



# AFL

## 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 \$250,000 of that being allocated to AFL 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 AFL 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 AFL and provide support for the sport's grassroots participation objectives.

### PERFORMANCE DATA

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

### Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
VIC	335	403	+20%
NSW	205	280	+37%
WA	177	196	+11%
QLD	117	121	+3%
SA	133	113	-15%
NT	38	54	+42%
TAS	47	34	-28%
ACT	0	9	n/a
<b>TOTAL</b>	<b>1052</b>	<b>1210</b>	<b>15%</b>

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

The total number reflects a 15% growth on the previous reporting period. This result has been largely influenced by the introduction of AFL 9's in 2012 and a subsequent significant growth in NSW. AFL was also introduced by the AASC team in the ACT.

## Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
VIC	8495	9980	+17%
NSW	5994	9240	+54%
WA	4480	5195	+16%
QLD	3293	3692	+12%
SA	3412	2827	-17%
NT	1487	2181	+47%
TAS	1049	728	-31%
ACT	0	355	n/a
<b>TOTAL</b>	<b>28,210</b>	<b>34,198</b>	<b>+21%</b>

The total number reflects a 21% growth on the previous reporting period which mirrors the growth in program volume. The impact of AFL 9s and an increased focus by the AASC to promote AFL within their sites is also clearer as an approximate 5,900 extra participants were introduced to the sport.

## Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	267	662	+148%
Community members	173	238	+38%
Internal (e.g. teachers)	153	221	+44%
Students	93	117	+26%
Private providers	83	97	+17%
<b>TOTAL</b>	<b>769</b>	<b>1335</b>	<b>+74%</b>

The total number reflects a 74% growth on the previous reporting period. Of note is the significant growth in the number of community coaches delivering AFL who represent sporting clubs. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage AFL 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 the AFL. The data aims to show the value of the AASC program to the AFL, 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 AFL after taking part in the AASC program or the true number of participants who attended each AFL session, it does clearly show an increased appetite for primary school aged children to play AFL. 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 AFL 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 the AFL in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.