



Australian Baseball Federation and the Active After-school Communities program

Background

In 2011, the Australian Baseball Federation (ABF) saw an opportunity to work with Australian Government's Active After-school Communities (AASC) program to develop and deliver its national junior entry point program Aussie T-ball. The Aussie T-ball resource was developed to enable AASC community coaches to deliver Aussie T-ball programs within the after-school timeslot.

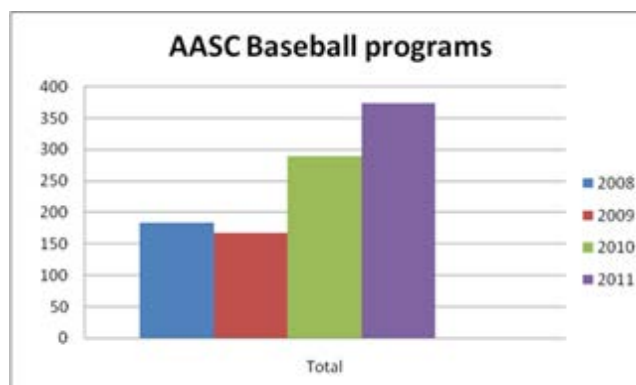
Planning

The Aussie T-ball resource includes promotional baseball information and ideas for community coaches to incorporate into each session to promote the sport.

The resource was provided to all AASC program staff. Furthermore, AASC schools and out of school hour care services were provided with promotional information on the program and associated equipment.

Outcomes

Through the promotion of Aussie T-ball within the AASC program, there has been an increase of 85 baseball programs delivered through AASC from 2010 to 2011, as seen in the graph below.



“The Australian Baseball Federation is thrilled to have partnered with AASC to deliver Aussie T-Ball. Since launching Aussie T-Ball, the ABF has seen an increase of 103% in the under-8 membership category. Whilst the launch of the Australian Baseball League has played a key part in this growth, there is no doubt in my mind that AASC has also played a vital role in assisting this growth,” said Australian Baseball Federation Game Development Manager, Tom Taylor.

“The ABF’s strategy with the AASC/Aussie T-Ball partnership has been simple; develop a manual which coaches can use to deliver programs that kids will enjoy, and then showcase best practice.

“There are some terrific examples in the baseball community of how the AASC program supports local clubs. It has been a key strategy to educate and inspire the baseball community on how the AASC program can and does work by showcasing successful examples. This education process is ongoing through face to face club workshops, e-newsletters, word of mouth, and strong relationships between development staff and AASC regional coordinators.”

Contact

For more information about the AASC program has worked with the Australian Baseball Federation to develop the Aussie T-Ball resource, contact Kym McMahon on kym.mcmahon@ausport.gov.au