



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Cycling Australia

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

NATIONAL SNAPSHOT — CYCLING IN THE AASC PROGRAM

Delivery of Cycling 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.

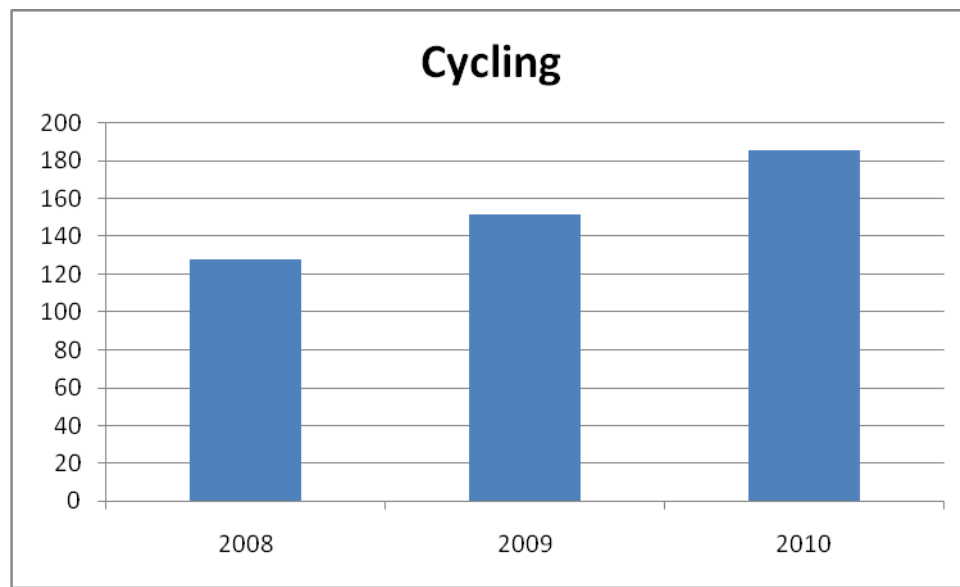


Figure 1: Number of Cycling programs conducted during 2008–2010

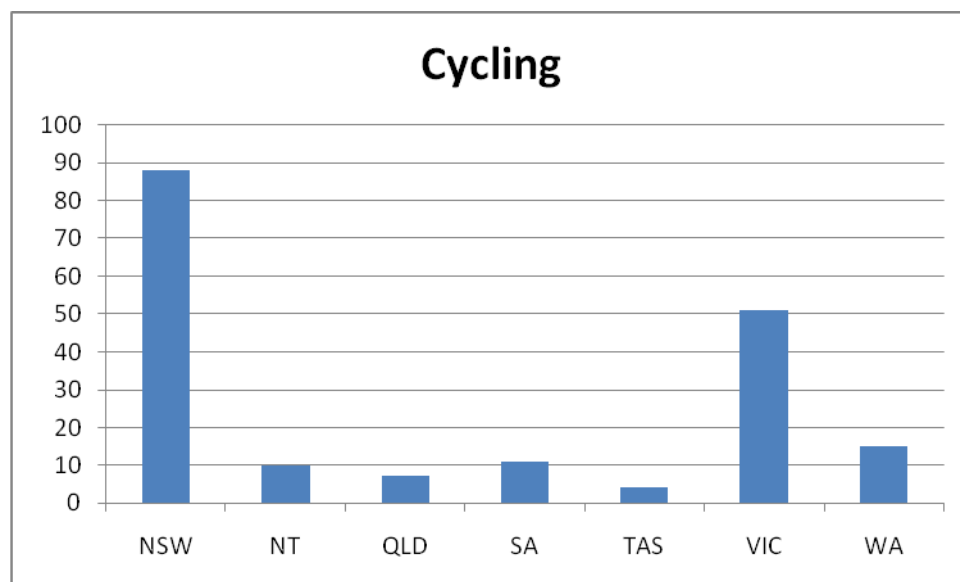


Figure 2: Number of Cycling programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — CYCLING 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.

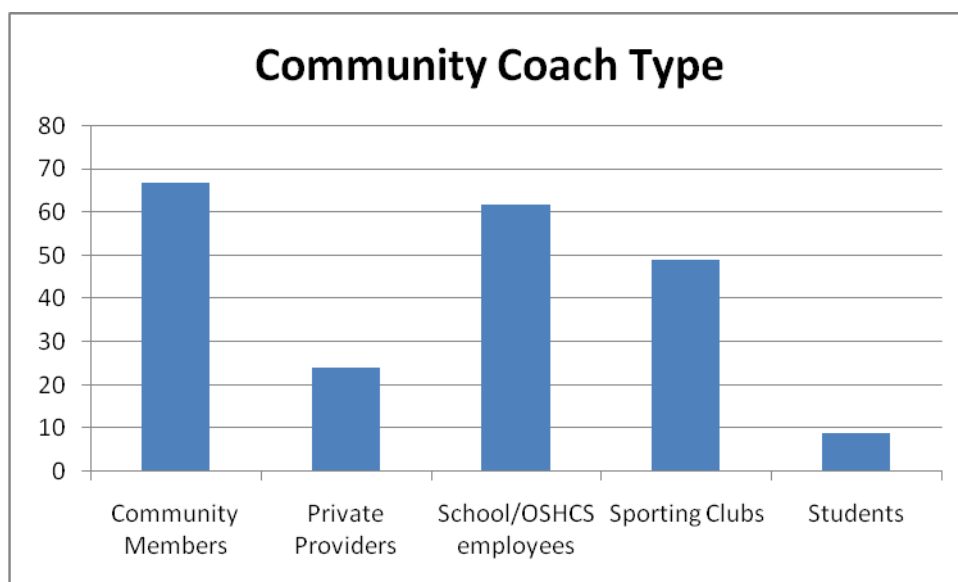


Figure 3: Breakdown of types of Community Coaches delivering Cycling in 2010

Internal Delivery options

In 2010, 32% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 23% 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 fourth most common group of community coaches delivering Cycling sessions in the AASC program. Examples of private providers that delivered Cycling 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.

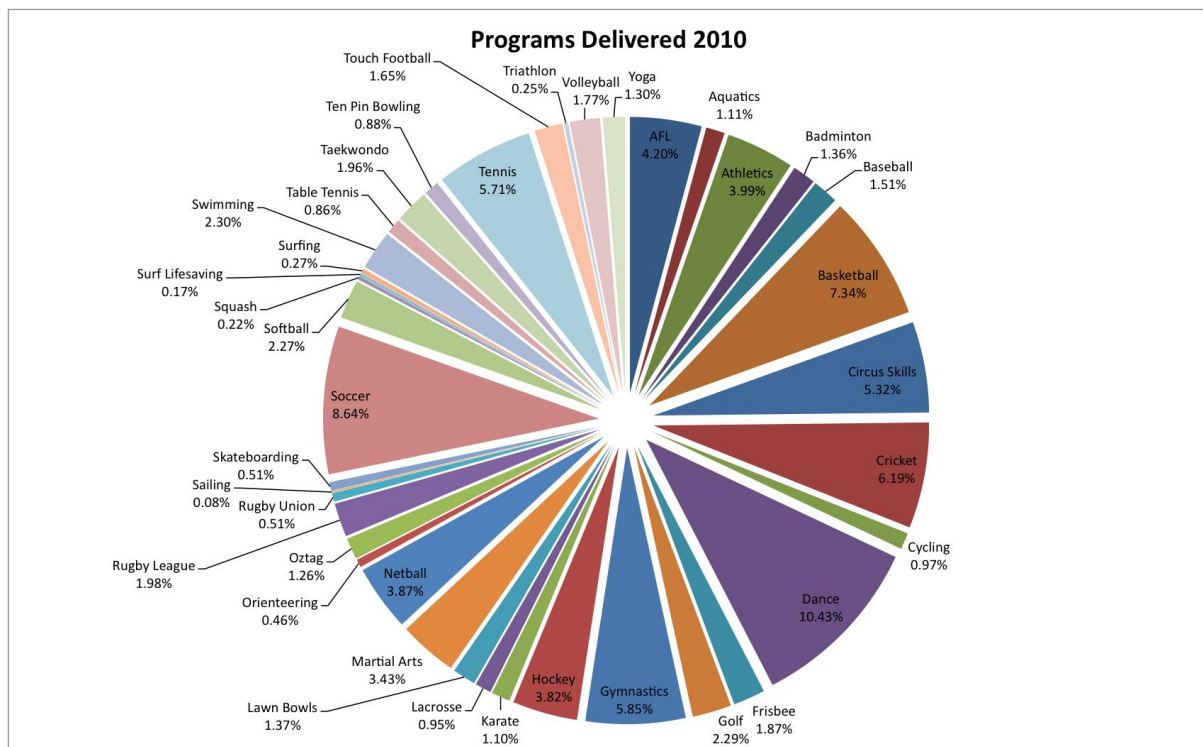


Figure 4 Number of programs by sport in 2010

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 CYCLING ORGANISATIONS IN 2010

Coaches Organisation	Region
Lidcombe Auburn Cycling Club	NSW - Central West Sydney
Hastings Valley Mountain Bike riders Inc	NSW - Mid North Coast 1
Western Sydney Cycling Network	NSW - Parramatta/Fairfield
Gatton Soccer Club	QLD - Toowoomba & Darling Downs (East)
Blue Lake BMX Club	SA - South East
Horsham Cycling Club Inc	VIC - Central 1 - Horsham
Central Victorian Youth Directions	VIC - Loddon 3 - Bendigo
Park Orchards BMX Club Inc.	VIC - Metro Eastern 2
Beaconsfield Primary School (Vic)	VIC - Metro Southern 2
Caulfield YMCA	VIC - Metro Southern 5
Bellbridge PS OSHCS	VIC - Metro Western 1
UWA Kurrunga Kunyjunyu	WA - Pilbara

APPENDIX B- DELIVERING CYCLING PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Finesse Cycling	NSW - Central Coast 1
Fit4Kids Coaching	NSW - Inner West Sydney
Jack Ransom Cycles	NSW - North Coast 2
Wild Horizons	NSW - Shellharbour
Mobile Bike Rental	NSW - Wollongong
HG Fitness	NT - Darwin
Capricornia Cycling Education and Training	QLD - Capricorn Coast
Cycle On	SA - Fleurieu and Kangaroo Island
Bike About Mountain Bike Tours and Hire PTY LTD	SA - Murrayland/Adelaide Hills
Glen Kirstine Sports	VIC - Gippsland 1 - Morwell
FIT Mildura	VIC - Loddon 1 - Mildura
Sportzrulz Victoria	VIC - Loddon 3 - Bendigo

APPENDIX C — CYCLING RELATED MEDIA AND NEWSLETTER ARTICLES


MEDIA MONITORS



Wimmera Mail Times
24-Sep-2010
Page: 79
General News
Market: Horsham VIC
Circulation: 9038
Type: Regional
Size: 288.51 sq.cms
Frequency: M-W-F--



I RIDE TOO: Member for Mallee John Forrest rides along with, from left, Brandon Meaney, Jeremiah McKenzie, Rhiannon Barnard, Noah Talbot and Harry Robertson at the Active After Schools Cycling try out. Picture: PAUL CARRACHEF

Forrest joins the joy ride at velodrome

A CYCLING come and try session at Horsham Cycling Club caught the interest of grade three and four students on Thursday.

The 'I ride too' initiative, an ActiveAfter Schools Communities program, attracted students from around the Wimmera.

Member for Mallee John Forrest took part and praised Horsham Cycling Club for its

young membership night that exceeded all expectation.

"This is all about promoting healthy sports for kids," Forrest said.

"What an excellent turn-up with 39 new cycling club members signed up. I'm sure there will be even more.

"Who knows what future Olympic or Tour de France athlete

might emanate from this group of enthusiastic kids.

"Healthy exercise means feeling better, learning better and sleeping better."

Forrest said there were not only physical benefits.

"Sporting activities offered social and personal well-being dividends that could enhance a young person's motivation, edu-

cational and future employment opportunities," he said.

"Another plus is the confidence young people gain when they find they're good at something.

"There are plenty of non-sporting distractions for young people these days, so for many, it can be a real discovery becoming part of a team and pulling your weight in an outdoors activity."



Cycling peddles itself

A Horsham Cycling Club push to attract new junior members has attracted state-wide interest after organisers declared it an outstanding success.

The free two-hour 'I ride too' event, run with CycleSport Victoria and Australian Sports Commission's Active After School Communities program, enticed more than 50 grade three and four students to try cycling at Horsham's velodrome.

After riding, running and playing their way through the session the majority of participants went on to become Horsham Cycling Club members.

CycleSport Victoria coordinator Ashley Coote said the partnership was crucial to the event's success.

"It is fantastic to see Horsham Cycling Club, in partnership with the Active After School Communities program, engage so many enthusiastic kids in cycling," Mr Coote said.

"For the club to be able to sign up so many new members for the night is a fantastic result for cycling in the Wimmera," he said.

"CycleSport Victoria is looking to use the success of this program as a best-practice model to take to other clubs based in rural, regional and metropolitan areas."

Praise

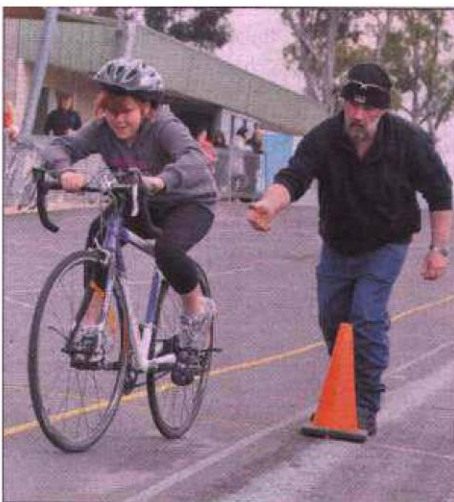
Federal Member for Mallee John Forrest joined the new cyclists for a few laps of the velodrome and praised the club for its efforts.

"This is all about promoting healthy sports for kids," Mr Forrest said.

"What an excellent turn-up with some 39 new cycling club members signed up. I'm sure there will be even more," he said.

"Who knows what future Olympic or Tour de France athlete might emanate from this group of enthusiastic kids?"

"Healthy exercise means feeling better, learning better and sleeping better."



LEADING THE WAY: He might be one of Australia's most popular politicians with the over-18 set but Federal Member for Mallee John Forrest, above, showed he was also king of the kids when he led grade three and four participants on a lap of Horsham's velodrome during the 'I ride too' event.

Left, Jemma Marks, 9, of Horsham, tries cycling for the first time with the help of Horsham Cycling Club coach Ian Niblett. Ian is the father of world champion cyclist and Commonwealth Games participant Jason Niblett.

Pictures: GREG O'CONNOR

Benefits

Mr Forrest said there were not only physical benefits. He said sporting activities offered social and personal well-being dividends that could enhance a young person's motivation, educational and future employment opportunities.

"Another plus is the confidence young

people gain when they find they're good at something.

"There are plenty of non-sporting distractions for young people these days, so for many, it can be a real discovery becoming part of a team and pulling your weight in an outdoors activity," Mr Forrest said.



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 General News
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On the right path

By BEN CAMERON

MORE and more kids across the region are on the bike path to health and fitness thanks to the hard work of a few community minded locals.

Bike Education is taught in more than 20 schools across the region and the program has been given a further pump up by local man Ron McCready, whose ability to inspire community benevolence is

fast becoming prolific.

This time round the big man has managed to sweet talk Bendigo Cycles into donating eight trikes, and Eaglehawk Recyclers 10, to Bike Education.

A number of other businesses have committed to supplying maintenance and equipment

"I don't ask nicely, I just tell them what I want," he laughed.

"It's a bloody great

program though and the more kids we can put on bikes the better.

"Some families can't afford to put their children on a bike so it's great all these local business have come on board."

The brain child of Victorian Police and VicRoads, Bike Education is funded by the Federal Government's Active After School Communities program and run by qualified

bike education officer Pam Dawkins.

Activities run for one hour two to three nights per week for seven weeks during a school term.

Victoria Police youth resource officer Neil Crouch said the program was beneficial on a couple of levels.

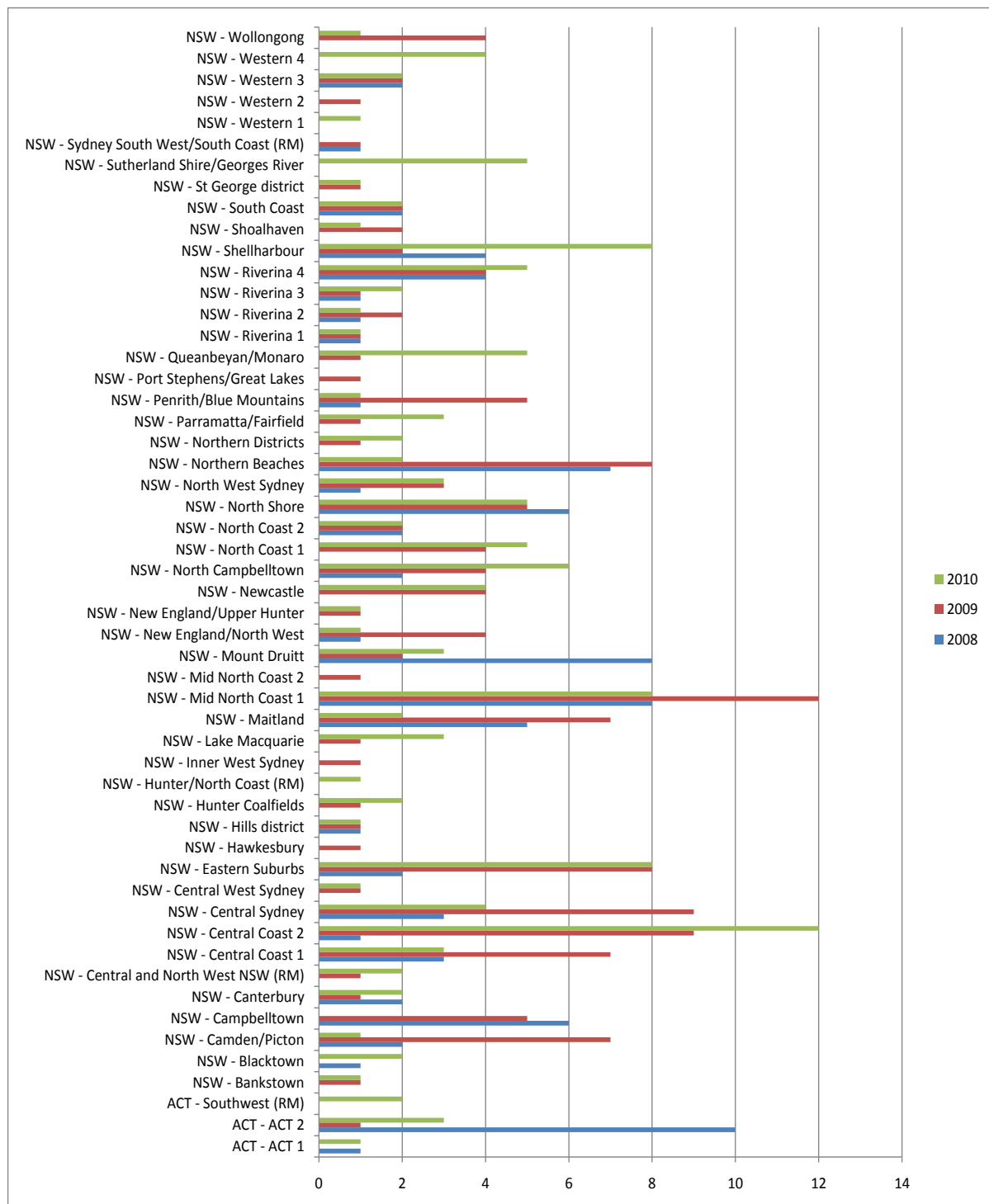
"It boosts physical fitness in our youngsters and it also teaches an important road safety message," he said.



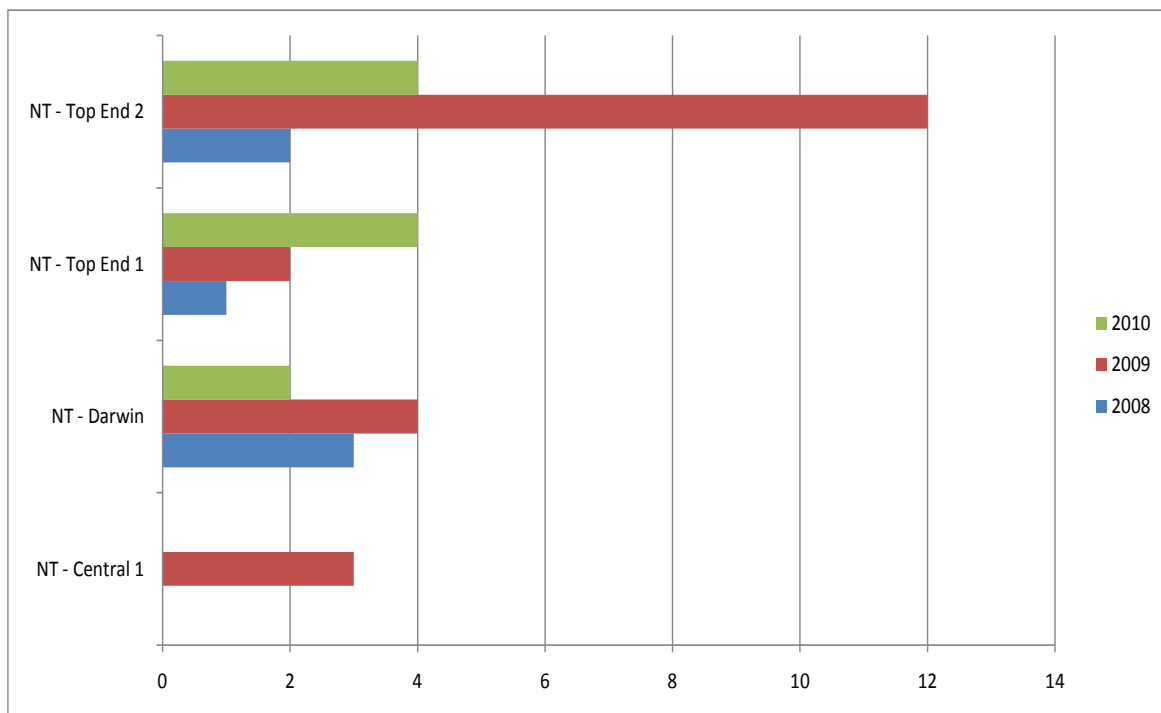
PUMPED: St Peter's Primary School students with Drew Cathcart of Active After School Care, teacher Jess Martin, Pam Dawkins of Sportzrule Victoria and Ron McCready, who sources the bikes. Photo: VICKI HARRINGTON

APPENDIX D — REGIONAL BREAKDOWN OF CYCLING PROGRAMS FROM 2008-2010

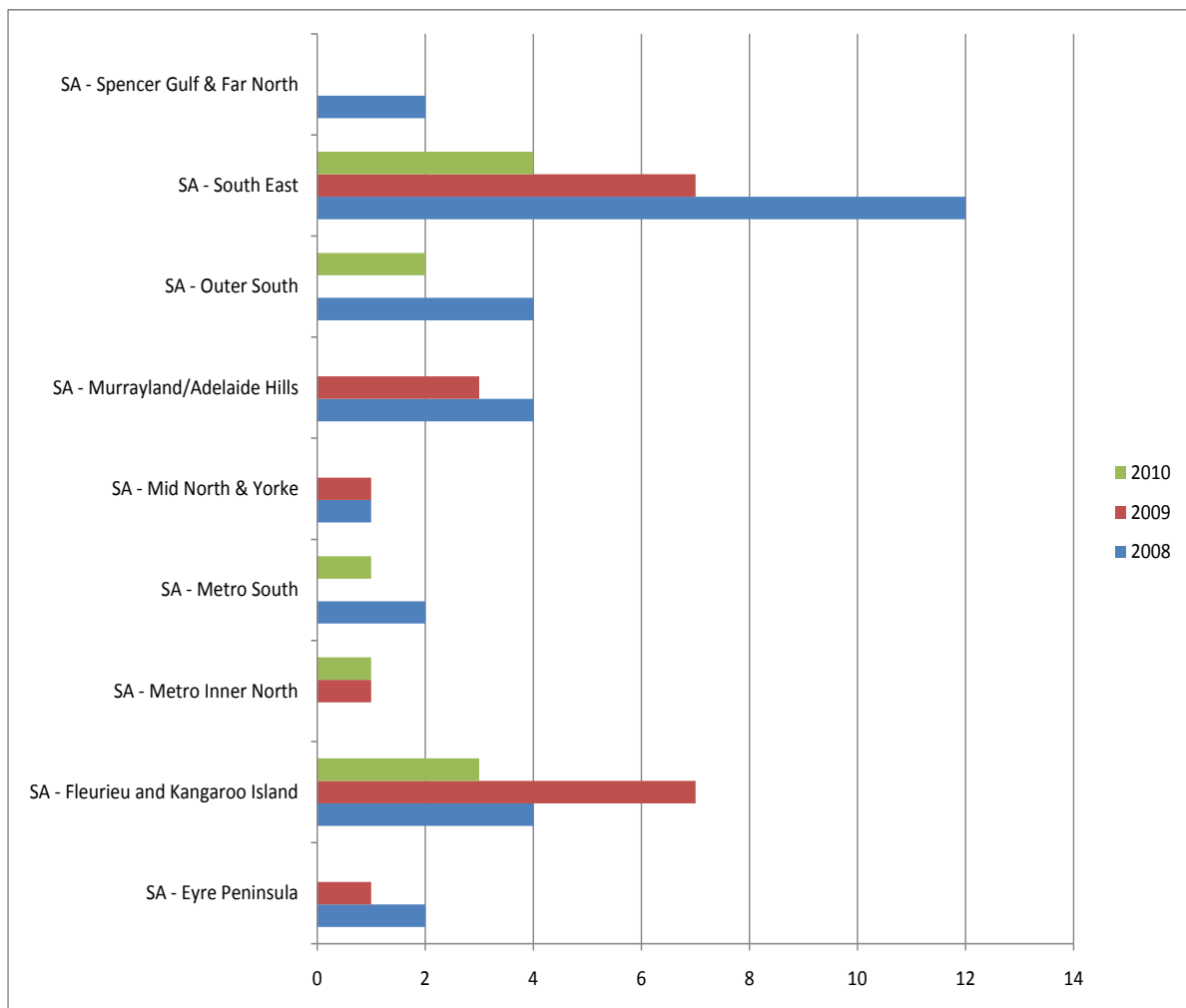
Australian Capital Territory and New South Wales



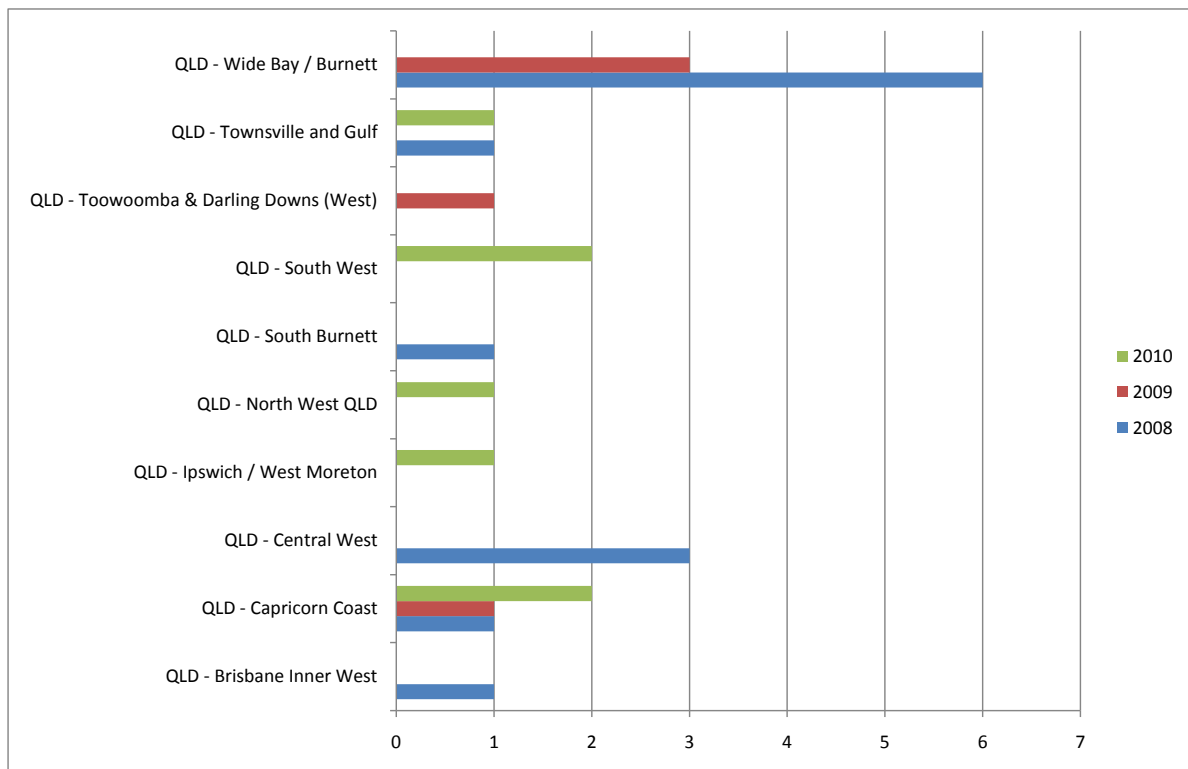
Northern Territory



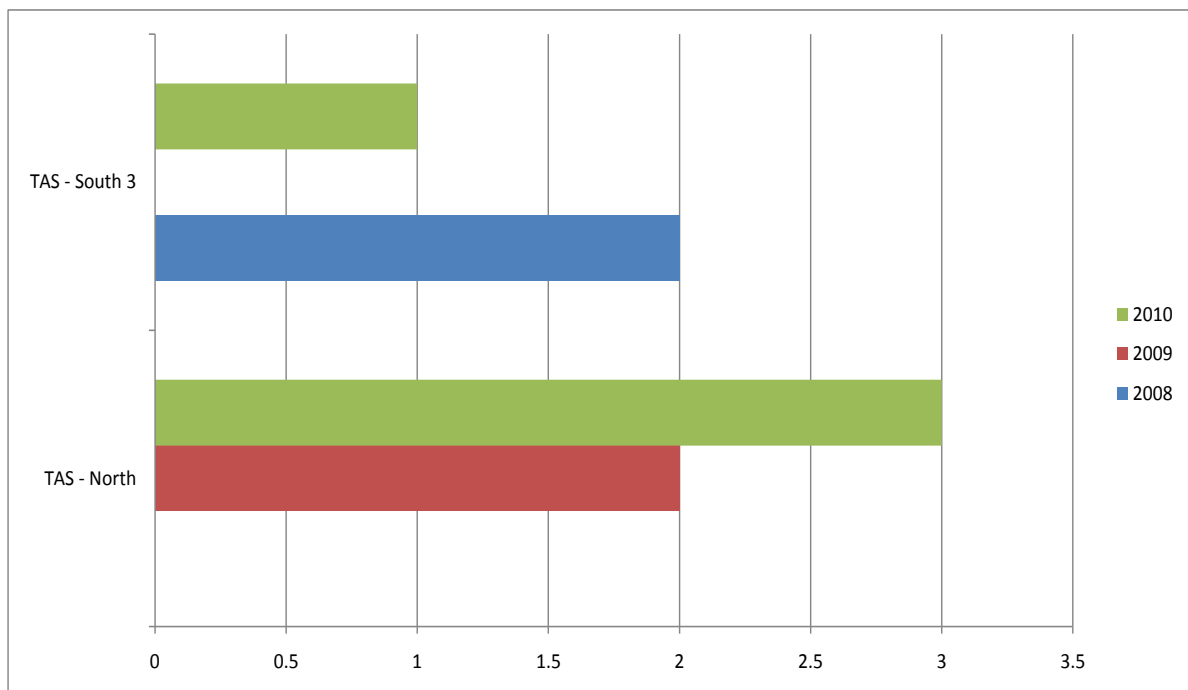
South Australia



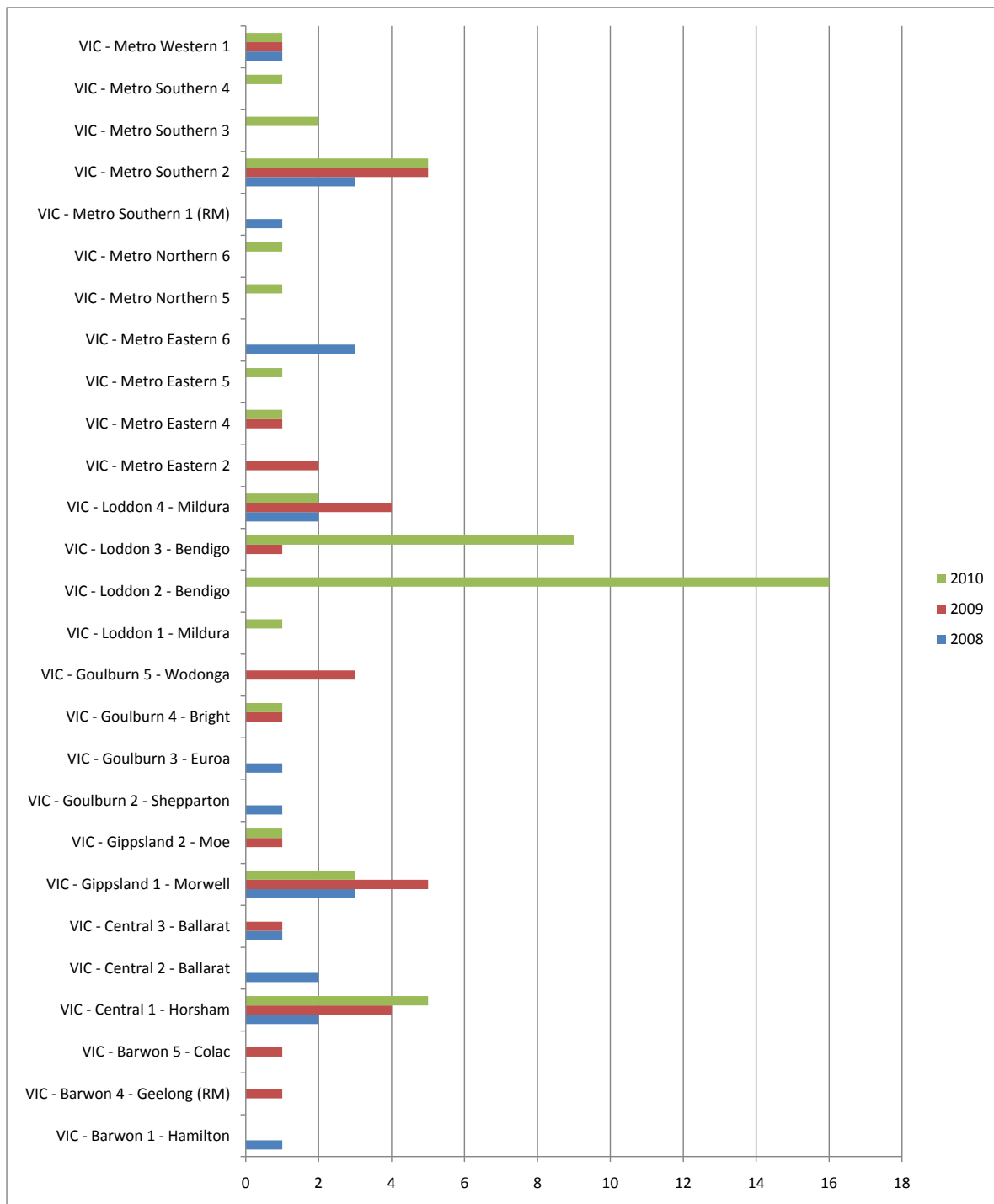
Queensland



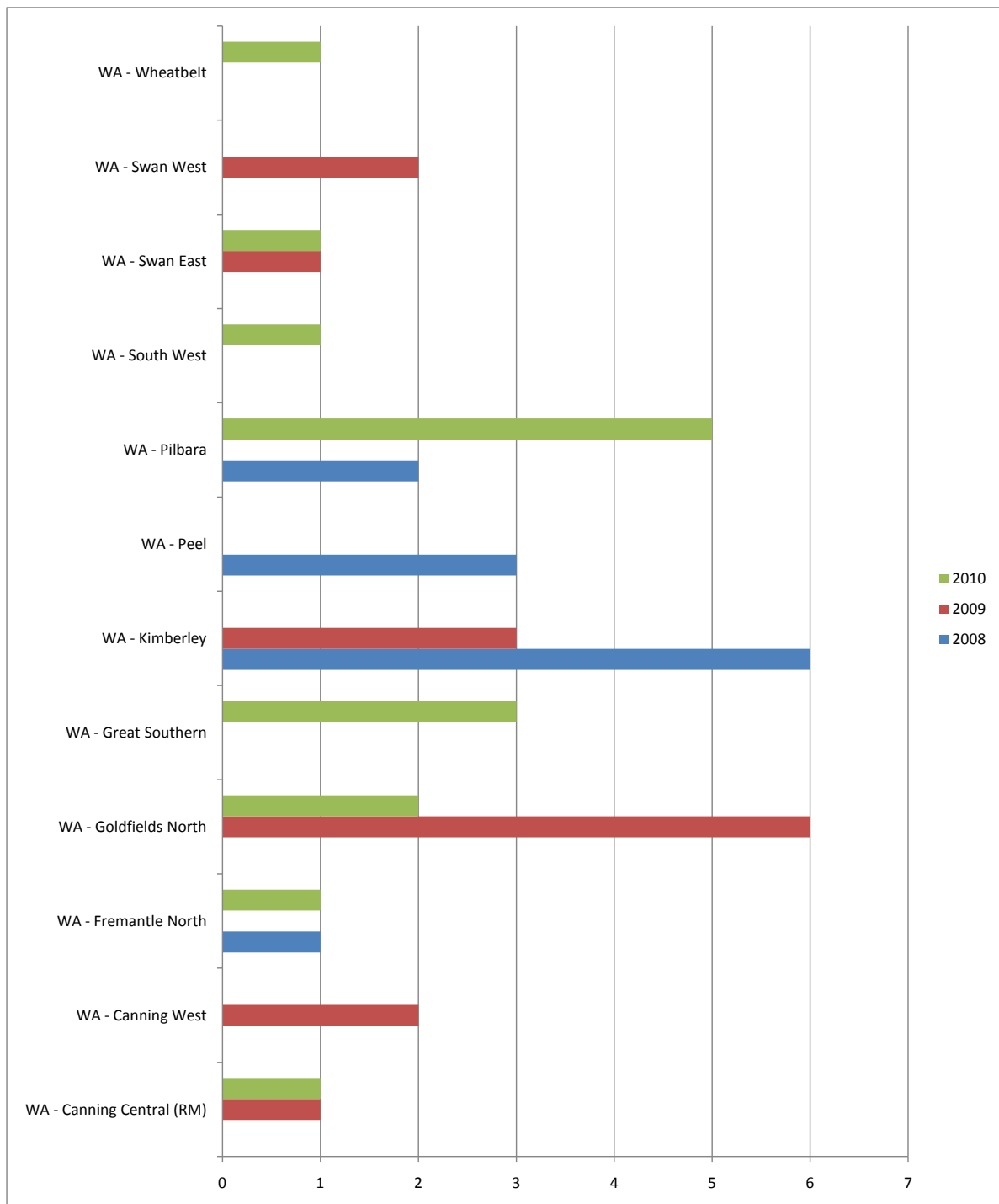
Tasmania



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

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