



Australian Government
Australian Sports Commission

Fact Sheet

Active After-school Communities program — *strengthening our communities*



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Developing communities

Communities are coming together around the common goal of getting inactive kids more engaged with physical activity, through the Australian Government’s Active After-school Communities (AASC) program.

The AASC program is a free initiative delivered nationally by the Australian Sports Commission. The program has been responsible for getting kids and their parents out and active in their community by promoting involvement in community sport. It has also strengthened networks and built the capacity of clubs to deliver sport to their community.

Promoting involvement in community sport

Coaches and trainers have reported increased awareness about their club in the wider community since the AASC program started in their area. Awareness is higher among participating children, and also among parents, teachers and other after-school care providers.

This has resulted in a substantial number of children continuing with a sport outside of the AASC program, either with or without formal club membership.

A program deliverer from Colac Junior Badminton in Alvie, Victoria, says the program has had ‘a huge effect’ on membership, which nearly doubled after the club became involved with the AASC program.

A welcome flow-on effect of the program has been parents also getting involved with community sport.

Wurruk Hockey Club in Sale, Victoria, says some of the parents are more active than they had been for years. ‘Some of the parents are down there running the training ... running around after the kids.’

This has been positive for the club. ‘In general, it’s just good for the club’s development and for the atmosphere around the club.’

Strengthening networks within the community

The formation and strengthening of networks within communities has been evident since the inception of the program. These networks involve community coaches and trainers, schools and local councils.

Community coaches and trainers have described the program as ‘opening doors’, especially regarding their involvement with schools and other after-school care providers.

A program deliverer with Warrnambool Wolves Football Club in Warrnambool, Victoria, says the AASC program has provided the club with an in-road to the local schools. ‘It has strengthened the relationship between St Joseph’s and the soccer club. There’s a lot more kids from that school going to the soccer club now and [from] St Pius as well.’

In many cases the program also strengthens relationships between clubs and their local councils.

Lacrosse Victoria in Campbells Creek, Victoria, says the council provides a ground to play on at no charge thanks to the club’s contribution to community sport. The YMCA also provides a ground at nearby Kangaroo Flats.

The AASC program is also seen as beneficial to Indigenous communities by enhancing capacity to provide structured physical activity programs for school-aged children. The program has provided equipment, resources, and training that set up communities to provide more physical activity programs in the future.

One stakeholder says the AASC program also motivates young Indigenous people to achieve something positive and has resulted in less graffiti and vandalism, creating a positive effect for the community as a whole.

Increasing the capability of community sport

The program also increases the capability of schools and community sporting organisations to provide sport. Some program deliverers have been asked to run additional school sessions outside the AASC program or to organise sporting events for the school, such as a sports day.

Other reported benefits for community coaches include requests to become the official school coach for their sport and increasing demand for holiday programs or clinics.

Squash Magic in Bridgetown, Western Australia, says business has expanded through being involved with the program. 'I'm so busy, I can't handle it ... and in the last six months, they've got hold of the inflatable squash program and because it's different, the schools are actually requesting it. Now that's massive.'

The South Australian National Football League (SANFL) is able to promote school holiday coaching clinics through the AASC program, encouraging children to continue their sport beyond the program. 'We do get a number of kids from the AASC program coming out during the school holidays and furthering their football,' a program deliverer with SANFL says.



Active After-school Communities

Helping kids and communities get active

For more information visit
ausport.gov.au/aasc

Facts at a glance

- 79% of parents and 76% of schools and after-school care providers agree the AASC program is stimulating community involvement in sport
- 65% of sporting club community coaches agree the program leads to more children joining local clubs
- 83% of schools and after-school care providers agree the program has increased their ability to provide sport or other physical activity to primary school-aged children
- 95% of schools report physically inactive children feel welcome participating in the program