



Australian Government  
Australian Sports Commission

# Active After-school Communities

Helping kids and communities get active



## Active After-school Communities program and Swimming Australia Ltd



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

## NATIONAL SNAPSHOT — SWIMMING IN THE AASC PROGRAM

### Delivery of Swimming 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.

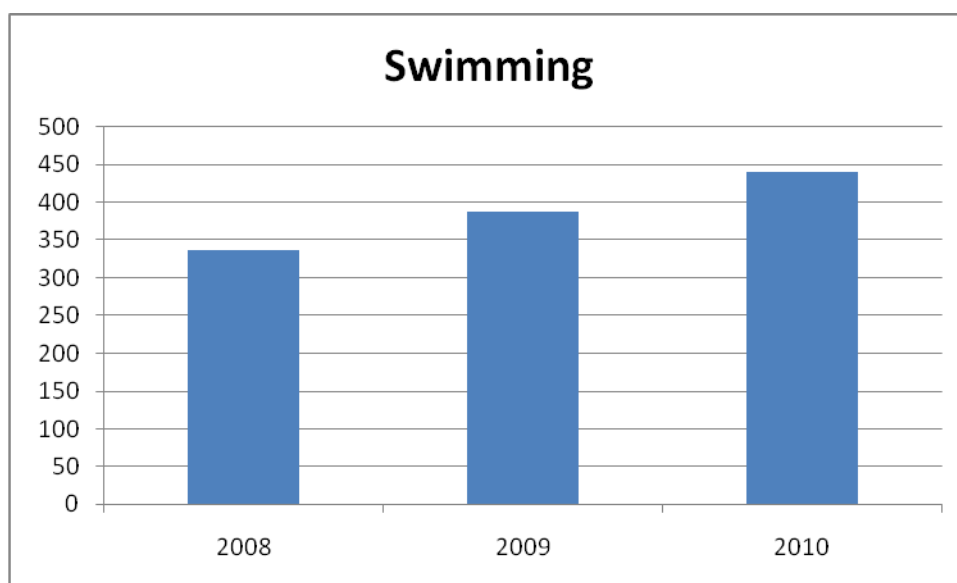


Figure 1: Number of Swimming programs conducted during 2008–2010

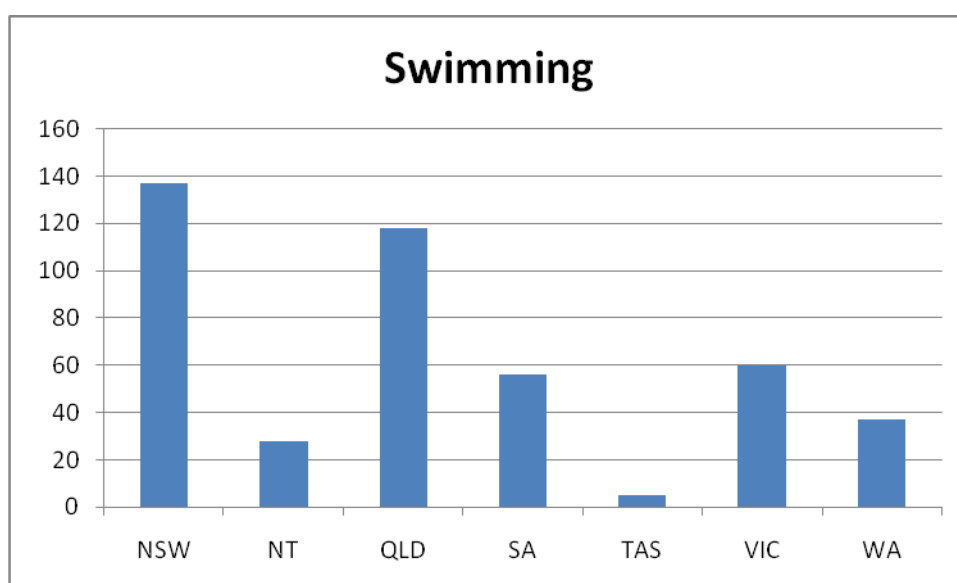


Figure 2: Number of Swimming programs conducted in each state or territory in 2010

## NATIONAL SNAPSHOT (continued) — SWIMMING 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.

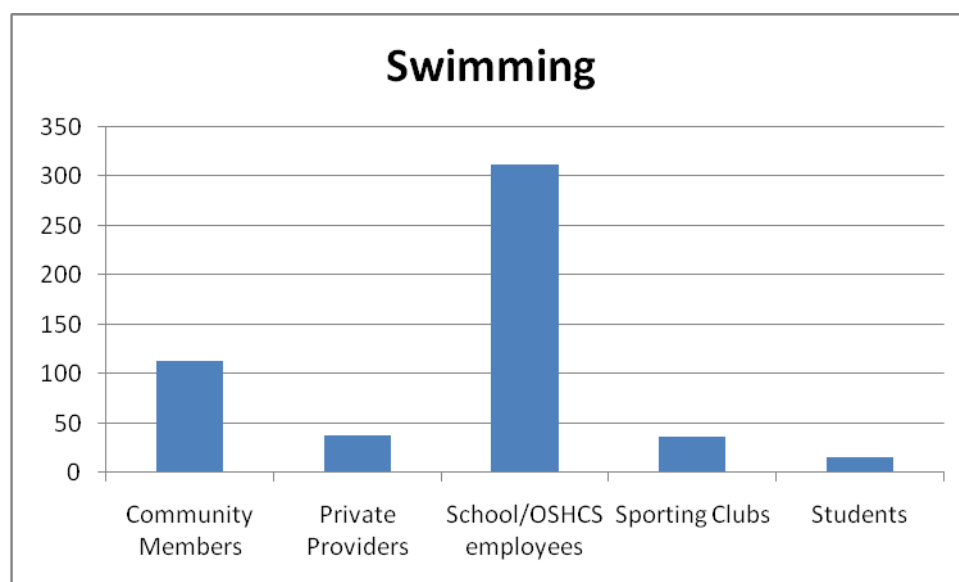


Figure 3: Breakdown of types of Community Coaches delivering Swimming in 2010

### Internal delivery options

In 2010, 61% of community coaches were from schools or OSHCS.

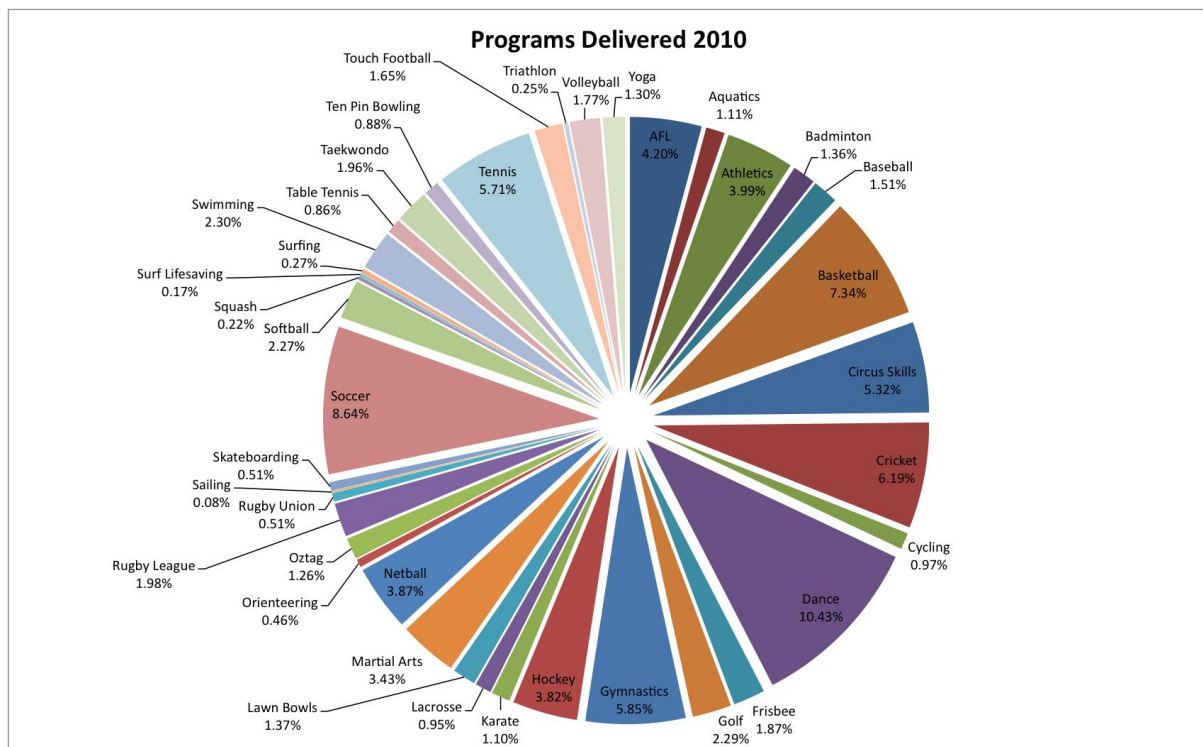
### Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 7% of all programs. Appendix A on page 6 shows a list of the organisations that delivered in 2010.

### Delivery by private providers

Where affiliated clubs or associations are unable to assist with meeting the demand for delivery, the Regional Coordinator sources private organisations to help extend the reach of the sport. In 2010, private providers were the third most common group of community coaches delivering Swimming sessions in the AASC program. Examples of private providers that delivered Swimming within the program in 2010 are provided in Appendix B on page 7.

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.

## APPENDIX A — DELIVERING SWIMMING ORGANISATIONS IN 2010

Coaches Organisation	Region
Scone OOSHC	NSW - Hunter Coalfields
Toni Lewis Coaching	NSW - North Coast 1
Goulburn Aquatic Centre	NSW - Queanbeyan/Monaro
Moulamein Little Athletics Centre	NSW - Riverina 4
YMCA - Sydney - Narooma Aquatic Centre	NSW - South Coast
RLSSNT (Royal Life Saving)	NT - Darwin
RLSSNT (Royal Life Saving)	NT - Top End 2
YMCA of the Top End	NT - Top End 2
Croydon Shire Council	QLD - Cairns & Tablelands
Weipa Swimming Club	QLD - Cape & TSI
Kingaroy Swimming Pool	QLD - South Burnett
Team Dolphins	QLD - South Burnett
Cunnamulla Swim Pool	QLD - South West
Great White Shark Swim School	QLD - Townsville and Gulf
Noarlunga Leisure Centre DECS Aquatics	SA - Fleurieu and Kangaroo Island
Royal Life Saving Society SA	SA - Fleurieu and Kangaroo Island
Valleys Lifestyle Centre	SA - Mid North & Yorke
City of Salisbury - Salisbury Recreation Precinct	SA - North Central
Elizabeth Aquadome (YMCA South Australia)	SA - North Central
Noarlunga Leisure Centre DECS Aquatics	SA - Outer South
Glenorchy Aquatic Centre	TAS - South 2
City of Greater Geelong	VIC - Barwon 3 - Geelong
City of Greater Geelong	VIC - Barwon 4 - Geelong (RM)
Warragul Leisure Centre	VIC - Gippsland 2 - Moe
Kyabram Sports Centre	VIC - Goulburn 1 - Shepparton
Benalla YMCA -Victorian YMCA Community Programming	VIC - Goulburn 4 - Bright
Ouyen Secondary College	VIC - Loddon 1 - Mildura
Bendigo Regional YMCA	VIC - Loddon 2 - Bendigo

## APPENDIX B — DELIVERING SWIMMING PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
First Splashes Swim School	NSW - Lake Macquarie
Melissa's Swim School	NSW - Riverina 1
Fit Kids Qld	QLD - Brisbane North East
Les Aberley School of Karate, Health and Fitness	QLD - Sunshine Coast South
Sureswim	QLD - Sunshine Coast South
Community Aquatics	QLD - Toowoomba & Darling Downs (East)
Smail's Swim School	QLD - Toowoomba & Darling Downs (East)
Active Kids SA	SA - Metro North 2
YMCA Warragul	VIC - Gippsland 1 - Morwell
Koo wee rup Leisure Centre	VIC - Gippsland 2 - Moe
MRW Australia	VIC - Gippsland 2 - Moe
YMCA Warragul	VIC - Gippsland 2 - Moe
Moore than Swimming	VIC - Goulburn 4 - Bright
The Melbourne Sports Institute	VIC - Metro Western 3



## APPENDIX C — SWIMMING RELATED MEDIA AND NEWSLETTER ARTICLES

Newsletter QLD (Sunshine Coast) Semester 1, 2010



### 5 Star Community Coach Winner



David with kids from Mooloolah ASC

Congratulations to AASC Community Coach and local policeman David Caffrey for winning the Term 1 5 Star Community Coach award for QLD!

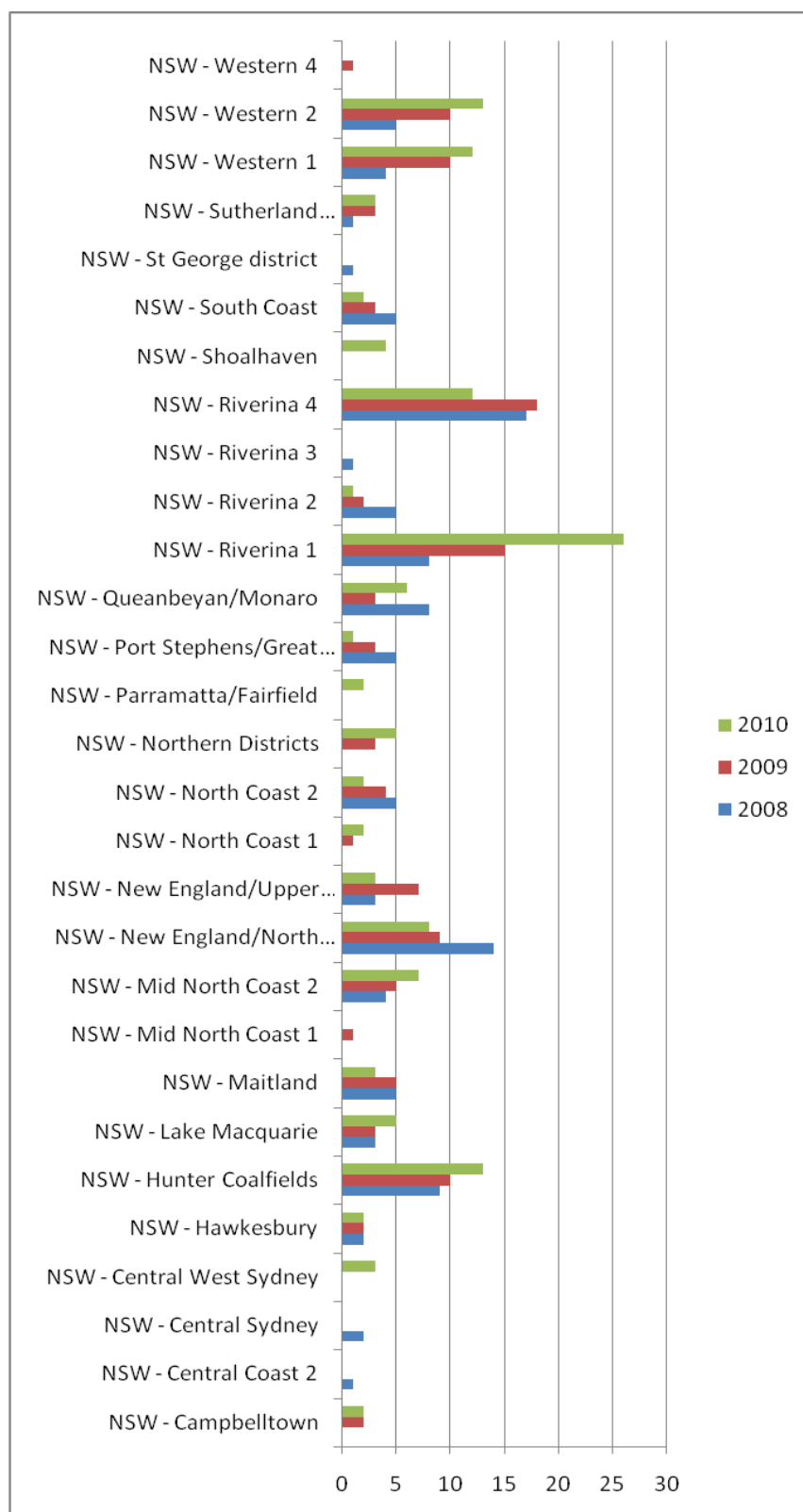
David was nominated by the staff at Mooloolah After-School Care for his outstanding work coaching an AASC Swimming Program.

David effectively used the "Play for Life" coaching philosophy to bridge the gap between the school and the swimming club and encourage children into the sport. From David's AASC sessions, several participants have enrolled in swimming lessons and joined the swimming club at Mooloolah.

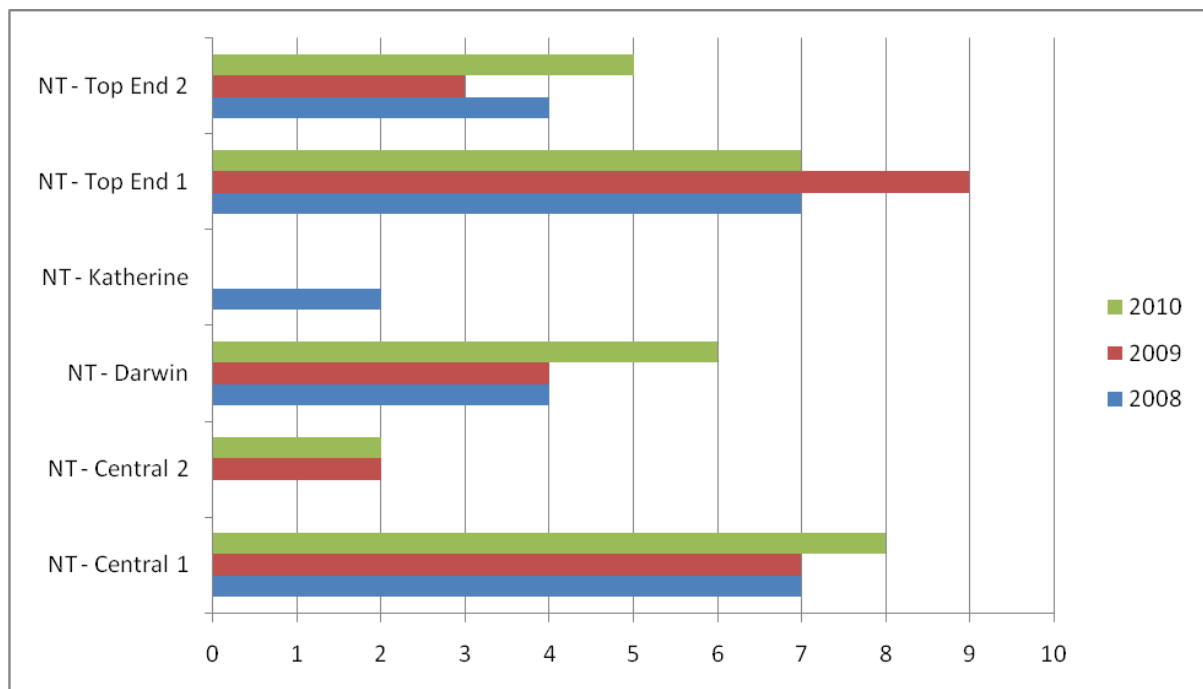


## APPENDIX D — REGIONAL BREAKDOWN OF SWIMMING PROGRAMS FROM 2008–2010

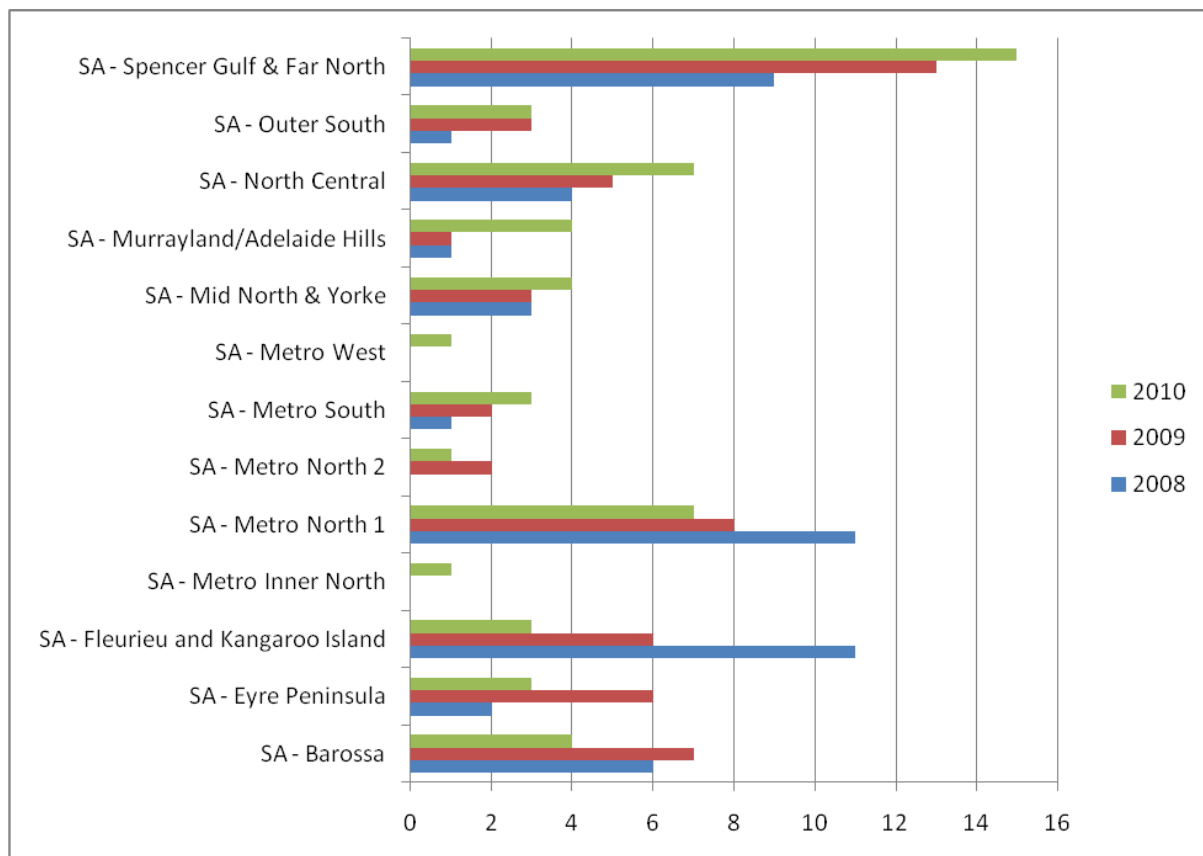
### New South Wales



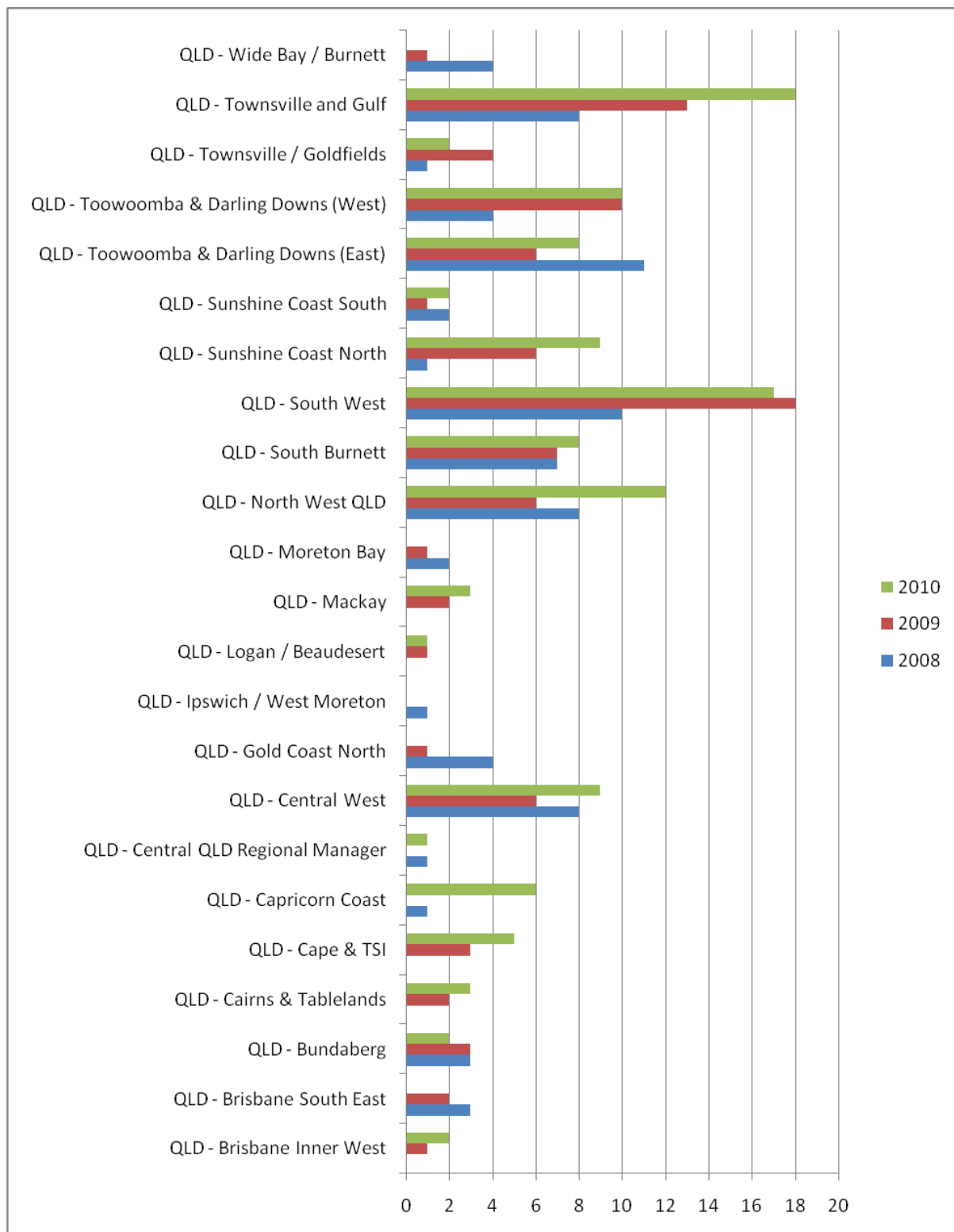
## Northern Territory



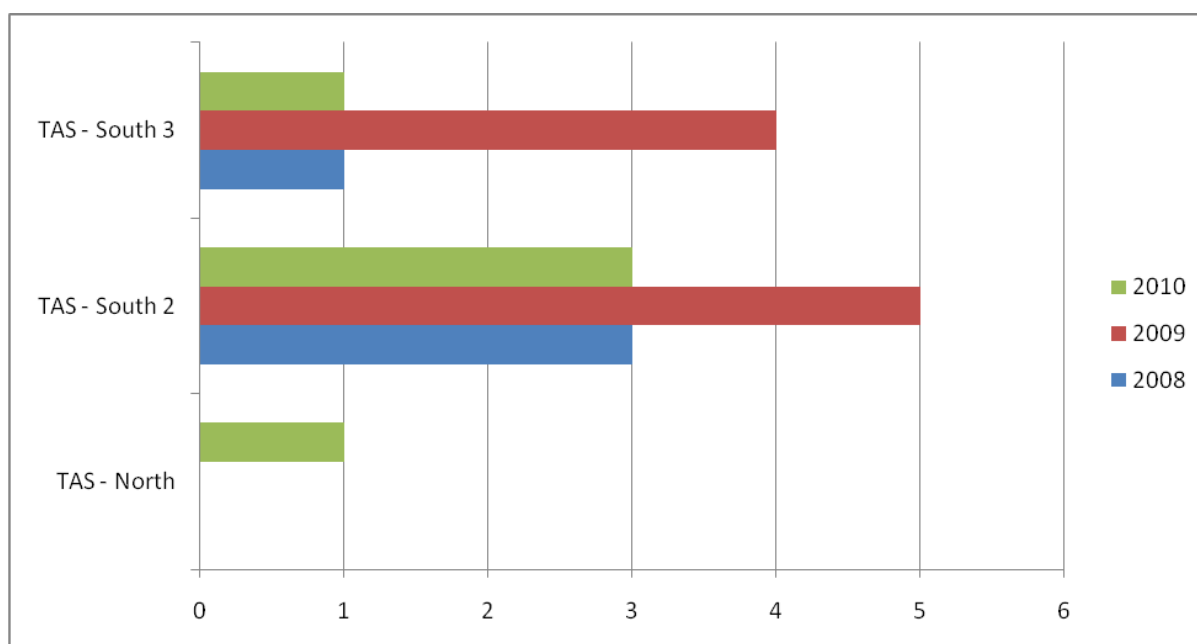
## South Australia



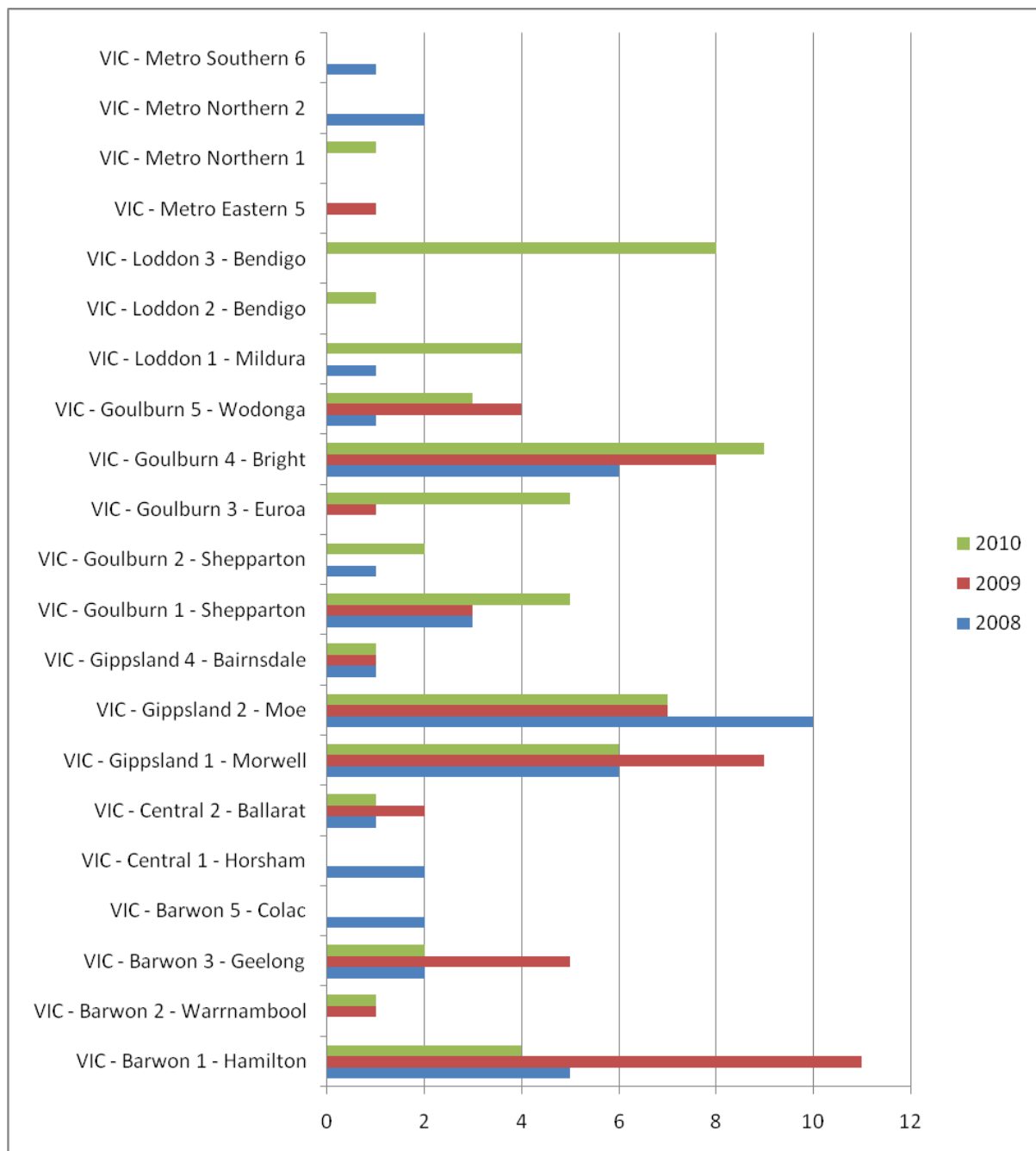
## Queensland



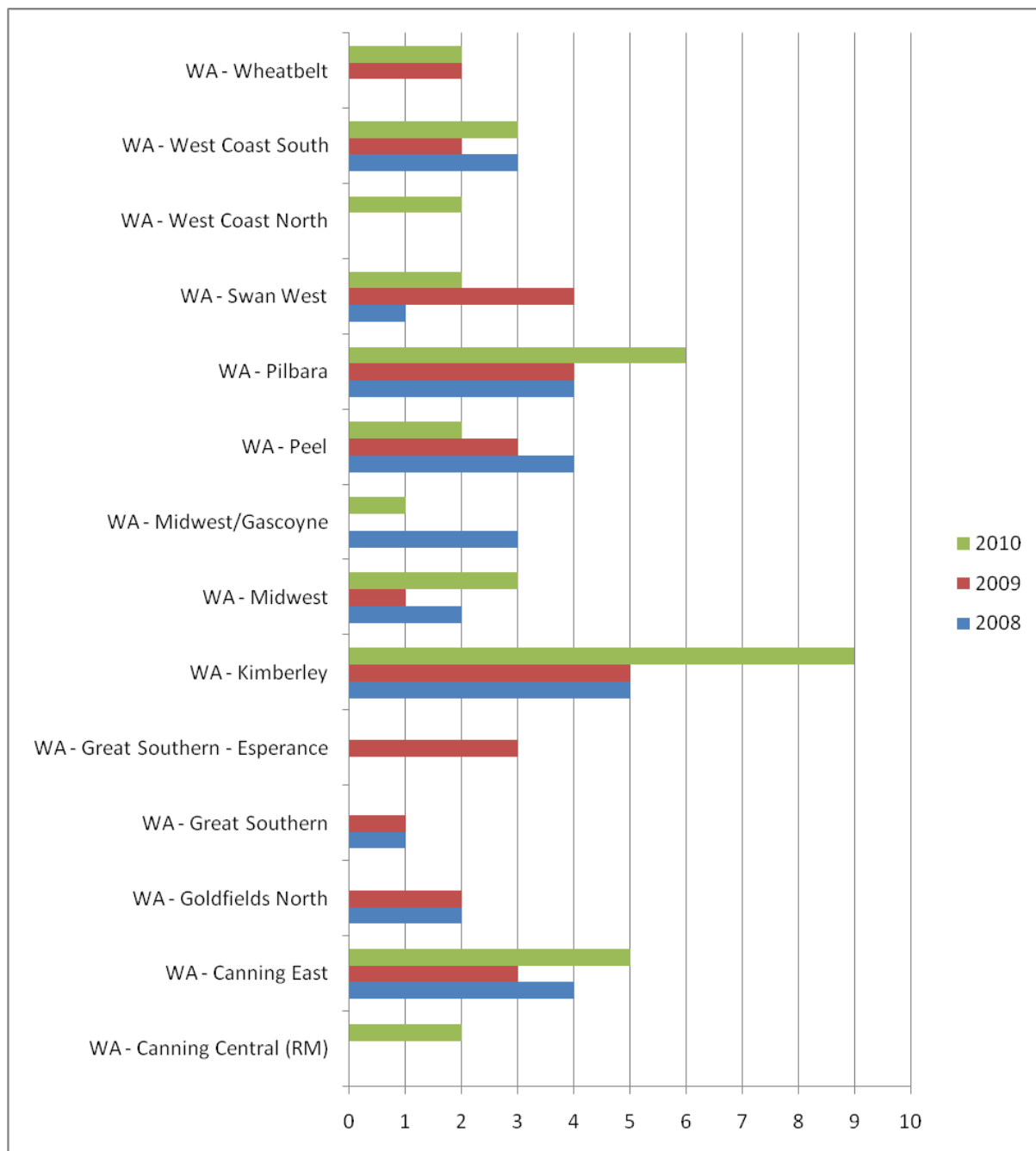
## Tasmania



## 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

Deputy General Manager  
Active After-school Communities  
T: 02 – 6214 7599  
E: [kitty.chiller@ausport.gov.au](mailto:kitty.chiller@ausport.gov.au)