



## Basketball Australia and the Active After-school Communities program

### Background

In 2010, Basketball Australia expressed interest in researching the transition of participants from the Australian Government's Active After-school Communities (AASC) program into local Aussie Hoops programs and association teams. An initial national pilot was developed, involving four basketball associations in Victoria, Tasmania and the ACT, to investigate the effectiveness of different methods for tracking transition of individual participants into junior development programs.

### Planning

AASC regional coordinators assisted the selected associations to plan a basketball 'come and try' event at the end of the AASC program basketball term. The events were held at the association to allow club representatives the opportunity to promote basketball programs and the association facilities to children and their families. Parents were also provided the opportunity to register children for upcoming Aussie Hoops programs.

Events were held in Tasmania and Victoria throughout September and October 2011.

### Outcomes

The local initiatives provided Basketball Australia with participant contact details and subsequent transition figures of AASC program participants into Aussie Hoops programs. The figures are detailed below.

Region	Basketball Association	Number of Schools/Outside School Hours Care centres involved	Number of participants who attended the gala days	Number of participants who transitioned into the association Aussie Hoops program	Percentage of children to transition into an Aussie Hoops program
North West Tasmania	Ulverstone Basketball Association	3	85	20	24%
North West Tasmania	Smithton Basketball Association	3	75	27	36%
South Tasmania	Phoenix Basketball Club	2	120	10	8%
Metro Victoria	Dandenong Basketball Association	2	95	22	23%

## Learnings

The targeted Basketball Australia pilot project provided key learnings for the AASC program and national sporting organisations to apply in the delivery of physical activity to children. These included:

- Backward planning - the need for sport junior development programs to be available at the end of the AASC program
- Association promotion - the benefit of inviting children and their parents to the local association to view the facilities and meet club personnel
- Effective partnership - the importance of developing a strong partnership between the association, the school and the regional coordinator
- Measuring success - the need to develop a tool to track the number of participants to transition from the AASC program to the association
- Capacity building - the extent to which the AASC can help to build the capacity of community sport

## Contact

For more information about the Basketball Australia and AASC pilot, contact Kym McMahon on [kym.mcmahon@ausport.gov.au](mailto:kym.mcmahon@ausport.gov.au)