



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



AASC NATIONAL NEWSLETTER

SEPTEMBER 2006

Active After-school Communities gets kids active!

Australia's primary school kids are showing that they enjoy the fun of physical activity and are more active, according to new research released by the Australian Sports Commission.

Just a year after it started, the Commission's free Active After-school Communities (AASC) program is being enjoyed not only by kids who have always liked physical activity, but importantly, by children who have in the past avoided taking part in sport and other structured physical activity programs.

The AASC program forms part of the Australian Government's Building a Healthy, Active Australia initiative — a nationally coordinated response to the challenge posed by increasing levels of inactivity among the nation's children.

This free program, which began in Term 2 of 2005, provides primary school-aged children with access to fun, structured physical activities, including sport, that encourage participation and help teach children to be active for life.

Preliminary findings from an extensive evaluation project show that the

Australian Government program is capturing the traditionally difficult target of inactive children.

The research indicates that the majority of stakeholders — children, parents and teachers — believe the AASC program is encouraging inactive kids to become involved and active.

Three-quarters of the children surveyed said they wanted to continue the AASC program after their next holidays and felt they were better at physical activities since participating.

Eighty-one per cent of schools and out of school hours care services (OSHCS) believe the AASC program encourages non-active kids to spend more time participating in physical activities.

Ninety-one per cent of schools and OSHCS believe the AASC program improves the attitudes of inactive kids towards physical activity and 89 per cent of schools and OSHCS report that the program increases kids' fundamental motor skills.

Judy Flanagan, National Junior Sport General Manager at the Australian Sports Commission, said that the first year of the AASC program

had seen a number of positive outcomes for children, their families and local communities.

'Community support and local involvement in the program makes us confident that this program is stimulating involvement in sport and physical activity and getting kids more active,' Ms Flanagan said.

By the end of 2006, the AASC program will be in 2581 primary schools and OSHCS and aims to engage 130 000 children.

INSIDE

- 2 Sporting greats encourage kids to 'Play for Life'
- 3 Coach Approach grows alongside AASC program
- 4 Government partnerships achieving community health
- 5 AFL kicks goals through AASC partnership
- 6 New partnership project a breath of fresh Eyre
- 7 The Australian Government encourages children to 'Get moving for an hour or more a day'
- 8 University of Tasmania 'Playing for Life'

Sporting greats encourage kids to 'Play for Life'

Two of Australia's sporting icons, Kieren Perkins and Catherine Freeman, have joined the campaign to encourage primary school children to get more active.

Former Olympians Perkins and Freeman will visit primary school students around Australia to acknowledge their great efforts in getting active as part of the Australian Government's AASC program.

Perkins, a double Olympic gold medallist, said that by visiting schools participating in the AASC program they are helping to reinforce the importance of physical activity and showing the children how much fun getting active can be.

'The program is about getting kids physically active and hopefully creating a culture where exercise is just an everyday part of life,' Perkins said.

'Through the program we are starting to see children who normally would not be interested in being physically active or playing sport joining in the wide variety of activities on offer, having a great time and wanting to come back for more,' Perkins said.

Schools lucky enough to receive a visit from Perkins and Freeman this

year have been Hurstville Public School in Sydney, Woodridge State School in Brisbane and Mansfield Park Primary School in Adelaide.

Mark McKenzie, Principal of Mansfield Park Primary School, said the children, teachers and parents were extremely excited to have Perkins and Freeman visit their school and participate in some of the AASC activities.

'The AASC program has had a remarkable impact on the children at the school and has given them the opportunity to try a variety of new things that they previously have not had access to,' McKenzie said.

'The program has also given our parents the opportunity to become involved in the coaching and running of the sports activities and we have found this to have a positive effect on parental involvement at the school level.'

In the coming months, Perkins will also visit Balgowlah North Public School in Sydney with the Minister for Health and Ageing, Tony Abbott, and Mosman Park Primary School in Perth with the Minister for Education, Science and Training, Julie Bishop.

Since the program began in Term 2 of 2005, several primary schools

and OSHCS around the country have also been visited by federal and state MPs. MPs have been given the opportunity to view the program in action, often participating in a few activities themselves. Almost all visits have resulted in great media coverage in the region's local paper.

For those wishing to view their local AASC program in action, contact your relevant AASC state office (see page 8 for contact details).



Catherine having fun and getting active with Hurstville Public School students in Sydney



Catherine and Kieren having a ball with students from Woodridge State School in Brisbane

Coach Approach grows alongside AASC program

Coach Approach, one of Victoria's leading organisations providing coaches across many sports and activities in the Melbourne area, has grown at a rapid rate since taking part in the Australian Sports Commission's AASC program.

Coach Approach was one of the initial organisations to register with the AASC program and have coaches ready to deliver at the launch in Term 1 of 2005.

The organisation has since become an integral part of the Melbourne metropolitan AASC program, with currently over 60 programs running every term. The AASC program has also enabled Coach Approach to increase its coverage by moving into the Sydney market of the AASC program.

A number of Coach Approach coaches have delivered within the AASC program since its inception and this commitment has seen them grow with the program, resulting in some coaches being nominated for the AASC 5 Star Community Coach award.

Kate Simkovic, AASC Victorian State Manager, said that the AASC program has a number of initiatives that have proven a great success due to the support of organisations such as Coach Approach.

'We have a number of core coaches now who feel very comfortable delivering a range of activities over the duration of a school term. We are receiving more and more positive feedback from our deliverers as the program progresses, which suggests a common understanding of the AASC program has been achieved,' said Simkovic.

'They are always interested in developing their staff and have adopted the Playing for Life philosophy within the extensive variety of activities that they have on offer.'



Coach Approach currently has 80 AASC registered coaches and sources a number of their deliverers from universities and TAFEs. The organisation has been instrumental in developing the skills and abilities of those students who have demonstrated an interest in running physical activity sessions for children.

Olivia Doherty from Coach Approach said that they are currently in the process of establishing four brand new AASC programs that will be offered in Term 4.

'We believe that the new programs will see improvements in the quality of the sessions that Coach Approach delivers. As part of the improvements, all of our coaches will receive a full eight-week coaching plan,' Doherty said.

'Coach Approach works closely with the AASC regional coordinators to ensure that we always provide the most suitable coaches for each program.'

Coach Approach currently deliverers a variety of activities including sport aerobics, hip hop, athletics, cricket,

circus, touch football, basketball, handball, taekwondo, AFL, soccer, hockey, netball, volleyball, ultimate softball, baseball and lacrosse.

Coach Approach has made numerous links in the local communities of Melbourne. For example, Coach Approach invites a local club representative from the sport that has been presented for the term. This normally occurs towards the end of the program when the children have a good knowledge of the sport and could make an informed decision as to whether they would like to pursue the sport further with the local club.

'The coaches from Coach Approach have found that the skills and experience that they have received by completing the Community Coach Training Program course and by working in the AASC program has assisted them with their own training and coaching in the clubs that they are involved with,' Doherty said.

'This has also assisted with Coach Approach's core business of sports expos, which we run on a daily basis across Victoria.'



Staff from the Shire of Capel conducting a first aid course with the AASC program

Government partnerships achieving community health

The Australian Sports Commission's AASC program is joining with local government in Western Australia to achieve community health outcomes and give Australia's young people the opportunity to get active.

A new partnership initiative has seen the WA AASC program, along with Ian Mumford Consulting Services, join forces with the Shires of Capel, Donnybrook-Balingup, and Dardanup to implement a training program that develops the skills of local volunteers to become competent as sport and recreation leaders.

The original training program, which was developed in 2004 by the Shire of Capel and Ian Mumford Consulting, had several links to the AASC's new Community Coach Training Program. The Community Coach Training Program was developed in 2005 and is a requirement for anyone wishing to become a registered deliver of the AASC program.

By linking the two training programs, the AASC program and local government hoped to engage community clubs, members and

sports to assist in improving the opportunities for young people aged between six and 12 years to get physically active.

Natasha Grosse, AASC Regional Coordinator, said that by training community members as qualified sport and recreation leaders the program aims to support sport and recreation programs within the local community.

'This program was an ideal partnership between the AASC program and local government as it encourages involvement and communication among all levels of government, including Federal Government, state departments, local government shire officers and councillors, private providers, schools and the community,' Grosse said.

Through the various shires, each group organised many local community activities with primary

schools that had an emphasis on fun and participation for all ages and abilities.

'The special events included group warm-up and stretching, a rotation of activities that included motor skill development, teamwork, coordination and, of course, a lot of fun! We then finished with a couple of fun modified team games and a cool-down,' Grosse said.

'Parents were also encouraged to accompany their children and have some fun. All of the adults involved in leading or coordinating the event have an Australian Federal Police clearance and emergency first aid training.'

To date, the joint program has been responsible for training several community members as qualified deliverers of the AASC program, with many of them now being employed and working within the community.

Judy Flanagan, National Junior Sport General Manager at the Australian Sports Commission, said that initiatives such as this are helping the AASC program to find community members who are interested in becoming deliverers of the program.

'A key to the success of the AASC program is the support of the community. By investing in the training of community members to not only deliver our program, but to also give them the skills to seek future sports coaching and leadership roles in the community, we are hoping to create a culture where physical activity is an integral part of everyday life,' Flanagan said.

'The AASC program has seen a number of positive outcomes for children, their families and local communities. Community support and local involvement in the program makes us confident that this program is stimulating involvement in sport and physical activity and getting kids more active.'

The Community Coach Training Program was developed in 2005 and is a requirement for anyone wishing to become a registered deliver of the AASC program.

AFL kicks goals through AASC partnership

With the introduction of the AASC program in Western Australia, Chris Rigoll, South West Football Development Officer, soon realised he had a big job ahead of him.

Almost every school and OSHCS participating in the Australian Government's AASC program in the south west requested AFL to be delivered.

In order to meet the demand, the AASC program and South West Football Development formed a partnership and found ways in which they could work together to deliver a successful program to help get the children of the south west active.

The first step was to join forces in delivering accreditation and training to potential deliverers. Both the AASC program and South West AFL required that deliverers become accredited coaches before delivering any programs. The AFL requires that all coaches be Level 1 AFL accredited and the AASC program requires all deliverers go through a registration procedure, including national accreditation and training, so why not work together?

Natasha Grosse, AASC Regional Coordinator, said that both AASC and South West Football Development found a variety of ways they could work together to benefit both organisations and the community at large.

'Not only was there the opportunity to train deliverers through a jointly run coaching program, but there was also an opportunity for the AASC program to gather AFL deliverers in the community to promote their sport as well as their club directly to the children in the schools or OSHCS,' Grosse said.

'As a result of the partnership, school attendance, clinics and contact visits were greater than in any previous year and all AASC AFL requests were filled.'

There are now a total of five courses per year being run by both the AASC



Successful participants of the AASC's Community Coach Training Program

program and South West Football Development, resulting in well over 100 potential coaches and deliverers.

Rigoll said that due to the success of the partnership, the South West Football Development Board also agreed that funding for the project, in particular in-school clinics, should increase to encourage growth. This funding has resulted in the formation of the South West Football Development Squad (a team of AASC deliverers from Edith Cowan University) and the appointment of Toby Bairstow as an AFL trainee.

'This has further enhanced and increased the delivery options for schools and OSHCS participating in the AASC program, in addition to spreading the AFL message,' Rigoll said.

As well as the training, there were also Auskick registration days at AASC sites. These days included activities for all children involved, parent workshops and warm-up activities to encourage parent participation and the AASC program conducted registrations with the club.

'The registration days resulted in an increase on the previous year's total participation, with the Dalyellup NAB AFL Auskick Centre going from 53 participants in 2005 to 127 in 2006, which is a fantastic result,' Rigoll said.

Grosse said that the AASC program's relationship with the South West Football Development Officer was absolutely pivotal.

'By creating a positive relationship with the AFL and assisting them to reach their goals as well as those of the AASC program, we have been able to deliver a highly successful program that we would not have been able to do on our own,' Grosse said.

'And if nothing else, it is fun to deliver the training together!'

The AASC program and South West Football Development are currently working with the WA Department of Sport and Recreation to develop a new pilot project that will assist clubs in engaging more parent involvement in the short and long term. This project will include specialised coach education and the provision of resources and support, as well as the possible development of a mobile school-based Auskick centre to encourage children who find it difficult to travel to be involved closer to their homes.



AASC deliverer Tony Bairstow, Mrs G (Chris Goninon) and students from Withers Primary School in Bunbury

New partnership project a breath of fresh Eyre

A new partnership between the AASC program, state government of South Australia and local schools is hoping to make a positive impact on the lives of Indigenous students in the Eyre Peninsula.

The AASC program has partnered with Port Lincoln High School, Port Lincoln primary schools, Yalata Aboriginal School, the SA Office for Recreation and Sport and the SA Department for Environment and Heritage to encourage Indigenous students in rural and remote communities to undertake coaching roles within the AASC program.

The partnership was developed to reach a number of outcomes, including training Indigenous high school students in the AASC program's Community Coach Training Program so they could be involved in the delivery of AASC programs in Port Lincoln primary schools, develop cultural relationships between the Indigenous students from Port Lincoln High School, Yalata Aboriginal School and the broader community, and help support the transition to high school for Port Lincoln primary school students.

Margie Fahy, AASC Regional Coordinator, said that through the partnership the AASC program hopes to generate awareness, enthusiasm and support for the AASC program in the Port Lincoln and Yalata communities in a positive and exciting way.

'This partnership has created many opportunities for Indigenous students that they would previously not have had. By providing cultural and sports coaching opportunities to Port Lincoln students we hope to develop their leadership skills and present positive Indigenous youth role models to the Yalata school community,' Fahy said.

After conducting the training programs, Fahy worked with Port Lincoln High School 'Creating Futures' project officer, Kristen Lawler,

and Aboriginal education workers to select four Indigenous students who successfully completed the training to be involved in the 600-kilometre one-way trip to Yalata Aboriginal School to deliver the AASC program.

'The students were rewarded with this opportunity based on their performance during the two days of the Community Coach Training Program and on their communication and leadership skills,' Fahy said.

'We then included those students in planning sessions to devise the activity program to be run for the Yalata school kids.'

While the high school students were encouraged to take on leadership roles during these activity sessions, prospective AASC coaches from the Yalata community and interested school staff members were also invited to be involved.

Jack Johncock, the Indigenous Sport Development Officer in the SA Office for Recreation and Sport, also accompanied the group to the remote community to offer his support, knowledge and a cultural/historical education to the students during the visit.

Fahy said that she hopes this trip is just the beginning of a great partnership which is going to have a real impact on the Indigenous students in the Eyre Peninsula.

'We are hoping that this leadership and skill development opportunity will give the students confidence and encourage them to pursue further coaching roles within the AASC program,' Fahy said.





The Australian Government encourages children to 'Get moving for an hour or more a day'

The national 'Get Moving' campaign was launched on 3 February 2006 by the Minister for Health and Ageing, Tony Abbott. It complemented and followed on from the 'Go for 2&5'® fruit and vegetable campaign. Both of these campaigns were part of the broader Building a Healthy, Active Australia initiative. This initiative, launched in 2004, provided \$116 million over four years to tackle the growing problem of low levels of physical activity and poor eating habits of Australian children.

It is well known that children and young people benefit greatly from physical activity. It can promote healthy growth and development, build strong bones and muscles, develop skills and flexibility, help achieve and maintain a healthy weight and boost self-esteem. It also provides children with opportunities to develop social skills.

The Get Moving campaign aimed to encourage children and young people to participate in an hour or more of physical activity every day for good health. The TV commercial promoted a wide range of activities that are

easily accessible and achievable as an alternative to sedentary behaviour.

The campaign was underpinned by Australia's Physical Activity Recommendations for Children and Young People and encouraged both parents and children to undertake physical activity as part of their daily routine. The campaign featured television, radio, magazine and internet advertising, as well as events based in schools and other settings across the country.

Other resources included a dedicated web site with information and tips on physical activity, suggestions on

how to include an hour or more of physical activity each day and links to download the advertising material. Information resources for both campaigns are still available free of charge to support the promotion of healthy lifestyles through physical activity and good nutrition.

The development of the Get Moving campaign has been guided by extensive research with the target audience. Concept testing was also undertaken to ensure the most effective creative approach was used for campaign materials. Pre-campaign tracking and post-implementation surveys have also been undertaken to evaluate the effectiveness of this campaign.

For more information on the Get Moving campaign or to order campaign resources, visit the Get Moving web site (www.healthyactive.gov.au/getmoving) or call 1800 025 772.

Did you know?

- 44 per cent of current AASC sites are in regional and remote Australia.
- 10 000 deliverers (students, teachers, OSHCS staff, private providers, coaches, parents and volunteers) have completed the Community Coach Training Program run by AASC regional coordinators, with 7300 of these currently registered to deliver in the AASC program.
- By the end of 2007 the AASC program will reach over 3000 sites across Australia. That's almost 150 000 Australian kids getting active!

University of Tasmania 'Playing for Life'

The AASC program has partnered with the University of Tasmania to assist students in learning how to deliver quality physical activity programs to children.

Centre for Human Movement Director at the University of Tasmania, Associate Professor Ross Brooker, was aware of the value of the AASC program and what it could offer his students by way of practical experience in physical activity settings, and he has worked closely with the program, whose philosophy has parallels with adopted aspects of the pre-service Health and Physical Education teaching program.

'The University has made the AASC program's Playing for Life coaching philosophy an integral part of the practical components of selected subjects in the Bachelor of Human Movement degree at the Centre,' Brooker said.

'Undergraduate students enrolled in the AASC program's Coaching Theory and Practice subject, delivered in the AASC's Community Coach Training Program, as part of their course practicum.'

As part of the requirements of the subject, students deliver structured physical activity sessions to schools and OSHCS participating in the AASC program.

'All schools and OSHCS participating expressed high levels of satisfaction with the students as deliverers. The University and the AASC program are very pleased with the feedback and appraisal process for the students, and the students themselves expressed satisfaction with receiving constructive feedback,' Brooker said.

The appraisal of students by the AASC regional coordinator was done in consultation with the lecturer in charge and counted towards formal course assessment.

AASC Regional Coordinator Ralph Morris said that having the AASC office located within the Centre for Human Movement at the University of Tasmania's Newnham Campus has helped develop a strong relationship between the AASC program and the University.

'The office facilities provided by the University have been excellent.

Location with academic staff has provided a stimulating working environment and I have been welcomed as a valuable member of staff,' Morris said.

'The lecture rooms, gymnasium and equipment of the Centre have also been made freely available for the conduct of Community Coach Training Program courses.'

The different dates of university semesters and school terms have made continuation of this successful partnership challenging; however, the AASC program and the University are looking into alternative options and will definitely try and implement the initiative again in 2007.

Morris said that if the initiative moves forward again next year then the services of the undergraduate students will be offered to schools and OSHCS at no charge.

'The University and Centre Director see this initiative as a valuable way of making a mutually beneficial contribution to the AASC program,' Morris said.

Active After-school Communities Program Contacts

National Office

Tel: 1800 664 564
Fax: (02) 6214 1224
Email: infoaasc@ausport.gov.au
Postal address:
Program Administrator
National Junior Sport Program
Australian Sports Commission
PO Box 176
BELCONNEN ACT 2616

ACT

Administrative Officer
ASC Active After-school Communities Program
Leverrier Crescent, BRUCE ACT 2617
PO Box 176, BELCONNEN ACT 2616
Tel: (02) 6214 1536
Fax: (02) 6214 1646
Email: maree.winmill@ausport.gov.au

NSW

Administrative Officer
ASC Active After-school Communities Program
Level 3, Telstra Stadium, Edwin Flack Avenue,
Sydney Olympic Park, HOMEBUSH BAY,
NSW 2127
PO Box 6750, SILVERWATER NSW 1811
Tel: (02) 8765 2544
Fax: (02) 9764 4331
Email: karen.leach@ausport.gov.au

NT

Administrative Officer
ASC Active After-school Communities Program
19/90 Frances Bay Drive, STUART PARK
NT 0820
PO Box 1300, PARAP NT 0804
Tel: (08) 8942 3681
Fax: (08) 8942 3761
Email: lee.wilson@ausport.gov.au

QLD

Administrative Officer
ASC Active After-school Communities Program
Level 9, Forestry House, 160 Mary Street,
BRISBANE QLD 4000
PO Box 15576, City East
BRISBANE QLD 4002
Tel: (07) 3031 8000
Fax: (07) 3031 8016
Email: brooke.morton@ausport.gov.au

SA

Administrative Officer
ASC Active After-school Communities Program
27 Valetta Road, KIDMAN PARK SA 5025
PO Box 219, BROOKLYN PARK SA 5032
Tel: (08) 8416 6628
Fax: (08) 8416 6703
Email: moreena.gunasagaran@ausport.gov.au

TAS

Administrative Officer
ASC Active After-school Communities Program
5th Floor, 2 Kirksway Place,
BATTERY POINT TAS 7004
Tel: (03) 6224 9730
Fax: (03) 6224 8535
Email: kerry.plottier@ausport.gov.au

VIC

Administrative Officer
ASC Active After-school Communities Program
Level 2, 6 Riverside Quay, SOUTHBANK VIC 3006
Tel: (03) 8698 7711
Fax: (03) 8698 7700
Email: michelle.forbes@ausport.gov.au

WA

Administrative Officer
ASC Active After-school Communities Program
246 Vincent Street, LEEDERVILLE WA 6007
PO Box 329, LEEDERVILLE WA 6007
Tel: (08) 9492 9769
Fax: (08) 9492 9770
Email: rebecca.fidrych@ausport.gov.au