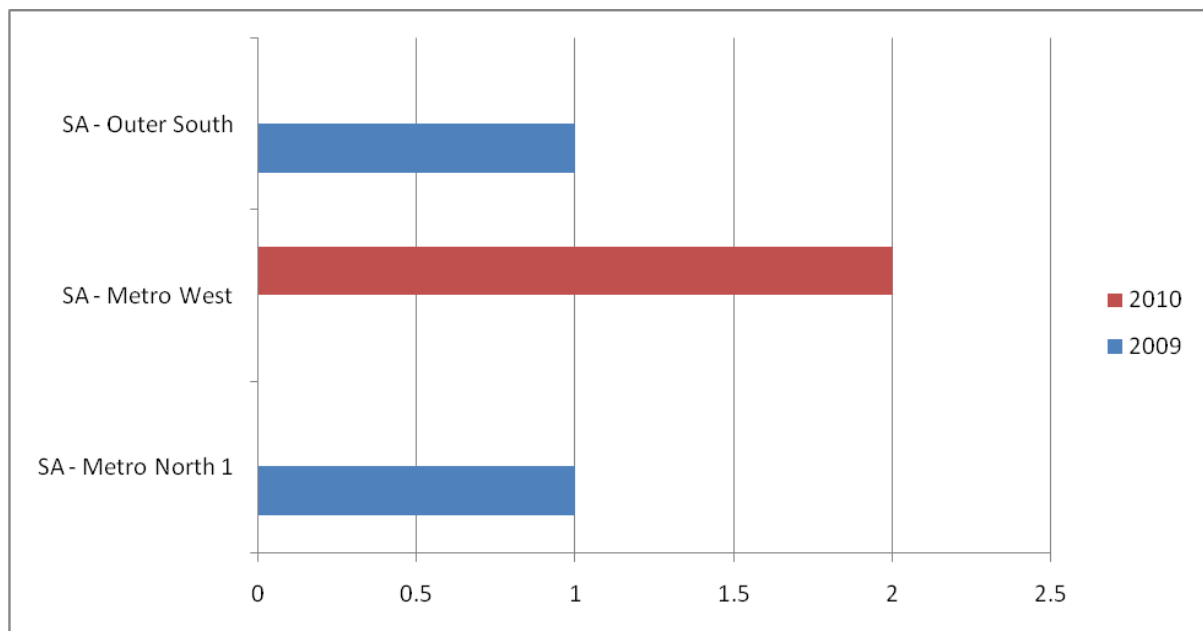


## APPENDIX C — REGIONAL BREAKDOWN OF SURF LIFESAVING PROGRAMS FROM 2008-2010

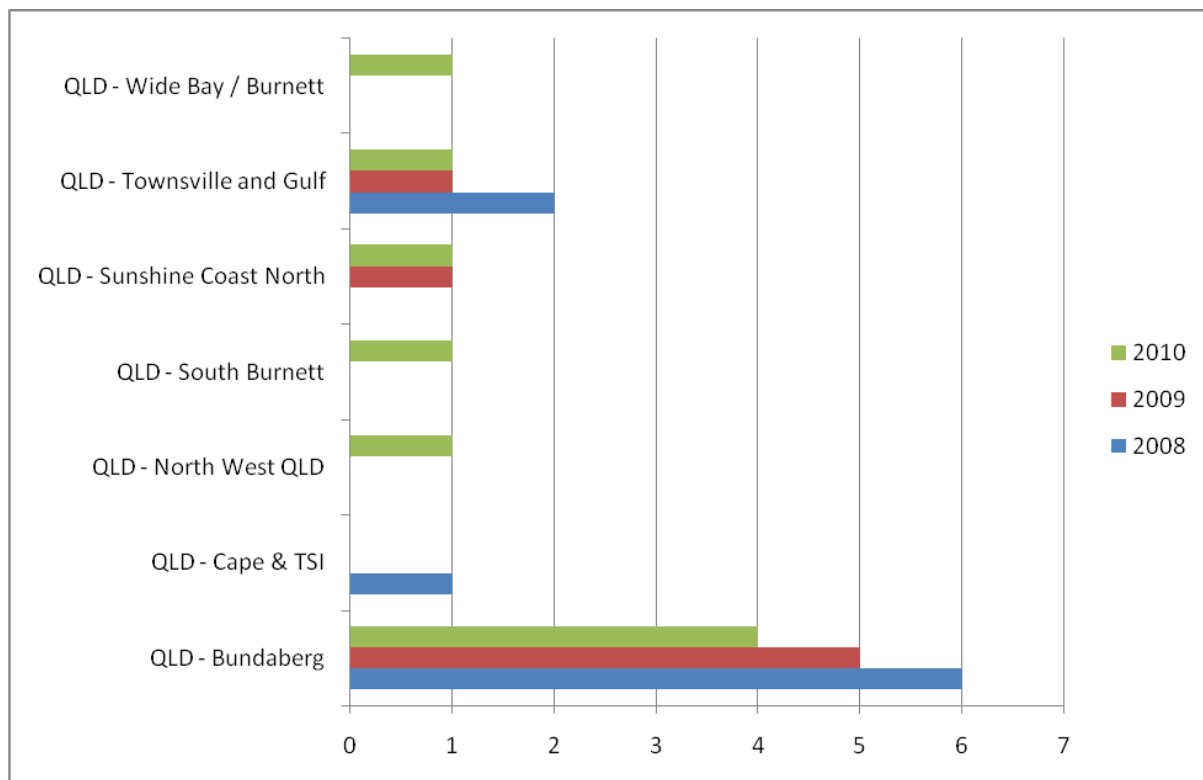
### New South Wales



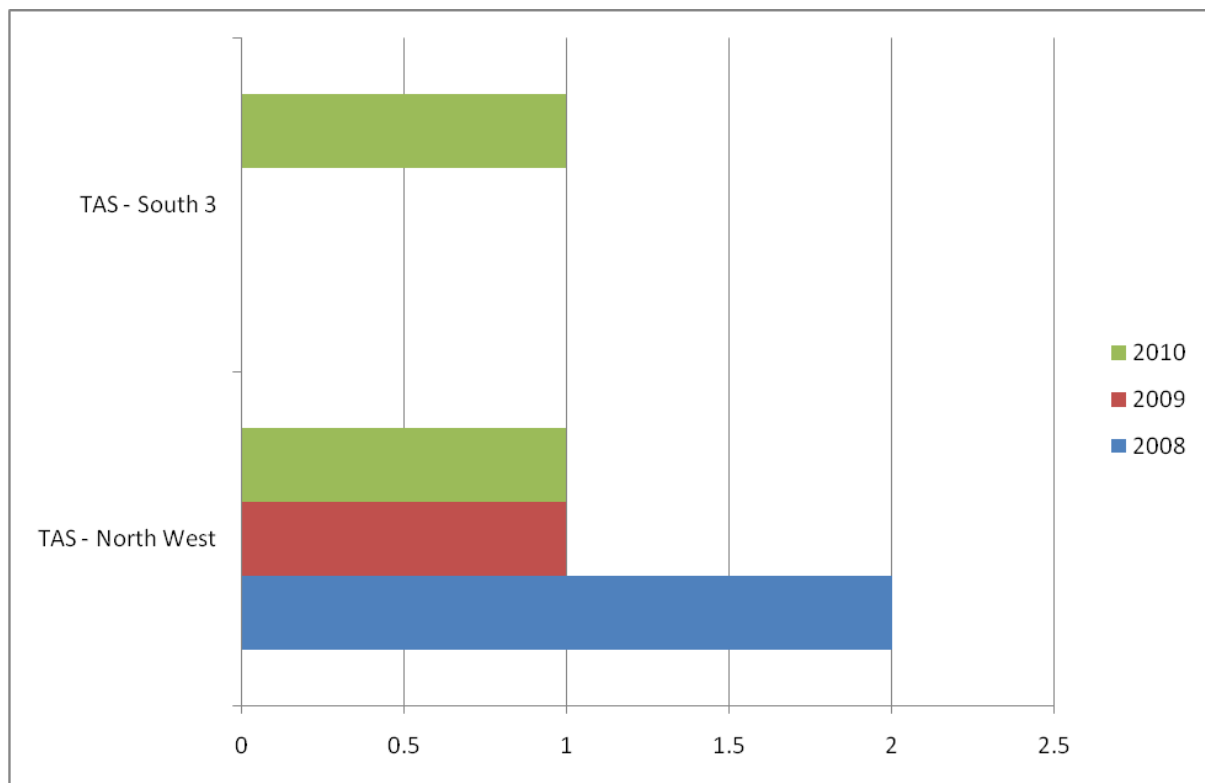
## South Australia



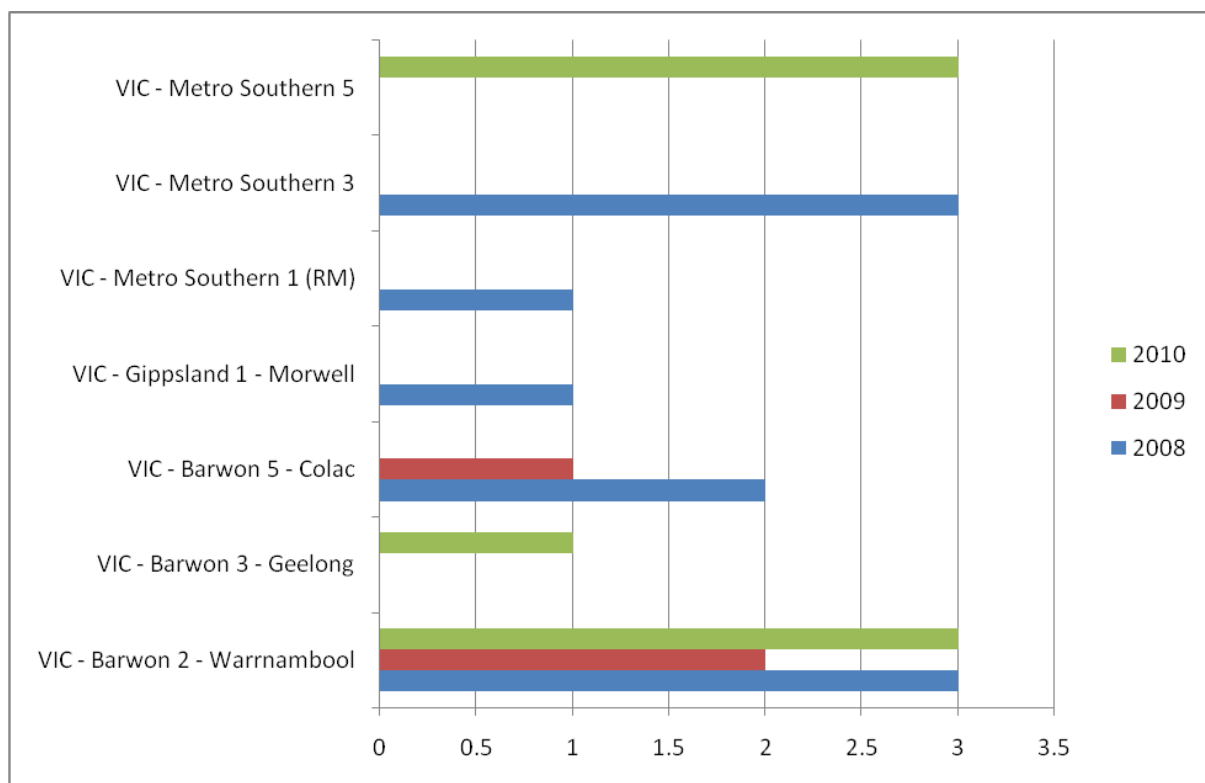
## Queensland



## Tasmania

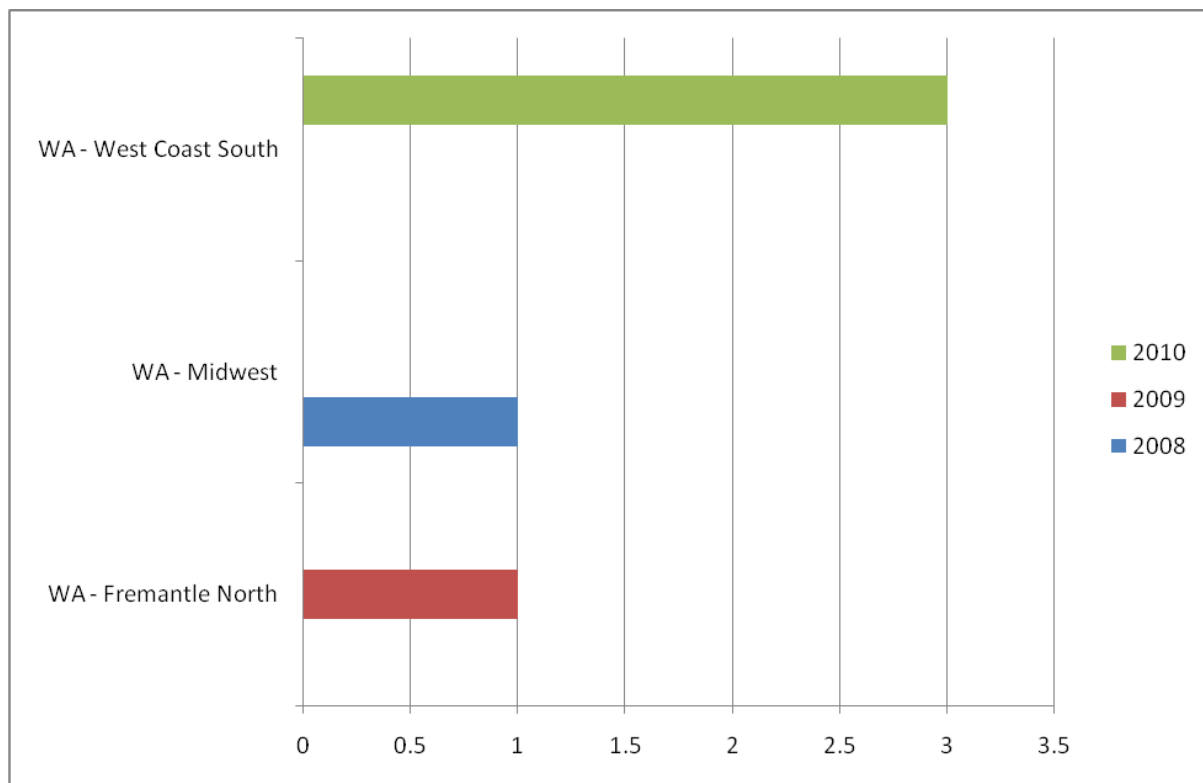


## Victoria





## 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,



Kitty Chiller

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