



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Australian Football League



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

NATIONAL SNAPSHOT — AFL IN THE AASC PROGRAM

Delivery of AFL 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.

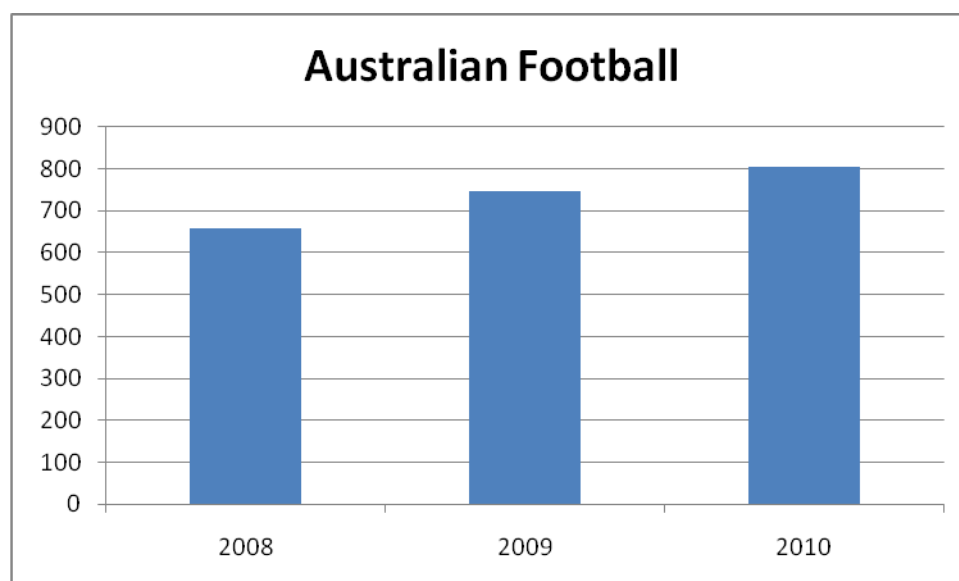


Figure 1: Number of AFL programs conducted during 2008–2010

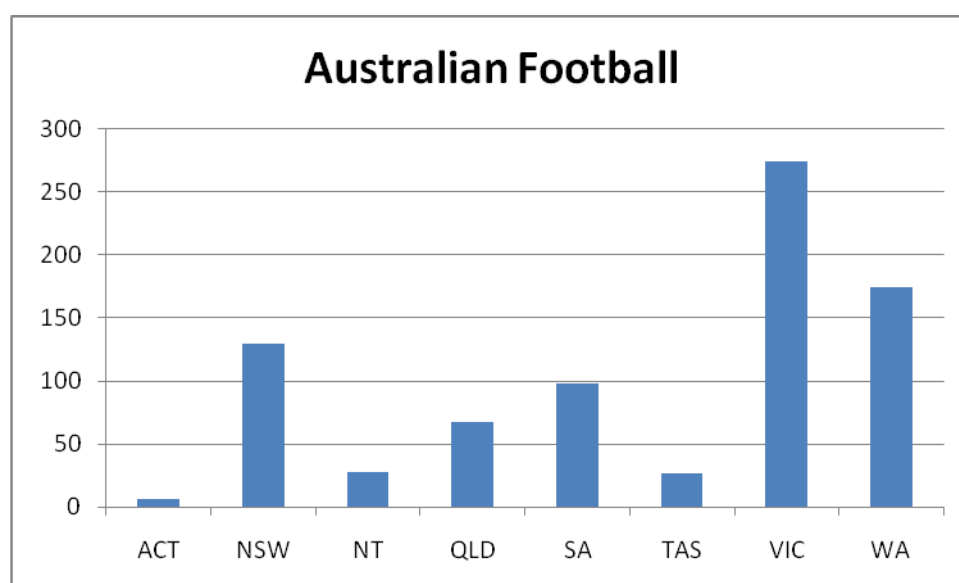


Figure 2: Number of AFL programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — AFL 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.

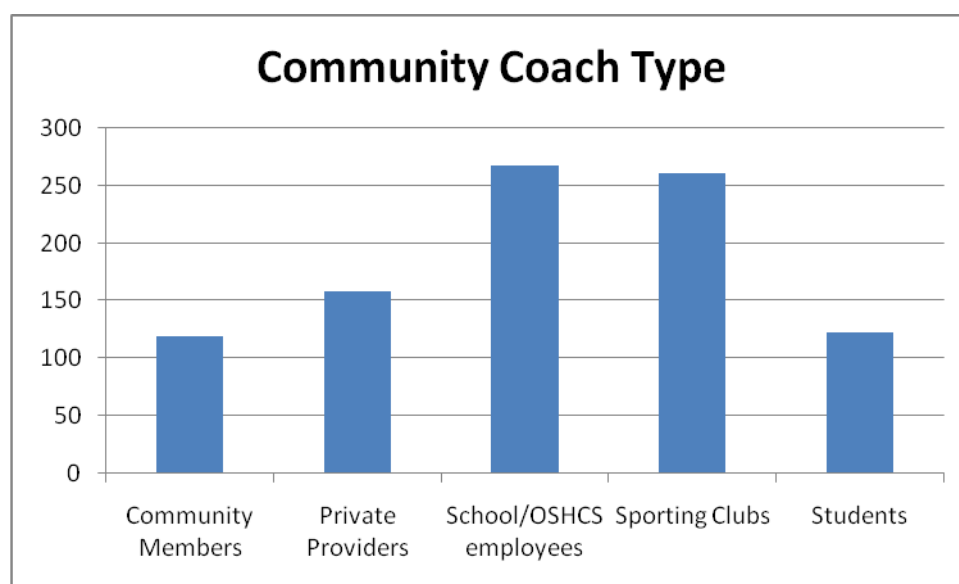


Figure 3: Breakdown of types of Community Coaches delivering AFL in 2010

Internal delivery options

In 2010, 29% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 28% 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 AFL sessions in the AASC program. Examples of private providers that delivered AFL within the program in 2010 are provided in Appendix B on page 8.

Schools, OSHCS coordinators and staff regularly vary the types of sports that are offered to AASC participants.

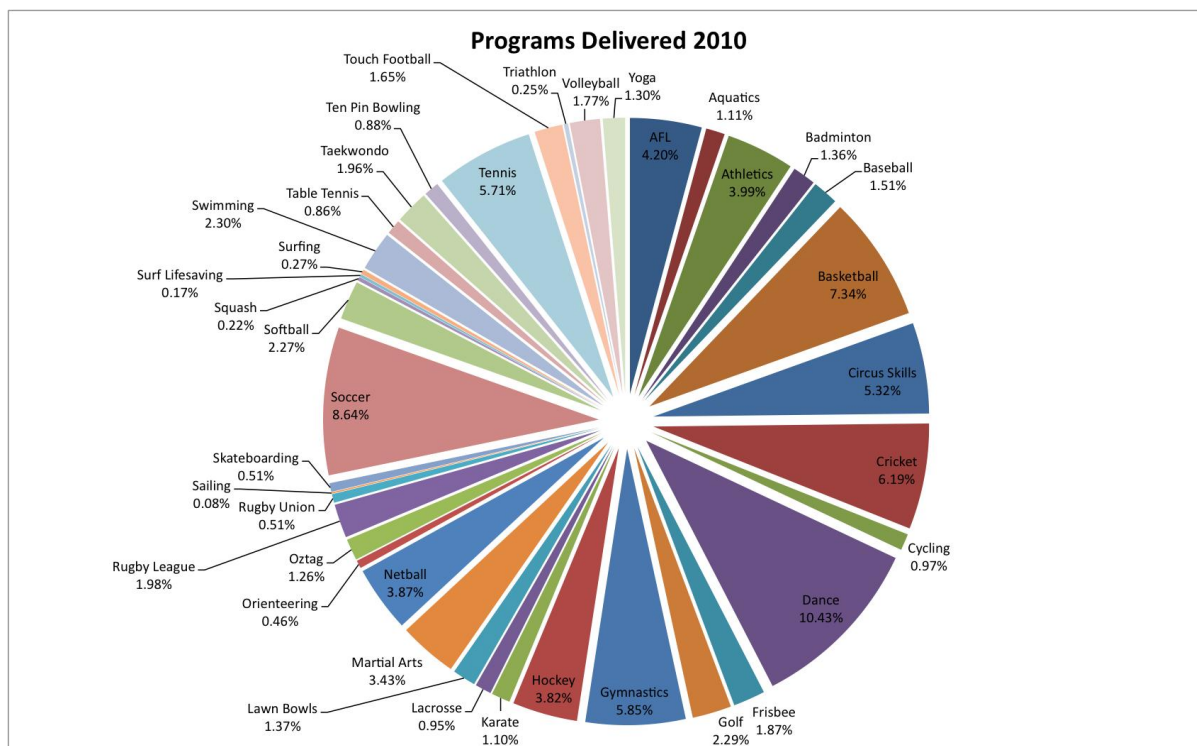


Figure 4 Number of programs by sport in 2010

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.

AASC AUSTRALIAN FOOTBALL LEAGUE PARTNERSHIPS

Partnership between AASC and Golden Square Football and Netball Club, Victoria

The purpose of this partnership was to provide a direct avenue for children within the AASC program to further participate in a fun and inclusive Australian Rules football program beyond the AASC framework. The Golden Square Football and Netball club made AASC regional coordinator aware of their school holiday program and the fact they'd like to promote it through the AASC network. In order to have suitable coaches to facilitate the promotion of the pathway, a number of Golden Square Football/Netball players participated in the Community Coach Training Program (CTTP), who would also be involved in the delivery of the school holiday program.

The club used the AASC Special Initiative Grants to purchase modified footballs and netballs for the program. Coaches from within the club were allocated to all AASC sessions requesting football and netball throughout each term, in order for them to promote the club and its school holiday program.

Barriers that were evident in the pathway planning were ensuring that information would be received by parents. The club developed a flyer promoting their program in order to try and reach the parents with the information.

There was a successful pathway outcome with the club recording a good attendance of participants to their program. It has been indicated by the club that the AASC program is the main recruiting avenue to attract participants which is an indication AASC has been a resource for the club.

APPENDIX A — DELIVERING AFL ORGANISATIONS IN 2010

| Coaches Organisation | Region |
|---|--------------------------------------|
| AFL (NSW/ACT) South West Sydney | NSW - Campbelltown |
| AFL NSW/ACT Hunter/CC | NSW - Central Coast 1 |
| AFL-NSW (Central Coast) | NSW - Central Coast 1 |
| AFL NSW/ACT Hunter/CC | NSW - Central Coast 2 |
| AFL NSW/ACT | NSW - Central Sydney |
| AFL NSW/ACT | NSW - Eastern Suburbs |
| AFL (NSW/ACT) - Sydney West | NSW - Hawkesbury |
| AFL NSW North Coast | NSW - Mid North Coast 1 |
| AFL NSW North Coast | NSW - Mid North Coast 2 |
| AFL NSW/ACT | NSW - New England/Upper Hunter |
| AFL NSW/ACT Hunter/CC | NSW - Newcastle |
| AFL Sydney North | NSW - Northern Beaches |
| AFL (NSW/ACT) - Sydney West | NSW - Penrith/Blue Mountains |
| Albion Park Crows Junior AFC | NSW - Shellharbour |
| AFL (NSW/ACT) Commission Ltd. Canb. Office | NSW - Shoalhaven |
| AFL (NSW/ACT) Commission Ltd. Canb. Office | NSW - South Coast |
| Heathcote Engadine Australian Rules Football Club | NSW - Sutherland Shire/Georges River |
| AFL (NSW/ACT) - Wagga Wagga | NSW - Western 3 |
| Minyerri Tigers AFL | NT - Katherine |
| Kedron Football Club | QLD - Brisbane North East |
| Mt Gravatt Australian Football Club Inc. | QLD - Brisbane South |
| Victoria Point Sharks Sporting Club | QLD - Brisbane South East |
| AFL Queensland | QLD - Capricorn Coast |
| Caboolture Lions JAFI Inc | QLD - Moreton Bay |
| Inala PCYC | QLD - Outer Brisbane West |
| AFL Queensland - NQ | QLD - Townsville and Gulf |
| North Adelaide Football Club | SA - Metro North 1 |
| Woodville West Torrens Football Club Inc | SA - Metro North 1 |
| Norwood Football Club | SA - Metro North 2 |
| Glenelg Football Club | SA - Metro South |
| North Adelaide Football Club | SA - North Central |
| SANFL | SA - North Central |
| SANFL | SA - Outer South |
| University of Tasmania Centre for Human Movement | TAS - North |
| Clarence Football Club | TAS - South 1 (SM) |
| Brighton Football Club | TAS - South 2 |
| Guilford Young College | TAS - South 2 |
| North Hobart Football Club | TAS - South 2 |
| Clarence Football Club | TAS - South 3 |
| Lismore Derrinallum Football Netball Club | VIC - Barwon 2 - Warrnambool |
| Grovedale Football Club | VIC - Barwon 3 - Geelong |

| Coaches Organisation | Region |
|--|---------------------------------|
| Alvie Football Netball Club | VIC - Barwon 5 - Colac |
| Grovedale Football Club | VIC - Barwon 5 - Colac |
| North Shore Recreation Club | VIC - Barwon 5 - Colac |
| Cricket Victoria - Central Highlands | VIC - Central 2 - Ballarat |
| Drouin Football Club | VIC - Gippsland 2 - Moe |
| Maffra Secondary College Future Leaders | VIC - Gippsland 3 - Sale |
| Maffra Secondary College Future Leaders | VIC - Gippsland 4 - Bairnsdale |
| Latrobe University | VIC - Goulburn 1 - Shepparton |
| Murchison Football/Netball Club | VIC - Goulburn 1 - Shepparton |
| Shepparton Swans Football / Netball Club | VIC - Goulburn 1 - Shepparton |
| Wangaratta Football & Netball Club Inc. | VIC - Goulburn 4 - Bright |
| Glossop High School | VIC - Loddon 1 - Mildura |
| Red Cliffs Secondary College | VIC - Loddon 1 - Mildura |
| Renmark High School | VIC - Loddon 1 - Mildura |
| Golden Square Football Netball Club | VIC - Loddon 2 - Bendigo |
| Golden Square Football Netball Club | VIC - Loddon 3 - Bendigo |
| Mildura Waves- Belgravia Leisure Pty Ltd | VIC - Loddon 4 - Mildura |
| Red Cliffs Secondary College | VIC - Loddon 4 - Mildura |
| Mount Waverley Junior Football Club | VIC - Metro Eastern 6 |
| Cranbourne West Primary School | VIC - Metro Southern 2 |
| Mornington Peninsula Shire Council | VIC - Metro Southern 3 |
| Clayton Junior Football Club | VIC - Metro Southern 4 |
| Frankston Dolphins Football Club | VIC - Metro Southern 6 |
| Hallam Senior College | VIC - Metro Southern 6 |
| Werribee Football Club | VIC - Metro Western 1 |
| Perth Football Club / Development Council | WA - Canning Central (RM) |
| Perth Football Club / Development Council | WA - Canning East |
| West Coast TAFE | WA - Canning West |
| South Fremantle District Football Development | WA - Fremantle North |
| Coonana Remote Community | WA - Goldfields North |
| Shire of Laverton | WA - Goldfields North |
| Tjuntjuntjara Remote Community | WA - Goldfields North |
| Albany PCYC | WA - Great Southern - Esperance |
| ACE OSHC | WA - Peel |
| South West Football Development Trust Squad | WA - South West |
| East Perth District Football Development Council | WA - Swan West |
| West Perth District Football Development Council | WA - West Coast North |

APPENDIX B — DELIVERING PRIVATE PROVIDERS IN 2010

| Coaches Organisation | Region |
|--|--------------------------------------|
| Fit4Kids Coaching | NSW - Blacktown |
| Funskills | NSW - Eastern Suburbs |
| Fit4Kids Coaching | NSW - Hills district |
| Shaker Sports | NSW - Inner West Sydney |
| Sports Kickstart | NSW - Inner West Sydney |
| Basic Lifestyle, Fitness & Defence | NSW - Liverpool |
| Good Sport | NSW - Liverpool |
| Mad Sports | NSW - North Coast 1 |
| Active Kids (NSW) | NSW - North Shore |
| Fit Kids Australia (NSW) | NSW - North Shore |
| Kids Sports NSW Pty Ltd | NSW - Sutherland Shire/Georges River |
| HG Fitness | NT - Darwin |
| Fitnessworx - QLD | QLD - Brisbane North West |
| Kelly Sports - Wynnum | QLD - Brisbane South |
| Kelly Sports Greater Sunnybank | QLD - Brisbane South |
| Kelly Sports Ivanhoe | QLD - Brisbane South |
| Kelly Sports - Wynnum | QLD - Brisbane South East |
| Kelly Sports Caboolture - Caloundra | QLD - Sunshine Coast South |
| Kelly Sports Sunshine Coast North | QLD - Sunshine Coast South |
| Fitkids Australia (SA) | SA - Metro Inner North |
| m.o.v.e.i.t Fitness Programs | SA - Metro Inner North |
| Fitness For Kids | SA - Metro North 1 |
| Active Kids SA | SA - Metro North 2 |
| Active City | SA - Metro South |
| Fitness For Kids | SA - North Central |
| m.o.v.e.i.t Fitness Programs | SA - Outer South |
| Kelly Sports Northern Tasmania | TAS - North |
| BM Sports Clinic | VIC - Barwon 3 - Geelong |
| Getting Active (Miles Investors Pty Ltd Trading) | VIC - Barwon 3 - Geelong |
| Kelly Sports - Geelong | VIC - Barwon 3 - Geelong |
| Next Generation Sports | VIC - Barwon 3 - Geelong |
| BM Sports Clinic | VIC - Barwon 4 - Geelong (RM) |
| TPT Fitness | VIC - Barwon 4 - Geelong (RM) |
| BM Sports Clinic | VIC - Barwon 5 - Colac |
| Kelly Sports - Geelong | VIC - Barwon 5 - Colac |
| Glen Kirstine Sports | VIC - Gippsland 1 - Morwell |
| Glen Kirstine Sports | VIC - Gippsland 2 - Moe |
| Family Care, Shepparton | VIC - Goulburn 1 - Shepparton |
| Kelly Sports, Shepparton | VIC - Goulburn 1 - Shepparton |
| Premier Sports | VIC - Goulburn 2 - Shepparton |
| Proactivity | VIC - Goulburn 3 - Euroa |

| Coaches Organisation | Region |
|----------------------------------|----------------------------|
| Active Edge Coaching | VIC - Goulburn 5 - Wodonga |
| BM Sports Clinic | VIC - Loddon 3 - Bendigo |
| Active Kids Sports Coaching | VIC - Metro Eastern 2 |
| Proactivity | VIC - Metro Eastern 2 |
| Sportz Rulz Pty Ltd | VIC - Metro Eastern 2 |
| Active Kids Sports Coaching | VIC - Metro Eastern 3 |
| Entourage Sports Coaching | VIC - Metro Eastern 3 |
| Fitnessworx | VIC - Metro Eastern 3 |
| Glen Kirstine Sports | VIC - Metro Eastern 3 |
| Kelly Sports Greater Mooroolbark | VIC - Metro Eastern 3 |
| Kelly Sports Pty Ltd. | VIC - Metro Eastern 3 |
| Proactivity | VIC - Metro Eastern 3 |
| Kelly Sports Pty Ltd. | VIC - Metro Eastern 5 |
| Sport Development Services | VIC - Metro Eastern 5 |
| Active Kids Sports Coaching | VIC - Metro Eastern 6 |
| Entourage Sports Coaching | VIC - Metro Eastern 6 |
| Proactivity | VIC - Metro Eastern 6 |
| Kelly Sports Essendon | VIC - Metro Northern 1 |
| Kelly Sports Strathmore | VIC - Metro Northern 1 |
| Kelly Sports Wyndham | VIC - Metro Northern 1 |
| Next Generation Sports | VIC - Metro Northern 1 |
| Kelly Sports Plenty Valley | VIC - Metro Northern 3 |
| Kelly Sports Pty Ltd. | VIC - Metro Northern 5 |
| Kelly Sports Caroline Springs | VIC - Metro Northern 6 |
| Proactivity | VIC - Metro Southern 2 |
| Fitness Fever | VIC - Metro Southern 5 |
| Fitnessworx | VIC - Metro Southern 5 |
| Kelly Sports Berwick | VIC - Metro Southern 5 |
| Kelly Sports Berwick | VIC - Metro Southern 6 |
| Proactivity | VIC - Metro Southern 6 |
| BM Sports Clinic | VIC - Metro Western 1 |
| Kelly Sports Caroline Springs | VIC - Metro Western 1 |
| Kelly Sports Wyndham | VIC - Metro Western 1 |
| The Melbourne Sports Institute | VIC - Metro Western 1 |
| Kelly Sports Essendon | VIC - Metro Western 2 |
| BM Sports Clinic | VIC - Metro Western 3 |
| Kelly Sports Essendon | VIC - Metro Western 3 |
| Play 4 Life | WA - Canning East |
| Play 4 Life | WA - Canning West |
| Workforce Wellness Solutions | WA - West Coast South |



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Lions benefit from sporting grant

IN coming months, the Hills Lions Junior Australian Football Club will turn their attention to promoting the game in local primary schools thanks to an Australian Sports Commission Grant.

With the \$1500 grant, the club were able to purchase two complete sets of training equipment to be used by club coaches to deliver free football sessions to local primary schools as part of the Active After-Schools Communities program. On Thursday, the equipment was officially handed over to club president Phill Butterfield.

"This equipment and our involvement in the AASC program will not only allow more children to participate in AFL but it is also an opportunity for us to promote our club," he said.

"We now have two community coaches who can go out to local schools and give the kids a great introduction to the game."

Club coaches Dominic Pannebianco and Bradley Edwards said they were looking forward to using the new equipment.

"It will give the kids a great boost to use the new gear and



Spreading the word: Hills Lions Junior Australian Football Club president Phill Butterfield (left) presents Community Coach Dominic Pannebianco with his club colours.

hopefully think about joining the club," Pannebianco said.

The club has also purchased club tracksuits for the coaches to wear to promote the club, whose home ground is at Doyle Park, North Parramatta.

Club and registration details
 email: abutterfield@unwired.com.au or for AASC information email mark.busby@ausport.gov.au



Kids on health kick

Steve Menzies

TWO activities aimed at promoting a healthy lifestyle to youngsters were held by the Australian Sports Commission, through its Active After-school Communities program, last week.

One was at Anzac Oval for School of the Air students and the other was at the Gap Youth Centre.

The Gap Youth Centre's Active After-school Communities program was launched by Federal Lingiari MHR Warren Snowdon.

He threw the ball-up for the children to kick off their AFL sessions for Term 2.

Mr Snowdon said getting involved in sport was very important for the future health of Australians.

He said: "It's great seeing children from Central Australia dress up in their favourite AFL team colours and being so enthusiastic about sport.

"If all children could access sporting opportunities such as this program, we would have children developing good skills and improving social and physical health and wellbeing."

Alongside the children, Mr Snowdon proudly wore his Geelong Football Club guernsey and participated in the footy activities delivered by AASC regional coordinator Sarah Campbell, Gap Youth Centre staff and AASC indigenous community coaches Thomas Ambrose and

Brad Gorniak.

Families and children from remote areas of Central Australia came together to participate in Alice Springs School of the Air Sports Day at Anzac Oval.

The senior children competed in athletics activities such as high jump and relays, while Ms Campbell took children from pre-school to year 3 through a series of fun games that focused on ball-handling, basic motor skills, spatial awareness and teamwork.

For many of the young children this was the first time they had been involved in a structured physical activity session with other children, so it was really important to keep instructions brief and clear and the games fun and simple.

Ms Campbell said: "The aim was to keep all the children engaged in the hour-long activity session allowing them the opportunity to try different sports skills and make new friends.

"Thank you to all the parents and teachers for making this successful by helping the children participate on the day."

The AASC program is run centrally at ASSOA twice per week via interactive video broadcast where a AASC trained community coach and PE teacher provide a variety of movement and skill-based games that hundreds of primary school-aged children across the Northern Territory can do along with the coach in their individual rooms.

Mr Snowdon praised the AASC

program.

He said: "To become a healthier nation and develop Australia's sporting future, we need to encourage our children to lead healthy and active lifestyles and sport plays a huge part in this.

"I commend those who have worked tirelessly and given their time and effort to make this Australian Government program such a success."

The AASC program is a free Australian Government initiative delivered by the Australian Sports Commission.

It provides primary school aged children with a fun, free and safe introduction to more than 70 sports and 20 structured physical activities.

The program is delivered nationally and promotes the transition of primary school children into community sport.

Up to 150,000 children participate in the AASC program each term, which is run in up to 3270 schools and after school care centres in every state and territory.

The Active After-school Communities program is currently funded until the end of 2010.

At this stage, although the Federal Budget announced last week, included the most amount of funding for Australian Sports Program ever, the government hasn't yet confirmed whether AASC will be funded past December 31, 2010.



Warren Snowdon, Wendall Woods and Kane Raddock.



Bianca Carter, Kyra James and Belle Smith.



Tess Reilly on the ball...



Three cheers ... everyone celebrates a day to remember.



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FUN AND GAMES:
 Front, AFL NSW/ ACT development officer Katie Howard, second row, from left, Stefanie Douglas, Sophie Fisher and Hayley Adams, third row, Natalie Worthington, Brianna Moffet, Martika Newman and Lucinda Bush, and back, James Dowd, Nathan Keven, Jhi Rainer, and Murray Porter.

Gala day promoted Auskick

AFL is a hit with local Tamworth primary school children thanks to a recent AFL primary school gala day.

And it's not just local primary school children getting in on the action. Students from Peel High School assisted with running the AFL activities and gained their level 0 AFL coaching accreditation at the same time.

The gala day was run by

AFL NSW/ACT, to help promote the upcoming junior Auskick program.

More than 100 children from Westdale, West Tamworth and Walhallow Public schools had the opportunity to try a variety of games and activities that helped teach them some of the skills needed to play AFL. The AFL activities were delivered by 11 students from the Year 10

physical activity and sports studies class at Peel High School. The students are completing their community coach training program through the Australian Sports Commission as part of their school certificate.

Once the students have completed the course, they will be able to deliver sports programs to local primary school children.



AFL a hit at Warilla school

By AGRON LATIFI

A number of Warilla North Public students played AFL for the first time recently thanks to their participation in the Australian Sports Commission's Active After-school Communities (AASC) program.

AASC Shellharbour co-ordinator Tracey Mogensen said the sessions with an Albion Park Crows Junior AFL Club coach were so popular that the school ended up forming an AFL team that went on to enter the state-wide Paul Kelly Cup.

Plans are now afoot to enter a girls' team in the competition next year.

Ms Mogensen said more than 500 children in the region will, this year, have the chance to experience fun, free and safe after-school sessions in a multitude of different sports.

She added that the program was in full swing with 12 schools and after-school care centres taking part and trying the different sports on offer.

"It's great watching these children have a go at sports and physical activities such as AFL, tennis, oztag, soccer, netball, rugby league and dance this term," Ms Mogensen said.

"We teach the fundamentals and then encourage them to play in a school team or join their local club."

The AASC program is a free Australian Government initiative that is delivered nationally and promotes the transition of primary



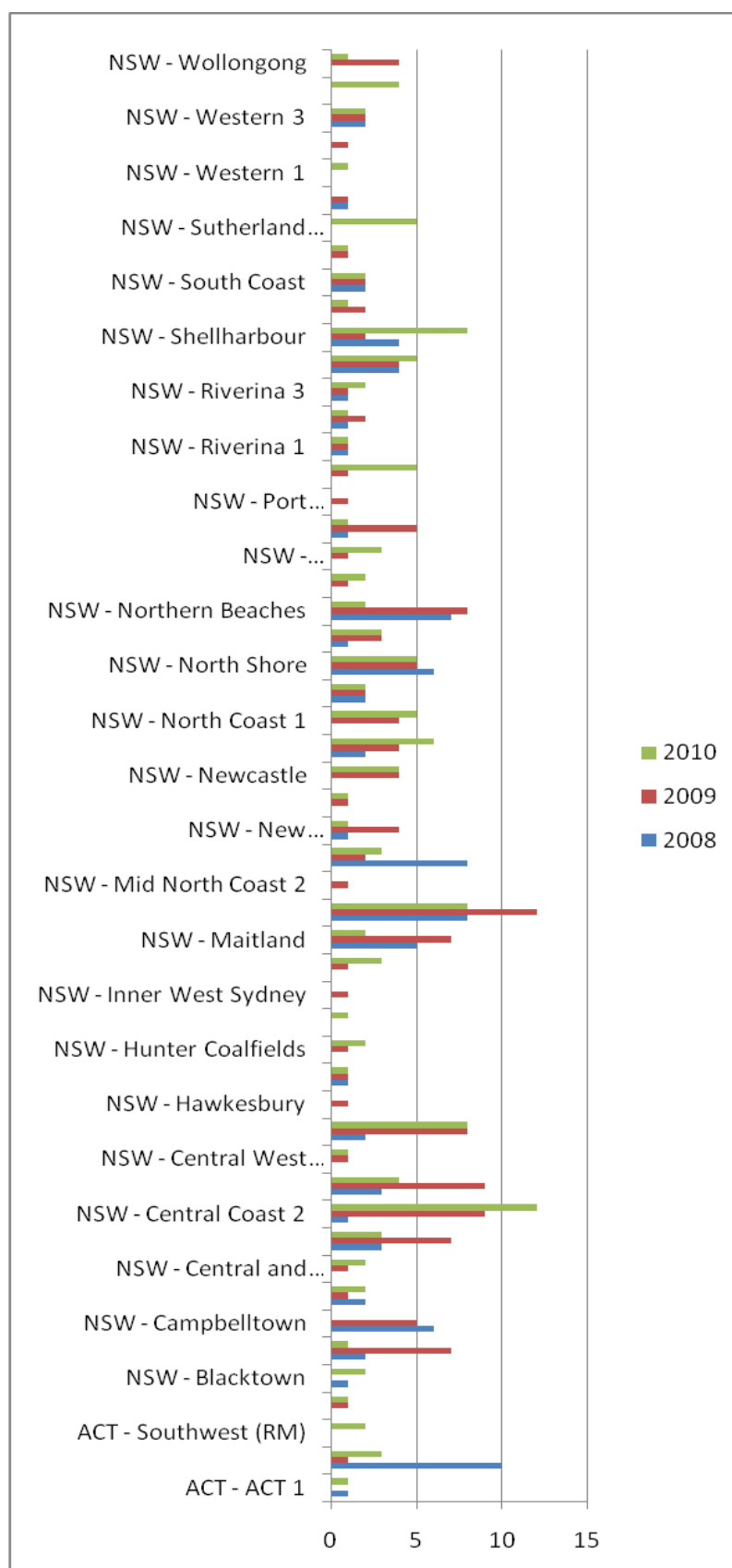
Sporting kids: Warilla North Public School students Steven McGowan (left), Michael McGowan, Matthew Usher and Hayden Singleton with coach Steven Moss.

school children into community sport. Around 150,000 children take part each term across Australia, gaining the opportunity to experience more than 70 different sports and up to 20 other structured physical activities.

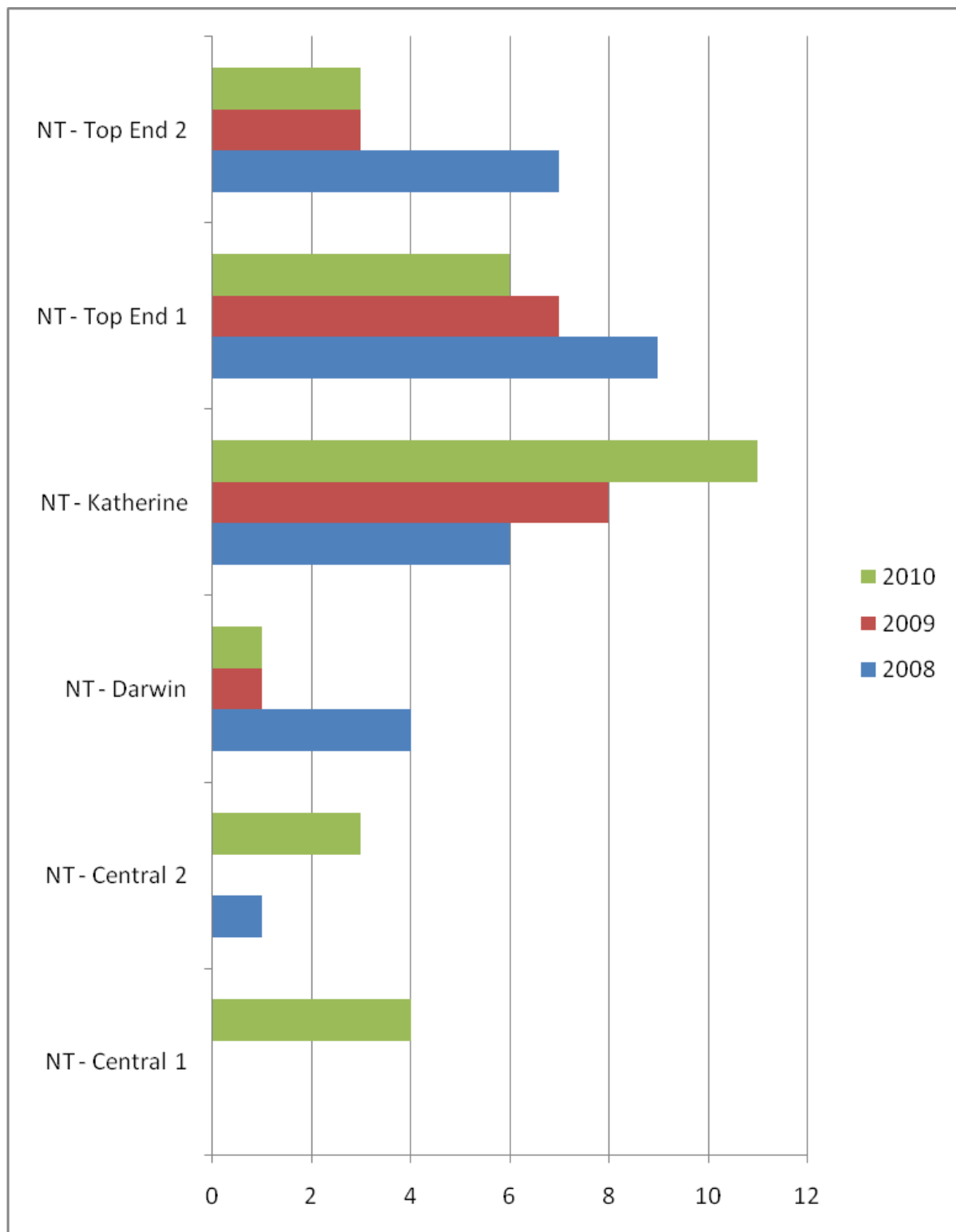
■ Details: www.ausport.gov.au/aasc or 0428 200 029

APPENDIX C — REGIONAL BREAKDOWN OF AFL PROGRAMS FROM 2008–2010

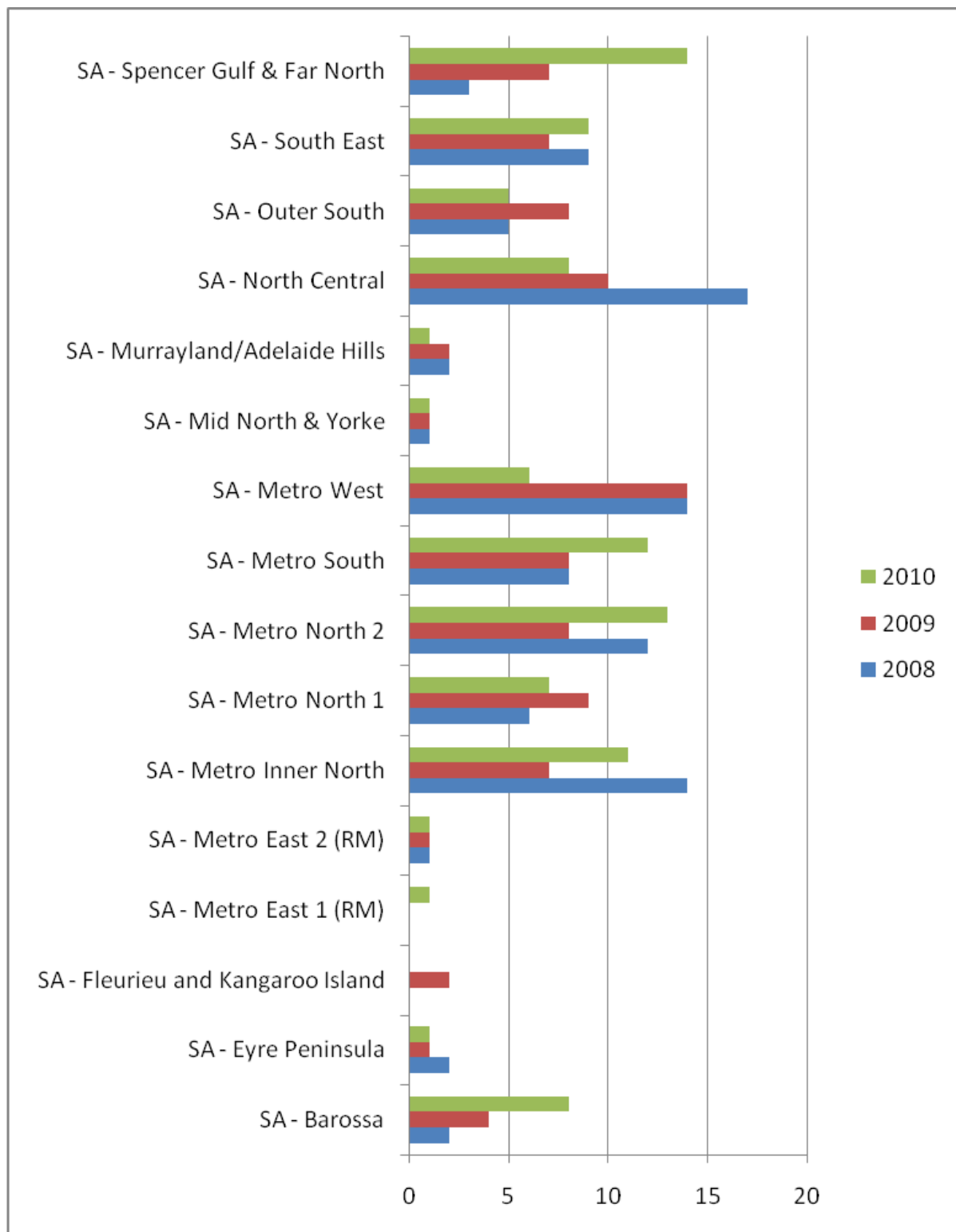
Australian Capital Territory/New South Wales



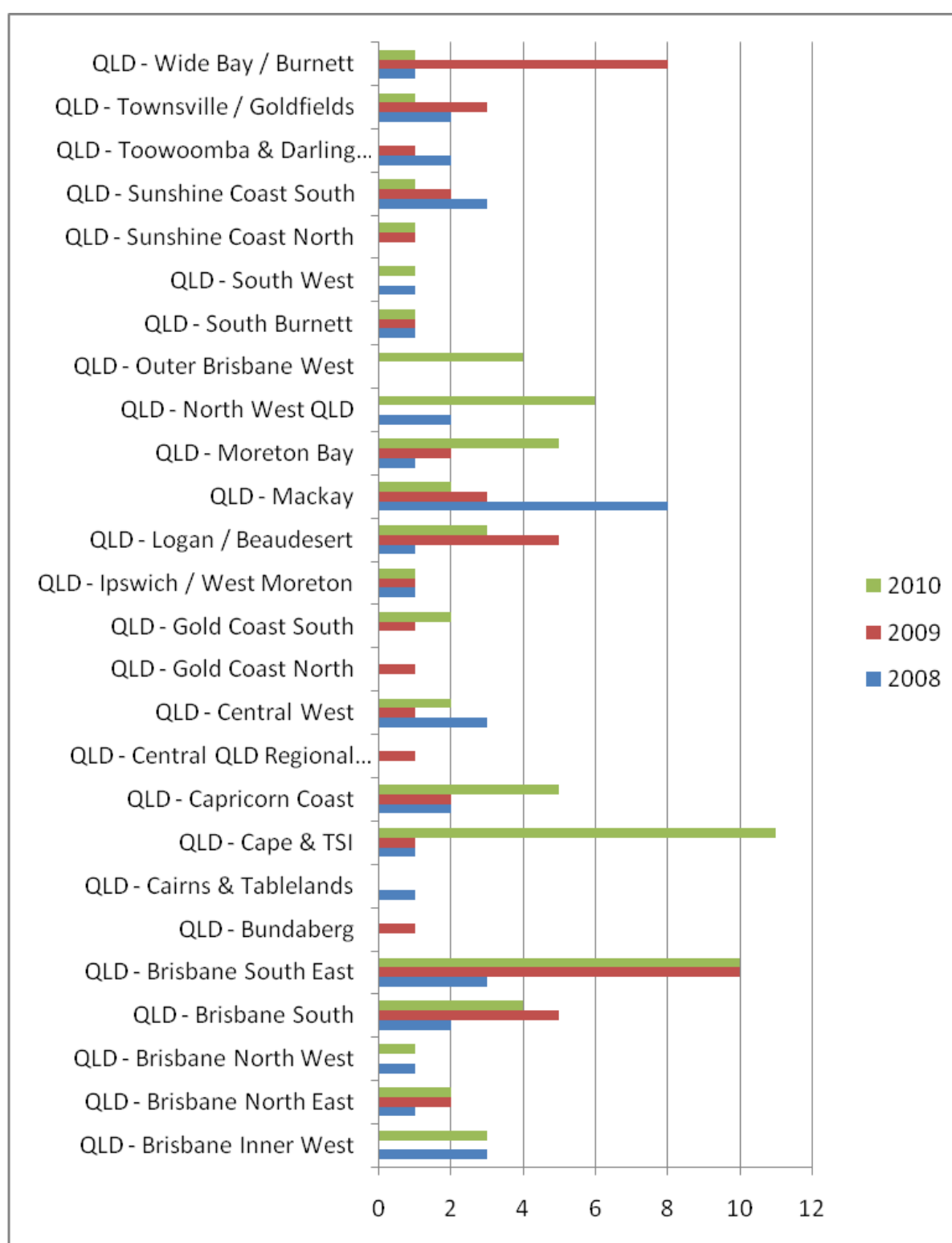
Northern Territory



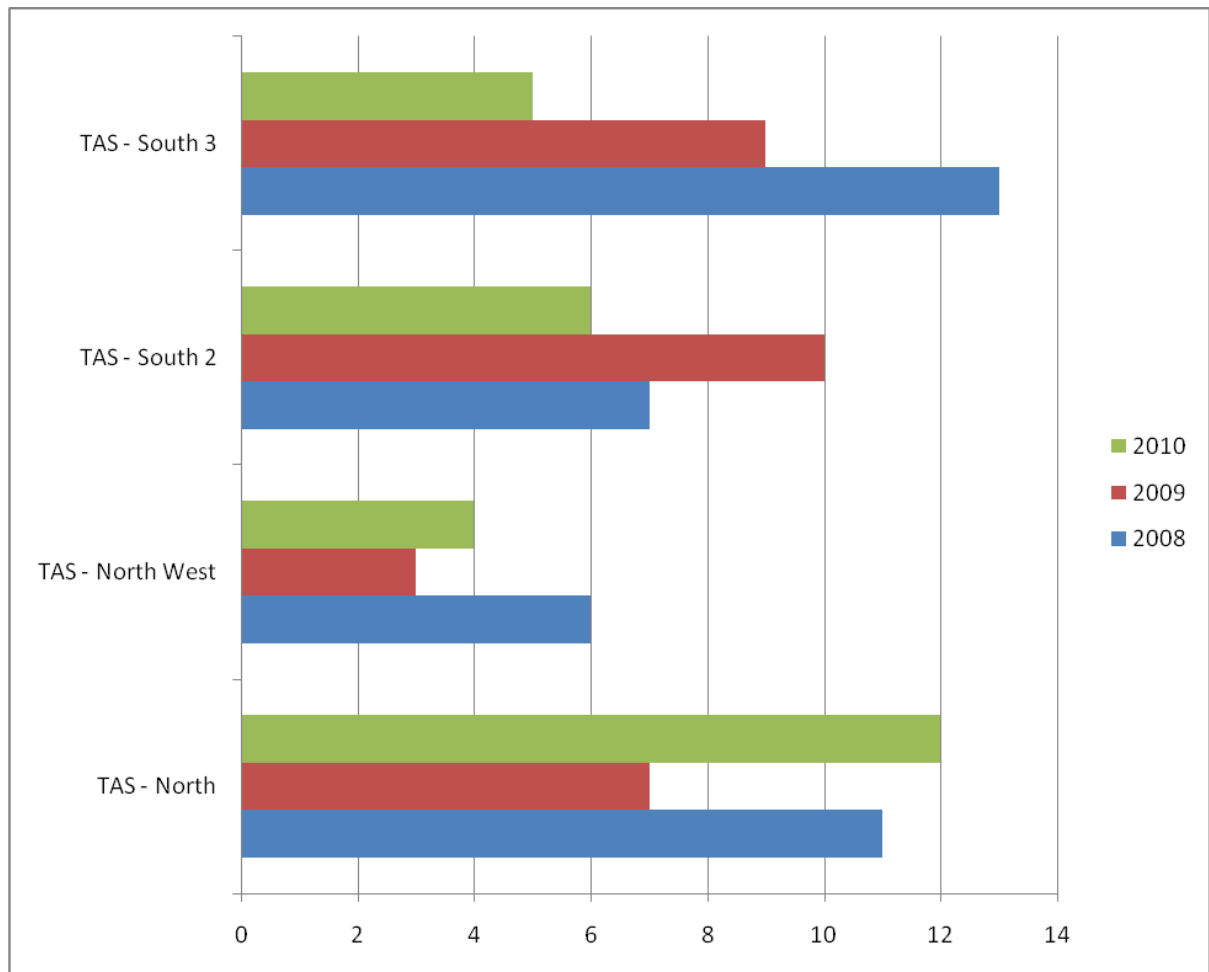
South Australia



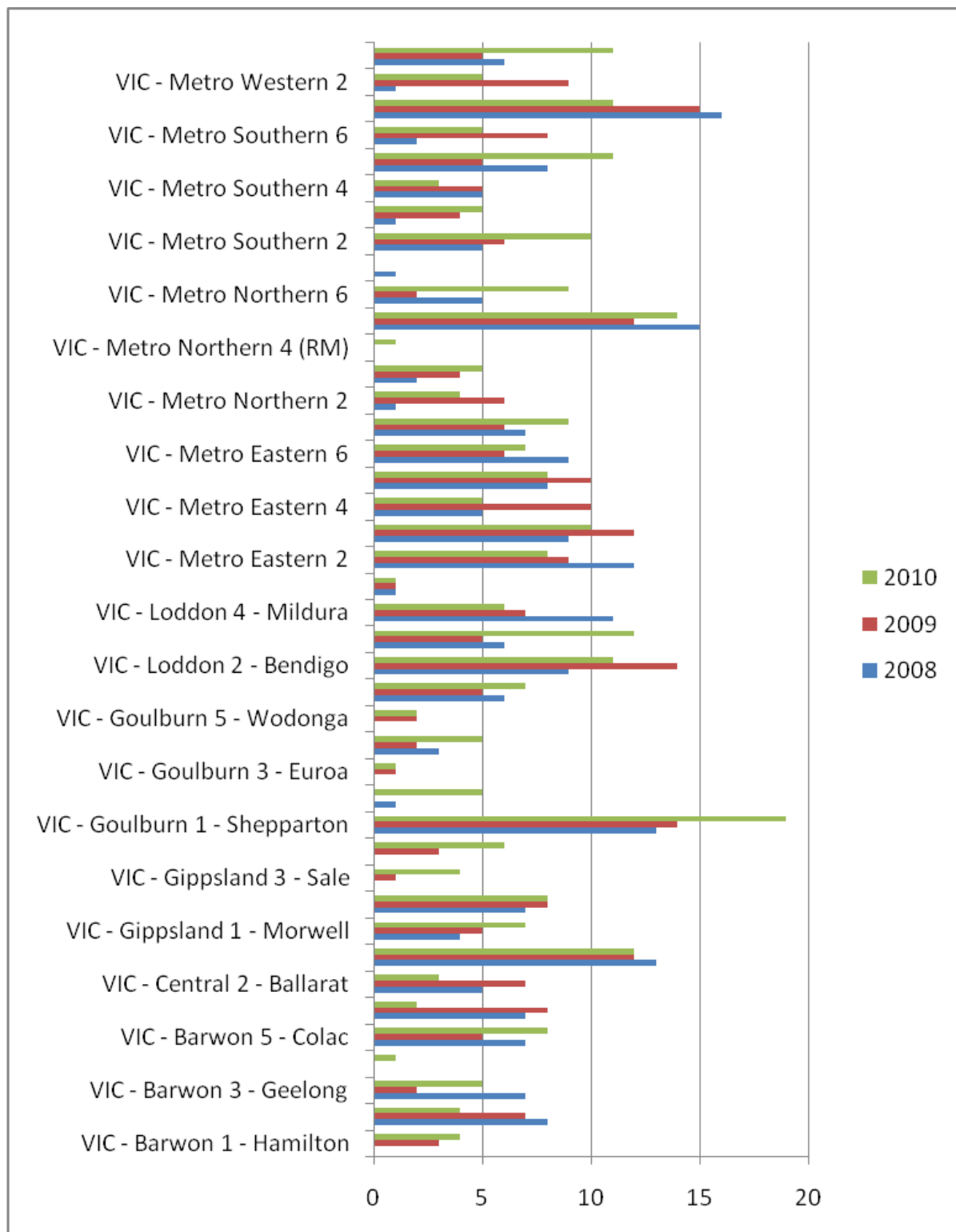
Queensland



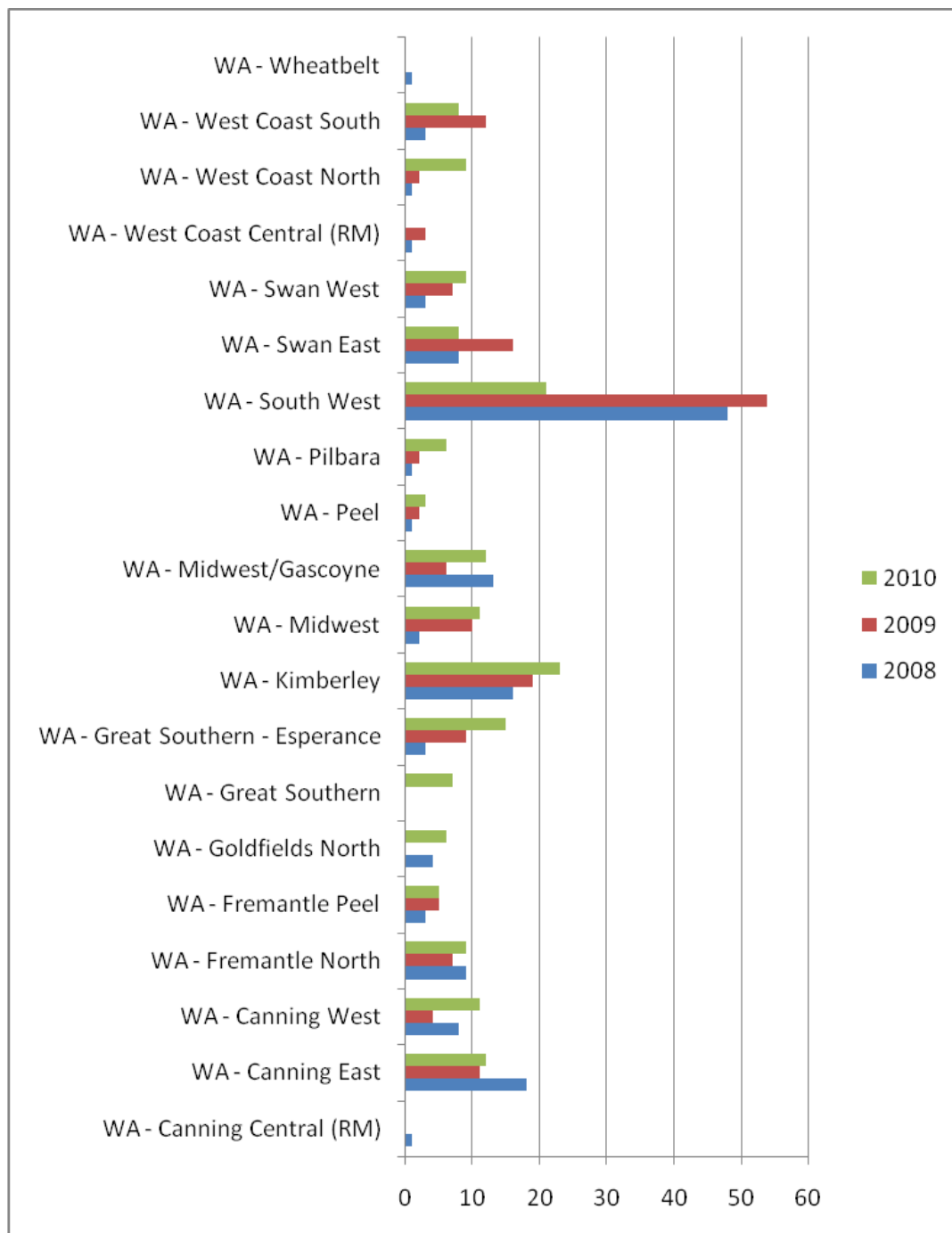
Tasmania



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,

A handwritten signature in black ink, appearing to read 'Kitty Chiller', with a stylized, flowing script.

Kitty Chiller

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