



RUGBY LEAGUE

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 \$60,000 of that being allocated to rugby league 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 rugby league 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 rugby league and provide support for the sport's grassroots participation objectives.

PERFORMANCE DATA

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

Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	197	172	-13%
VIC	47	35	-26%
QLD	137	171	+25%
SA	9	7	-22%
WA	9	11	+22%
TAS	3	0	n/a
NT	2	10	+400%
ACT	3	2	-33%
TOTAL	407	408	0%

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

The total number reflects a 0% growth on the previous reporting period. This was a flat annual performance, year on year but with no recorded additional rugby league focus observed for this reporting period, this result should be expected. An area of concern should be the decline in NSW, an area where one would expect to see a sustained level of interest.

Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	5734	4911	-14%
VIC	1162	863	-26%
QLD	3979	5259	+32%
SA	225	134	-40%
WA	211	299	+42%
TAS	73	0	n/a
NT	75	295	+293%
ACT	83	45	-46%
TOTAL	11,542	11,806	+2%

The total number reflects a 2% growth on the previous reporting period. Participant results generally mirror the performance of the total program data but the percentage swing is much greater in SA. As detailed above, this performance should be expected, but with an anticipated alignment with the Backyard League program, one would expect a positive performance in the current reporting period.

Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	110	121	+10%
Community members	54	68	+26%
Internal (e.g. teachers)	32	41	+28%
Private providers	31	23	-26%
Students	20	16	-20%
TOTAL	247	269	+9%

The total number reflects a 9% growth on the previous reporting period. Of note is the growth in the number of community coaches delivering rugby league who represent sporting clubs, schools or who are community members. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage rugby league 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 rugby league in Australia. The data aims to show the value of the AASC program to the NRL, 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 rugby league after taking part in the AASC program or the true number of participants who attended each rugby league session, it does clearly show a sustained appetite for primary school aged children to play rugby league. 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 rugby league 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 rugby league in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.