



TOUCH FOOTBALL

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 \$100,000 of that being allocated to touch football 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 touch football in Australia 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 touch football and provide support for the sport's grassroots participation objectives.

PERFORMANCE DATA

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

Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	177	147	-17%
VIC	40	22	-45%
QLD	174	160	-8%
SA	25	19	-24%
WA	14	18	+29%
TAS	6	26	+333%
NT	10	20	+100%
ACT	11	14	+27%
TOTAL	457	426	-7%

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

The total number reflects a 7% reduction on the previous reporting period. In percentage terms, this was a mixed performance with growth areas being mitigated by decline in the other delivery areas. In the absence of a focus to proactively promote the sport during this reporting period, this result should not be a surprise.

Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	4721	3846	-19%
VIC	982	572	-42%
QLD	4569	4583	0%
SA	559	439	-21%
WA	326	387	+19%
TAS	156	606	+288%
NT	361	756	+109%
ACT	355	428	+21%
TOTAL	12,029	11,617	-3%

The total number reflects a 3% reduction on the previous reporting period. Participant results mirror the performance of the total program data and further demonstrate the impact on numbers without a concentrated growth or engagement strategy. With a planned partnership in the current reporting period, one would anticipate an improved return.

Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	96	120	+25%
Community members	86	97	+13%
Internal (e.g. teachers)	94	85	-10%
Private providers	34	21	-38%
Students	48	39	-19%
TOTAL	358	362	+1%

The total number reflects a 1% growth on the previous reporting period. Of note is the growth in the number of community coaches delivering touch football who represent sporting clubs. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage touch football 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 touch football in Australia. The data aims to show the value of the AASC program to Touch Football Australia, 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 touch football after taking part in the AASC program or the true number of participants who attended each touch football session, it does clearly show an increased appetite for primary school aged children to play touch football. 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 touch football 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 touch football in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.