



# GOLF

## 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 \$200,000 of that being allocated to golf 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 golf 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 golf and provide support for the sport's grassroots participation objectives.

### PERFORMANCE DATA

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

### Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	130	207	+59%
VIC	122	151	+24%
QLD	81	122	+51%
SA	46	49	+7%
WA	45	28	-38%
TAS	10	16	+60%
NT	7	5	-29%
ACT	2	3	+50%
<b>TOTAL</b>	<b>443</b>	<b>581</b>	<b>+31%</b>

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

The total number reflects a 31% growth on the previous reporting period. In percentage terms, this was a strong performance for all but two of the delivery areas – the 38% reduction in total programs in WA is the key result which does not conform to trend.

## Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	3291	5016	+52%
VIC	2713	3151	+16%
QLD	2347	3404	+45%
SA	1045	981	-6%
WA	1068	597	-44%
TAS	252	350	+39%
NT	221	208	-6%
ACT	50	113	+126%
<b>TOTAL</b>	<b>10,978</b>	<b>13,820</b>	<b>+26%</b>

The total number reflects a 26% growth on the previous reporting period. Participant results mirror the performance of the total program data but also provide a clearer reflection of the impact the AASC has on the actual volume of participants with an increase of almost 3,000 extra children exposed to the sport.

## Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	100	156	+56%
Community members	80	124	+55%
Internal (e.g. teachers)	95	105	+11%
Private providers	17	19	+12%
Students	22	28	+27%
<b>TOTAL</b>	<b>314</b>	<b>432</b>	<b>+38%</b>

The total number reflects a 38% growth on the previous reporting period. Of note is the significant growth in the number of community coaches delivering golf who either represent sporting clubs or who are community members. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage golf 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 golf in Australia. The data aims to show the value of the AASC program to Golf 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 golf after taking part in the AASC program or the true number of participants who attended each golf session, it does clearly show an increased appetite for primary school aged children to play golf. 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 golf 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 golf in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.