



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Australian Rugby League



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

NATIONAL SNAPSHOT — RUGBY LEAGUE IN THE AASC PROGRAM

Delivery of Rugby League 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.

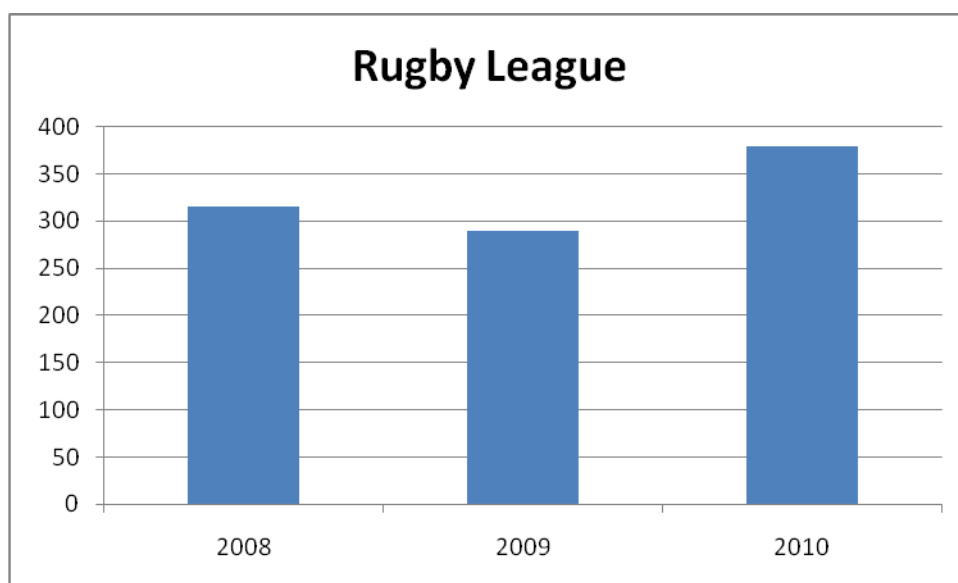


Figure 1: Number of Rugby League programs conducted during 2008–2010

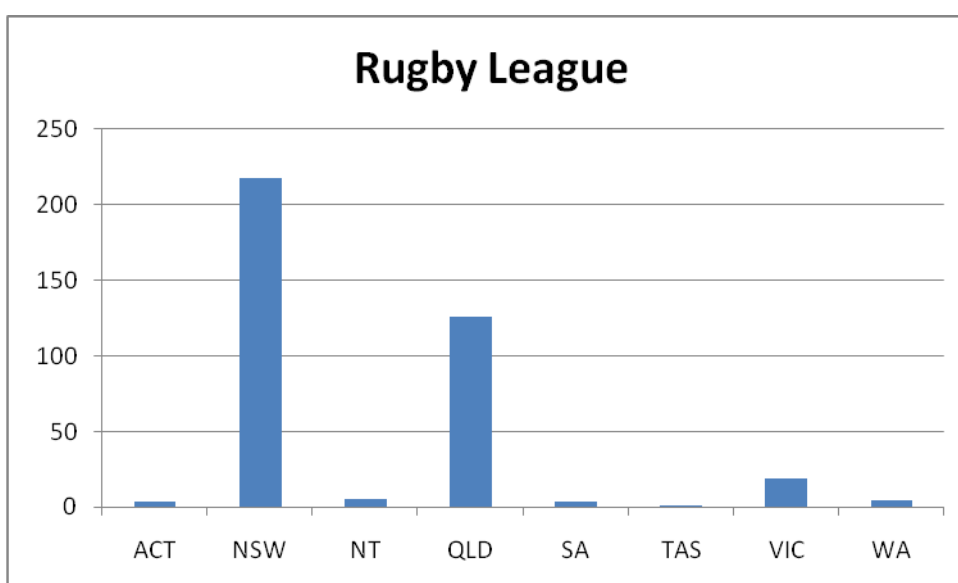


Figure 2: Number of Rugby League programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — RUGBY LEAGUE 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.

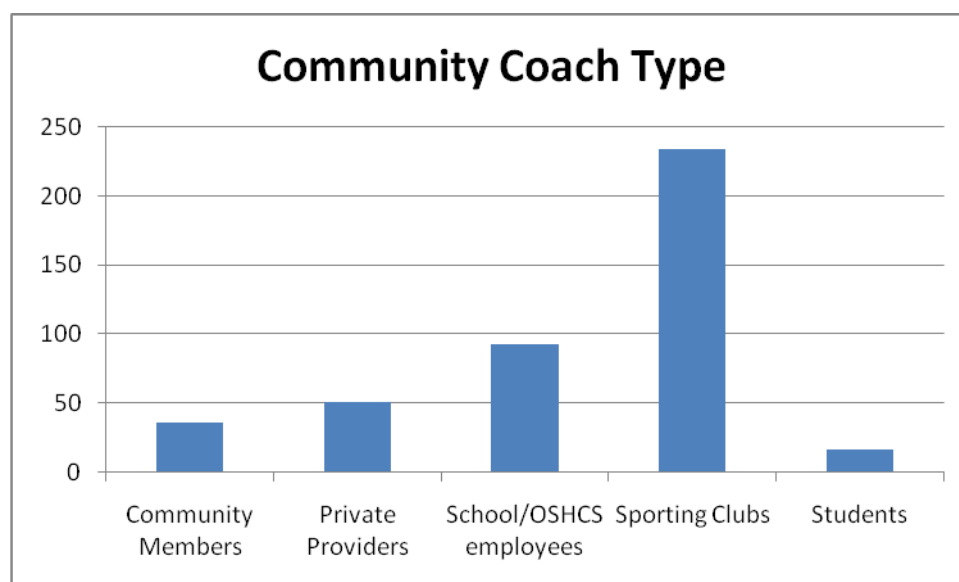


Figure 3: Breakdown of types of Community Coaches delivering Rugby League in 2010

Internal Delivery options

In 2010, 21% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 54% of all programs. Appendix A on page 7 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 third most common group of community coaches delivering Rugby League sessions in the AASC program. Examples of private providers that delivered Rugby League within the program in 2010 are provided in Appendix B on page 9.

Schools, OSHCS coordinators and staff regularly vary the types of sports that are offered to AASC participants.

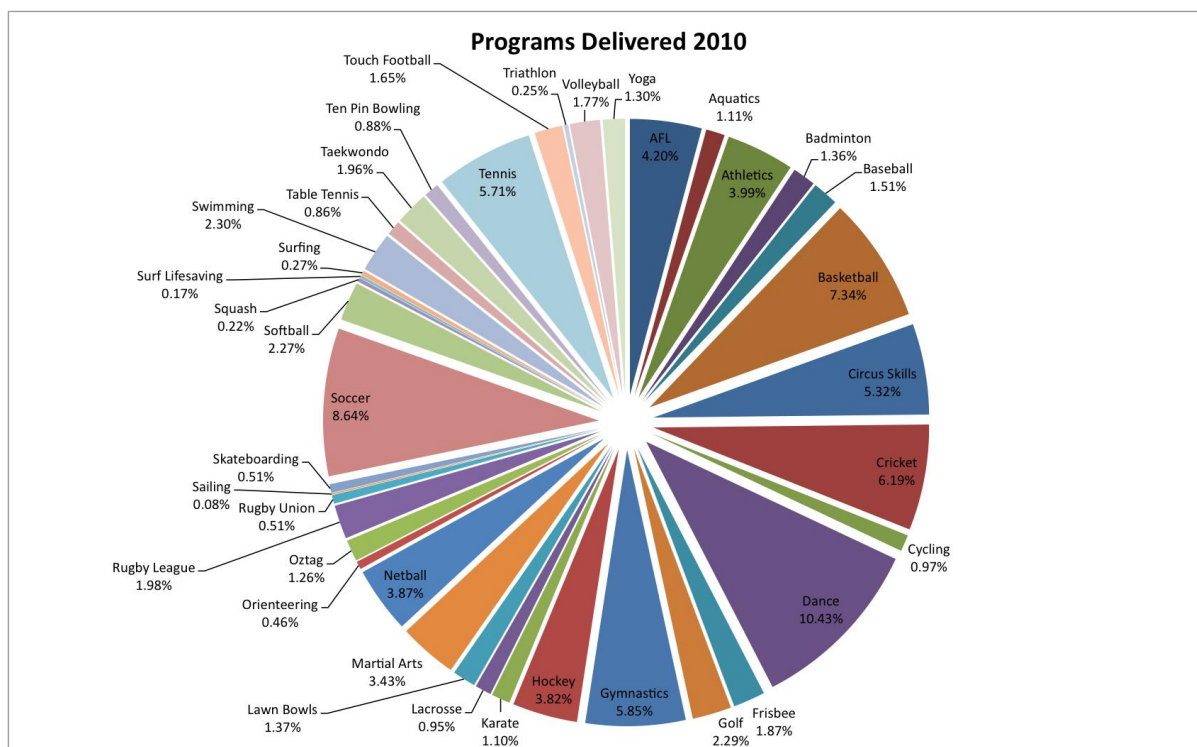


Figure 4 Number of programs by sport in 2010

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.

AASC RUGBY LEAGUE PARTNERSHIPS

Partnership between ARL Development Sunshine Coast, Chinchilla Junior Rugby League Club, Kingaroy Junior Rugby League Club and AASC program sites in the South Burnett Region, Queensland

The South Burnett Regional Coordinator, along with South Burnett Regional Council, held a meeting with local club members and State Sporting Organisation Development Officers to discuss the need for community membership drives. As an outcome of this meeting, it was decided that two community 'Kids into Clubs' come and try events would be held. A committee was formed and a Special Initiative Grant was provided to support the two events.

The committee advertised the events to families at AASC program sites via newsletter inserts and a flyer was also distributed within the Kingaroy community. To engage parents, the event was held after school and it was a requirement for children who attended the event to bring their parents along. Passports were also distributed to the children and they received a stamp in their passport when they visited each club trade display with their parents. Winter sporting clubs were engaged in the event as it provided them the opportunity to sign children up on the day.

The committee were extremely happy to see 330 children attend the event with their parents. Chinchilla Junior Rugby League Club recorded that 103 children and 46 parents received information about their club at the expo, while 20 children joined the Kingaroy Junior Rugby League Club as a result of the event.

Partnership between ARL Development Sunshine Coast, Wondai State School and Proston State School, Queensland

The South Burnett Regional Coordinator met with the local rugby league club to discuss strategies on how to attract more club members. The Regional Coordinator also liaised with the ARL Development Officer to discuss additional strategies.

As an outcome of these meetings, the Development Officer attended school assemblies to promote rugby league and sign-on days, and the club provided the Regional Coordinator with sign-on day flyers to hand out to the children. As a result of this promotion, an additional 30 children attended the club sign-on day.

Partnership between ARL Development Mackay and Mackay PCYC, Queensland

The Mackay Regional Coordinator met with Mackay PCYC to determine if it was feasible to run a Come and Try event for vacation care students. The PCYC was happy to provide the facility for the event and local OSHC centres invited children and parents to the event.

The aim of the event was to provide an opportunity for AASC clubs and organisations, including ARL Development Mackay, to promote their sport and clubs and also allow parents to sign their children up to local clubs on the day. ARL Development provided their own promotional material and contact information, while the AASC Regional Coordinator created a list of local clubs within the Mackay region to give to parents.

During the event, children were given activity passports to try each activity and to indicate whether they would sign up with the club.

The PCYC is interested in running this as an annual event and organisation representatives indicated that the event was well received and they would like to be involved in similar promotional opportunities in the future.

APPENDIX A — DELIVERING RUGBY LEAGUE ORGANISATIONS IN 2010

Coaches Organisation	Region
ARL Foundation - ACT	ACT - ACT 2
ARL Development	NSW - Bankstown
ARL Development	NSW - Camden/Picton
Narellan Jets Junior Rugby League Club	NSW - Camden/Picton
ARL Development	NSW - Campbelltown
Eaglevale St Andrews JRLFC	NSW - Campbelltown
Country Rugby League - Central Coast	NSW - Central Coast 1
Country Rugby League - Central Coast	NSW - Central Coast 2
ARL Development	NSW - Central West Sydney
ARL Development	NSW - Eastern Suburbs
ARL Development	NSW - Hills district
ARL Development	NSW - Inner West Sydney
ARL Development	NSW - Liverpool
ARL Development Hunter Valley	NSW - Maitland
Taree PCYC	NSW - Mid North Coast 1
ARL Development	NSW - Mid North Coast 2
Lower Clarence Rugby League Club	NSW - Mid North Coast 2
ARL Development	NSW - New England/Upper Hunter
ARL Development	NSW - Northern Beaches
ARL Development	NSW - Northern Districts
ARL Development	NSW - Parramatta/Fairfield
ARL Development	NSW - Penrith/Blue Mountains
ARL Development	NSW - Shellharbour
Bowral Junior Rugby League Football Club	NSW - Shellharbour
ARL Development	NSW - South Coast
ARL Development	NSW - St George district
Cronulla - Sutherland District Rugby League Football	NSW - Sutherland Shire/Georges River
ARL Development	NSW - Western 2
Country Rugby League	NSW - Western 4
ARL Development	NSW - Wollongong
ARL Development Illawarra	NSW - Wollongong
ARL Development	QLD - Brisbane North East
ARL Development - Brisbane Metro North	QLD - Brisbane North East
ARL Development - Brisbane Metro North	QLD - Brisbane North West
ARL Development	QLD - Brisbane South
ARL Development - Brisbane Metro West	QLD - Brisbane South
ARL Development - Logan/Mt Gravatt	QLD - Brisbane South
ARL Development	QLD - Brisbane South East
ARL Development - Brisbane Bayside	QLD - Brisbane South East
Wynnum Manly Seagulls Rugby League FC Ltd	QLD - Brisbane South East
Australian Rugby League Development - Cairns	QLD - Cairns & Tablelands

Coaches Organisation	Region
Kangaroos Junior Rugby League Club Inc	QLD - Cairns & Tablelands
Mossman Junior Rugby League Association	QLD - Cape & TSI
QLD Rugby League	QLD - Cape & TSI
ARL Gold Coast South	QLD - Gold Coast South
ARL Development - Brisbane Metro North	QLD - Ipswich / West Moreton
Ipswich ARL	QLD - Ipswich / West Moreton
ARL Development	QLD - Mackay
Australian Rugby League Development - Mackay	QLD - Mackay
ARL Development - Brisbane Metro North	QLD - Moreton Bay
Inala PCYC	QLD - Outer Brisbane West
ARL Development	QLD - Sunshine Coast North
ARL Development	QLD - Sunshine Coast South
Noosa Little Athletics	QLD - Sunshine Coast South
ARL Development Toowoomba	QLD - Toowoomba & Darling Downs (West)
ARL Development	QLD - Townsville / Goldfields
Townsville Rugby League	QLD - Townsville and Gulf
ARL Development	QLD - Wide Bay / Burnett
Australian Rugby League Development - Widebay	QLD - Wide Bay / Burnett
ARL Development	VIC - Metro Eastern 2
ARL Development	VIC - Metro Northern 5
ARL Development	VIC - Metro Western 3

APPENDIX B — DELIVERING RUGBY LEAGUE PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Basic Lifestyle, Fitness & Defence	NSW - Bankstown
Good Sport	NSW - Bankstown
Kids Sports	NSW - Bankstown
LPW Health and Fitness Group Pty Ltd.	NSW - Bankstown
Good Sport	NSW - Campbelltown
LPW Health and Fitness Group Pty Ltd.	NSW - Campbelltown
Good Sport	NSW - Central Sydney
Sports Kickstart	NSW - Central Sydney
Funskills	NSW - Eastern Suburbs
Fit4Kids Coaching	NSW - Hills district
Got Game	NSW - Inner West Sydney
Shaker Sports	NSW - Inner West Sydney
Good Sport	NSW - Liverpool
Mad Sports	NSW - North Coast 1
Sportspro	NSW - North Shore
Got Game	NSW - Northern Beaches
Basic Lifestyle, Fitness & Defence	NSW - Parramatta/Fairfield
Good Sport	NSW - Parramatta/Fairfield
Basic Lifestyle, Fitness & Defence	NSW - Penrith/Blue Mountains
Good Sport	NSW - St George district
Got Game	NSW - St George district
Kids Sports NSW Pty Ltd	NSW - Sutherland Shire/Georges River
LPW Health and Fitness Group Pty Ltd.	NSW - Sydney Metro East (RM)
Bracken Ridge Indoor Sports	QLD - Brisbane North East
Outside Insports	QLD - Logan / Beaudesert
Rookies Sports	QLD - North QLD Regional Manager
Outside Insports	QLD - Outer Brisbane West
Cardio Central	QLD - South Burnett
Glen Kirstine Sports	VIC - Gippsland 2 - Moe
Entourage Sports Coaching	VIC - Metro Eastern 3
Scrum-Nation	VIC - Metro Southern 5
BM Sports Clinic	VIC - Metro Western 1
BM Sports Clinic	VIC - Metro Western 3



Southern Highland News

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Supplements

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Kookaburras and kids stay active through grant

By Lauren Wright

THROSBY MP Stephen Jones visited St Thomas Aquinas Parish After Schools Care last Thursday to promote an active lifestyle for children in the Highlands.

Students from Bowral Primary, Burrawang Primary, Southern Highlands Christian school and St Thomas Aquinas were all there to meet Mr Jones and enjoy a fun afternoon of rugby league.

In conjunction with the Australian Sports Commission Active After-school Communities (AASC) program, Bowral Junior Rugby League Club received a \$300 grant to purchase new equipment.

This equipment will be used by the Kookaburras for coaching and as part of the AASC program.

AASC aims to build and strengthen local sporting clubs, and to promote a healthy, active lifestyle for children.

The program is a free Australian Government initiative delivered nationally by the Australian Sports Commission.

It provides primary school children with the opportunity to experience more than 70 different sports and up to 20 other structured physical activities.

Children from kindergarten through

to year six are encouraged to participate in the after school activity program, which is all about making friends and having fun as well as getting active.

Jones said the program was a good way to encourage young children to become more active in their everyday lives.

"It's a fantastic program because it enables kids to get out from behind the tv sets and computer screens," he said.



LOOK OUT: Alexie Cribbin-Blencowe, Shannon Layfield and Lily Holmes with Throsby MP Stephen Jones.

Photo by Roy Truscott

Rugby league kicking a winner with AASC

Australian Rugby League Development (ARL) has been working side-by-side with the AASC program since it kicked off nationally five years ago.

AASC sports sessions have been coached by ARL Development Australia-wide, and in that time they have been involved in 361 programs in NSW and the ACT – that's 2 700 AASC rugby league sports sessions involving up to 80 000 students!

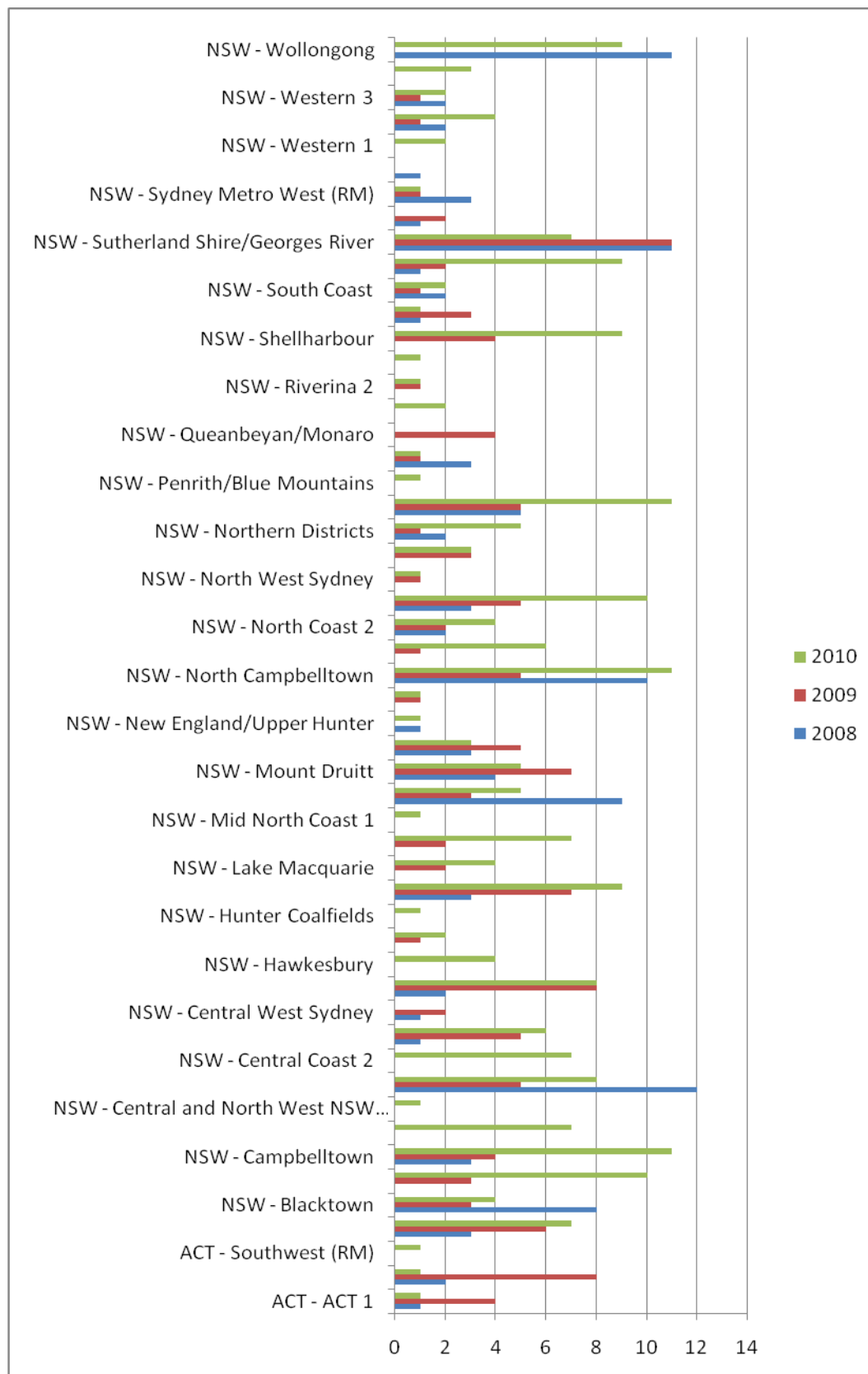
An integral component of the partnership has been training of ARL development officers and coaches in the AASC's Community Coach Training program, development of a rugby league AASC Companion Manual providing coaches with a seven-week session plan and their involvement in sporting events and gala days. During the past year they have had an increased focus of linking club coaches and development officers with the program to create pathways for children their local clubs.



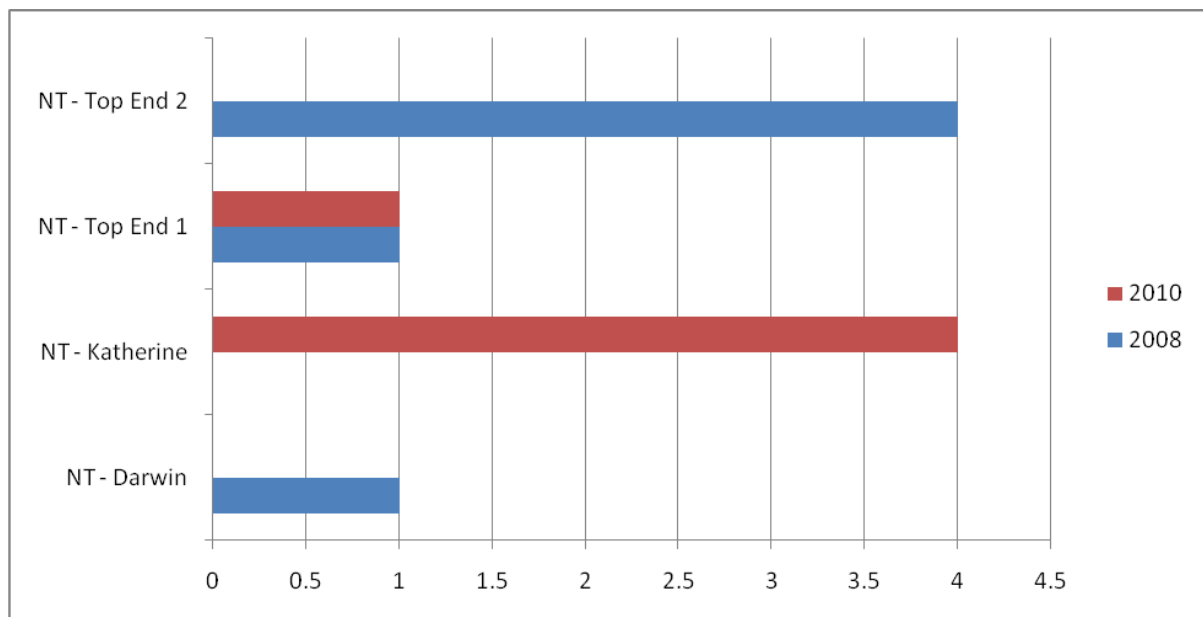
Wests Tigers player John Skandalis, right, and an ARL development officer assist at a Harmony Games Expo at Bass Hill, Sydney, in 2008. The expo was organised by the AASC program.

APPENDIX D — REGIONAL BREAKDOWN OF RUGBY LEAGUE PROGRAMS FROM 2008–2010

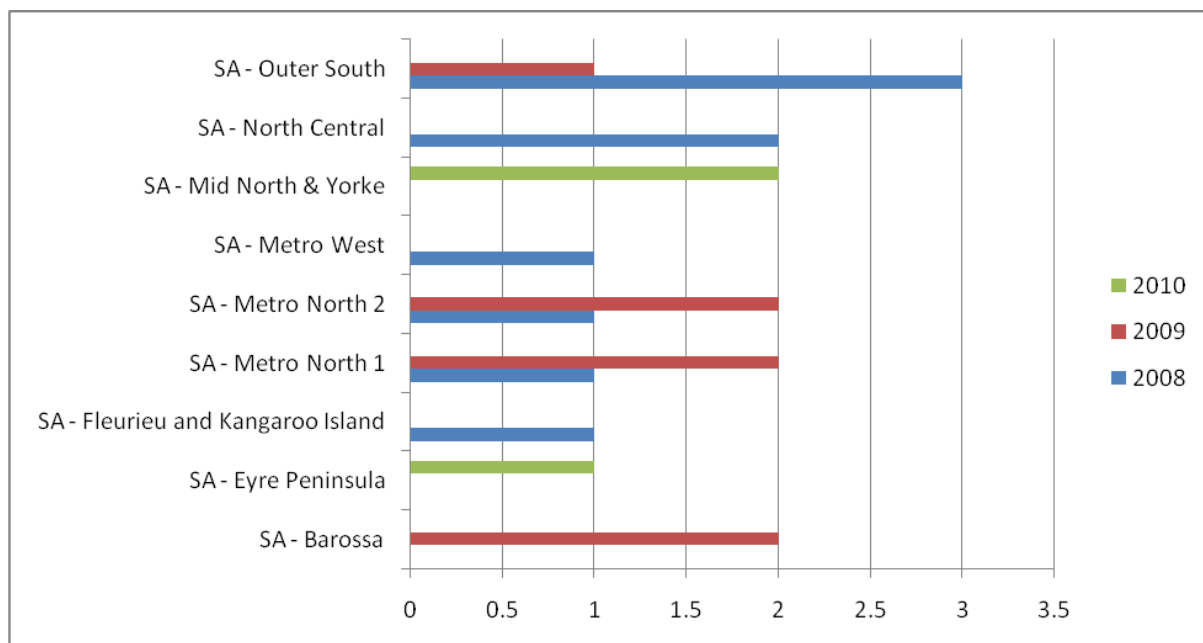
Australian Capital Territory and New South Wales



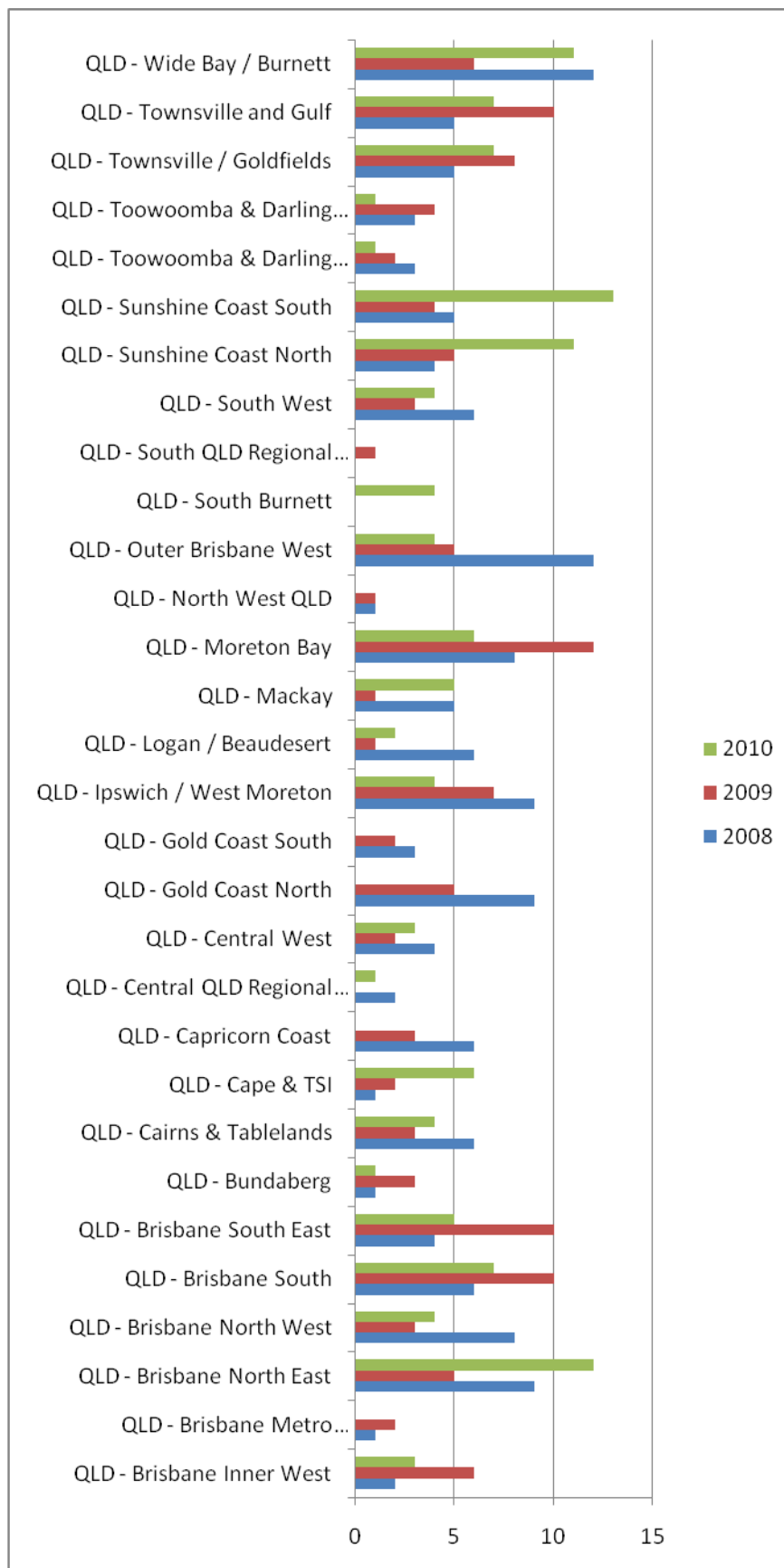
Northern Territory



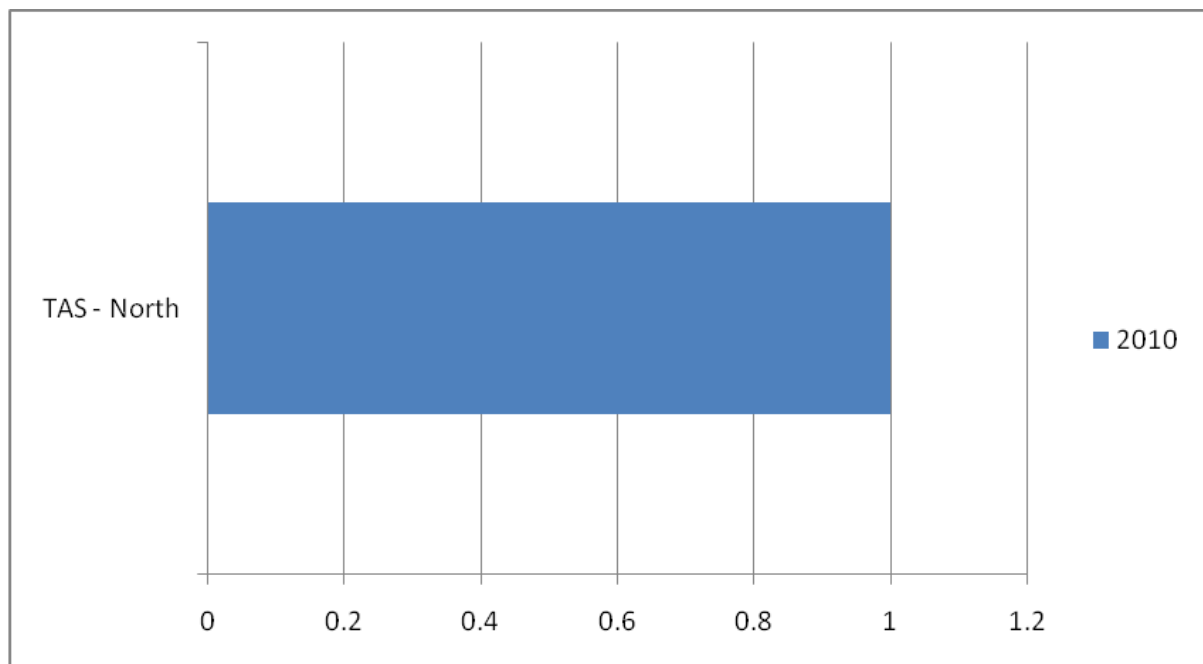
South Australia



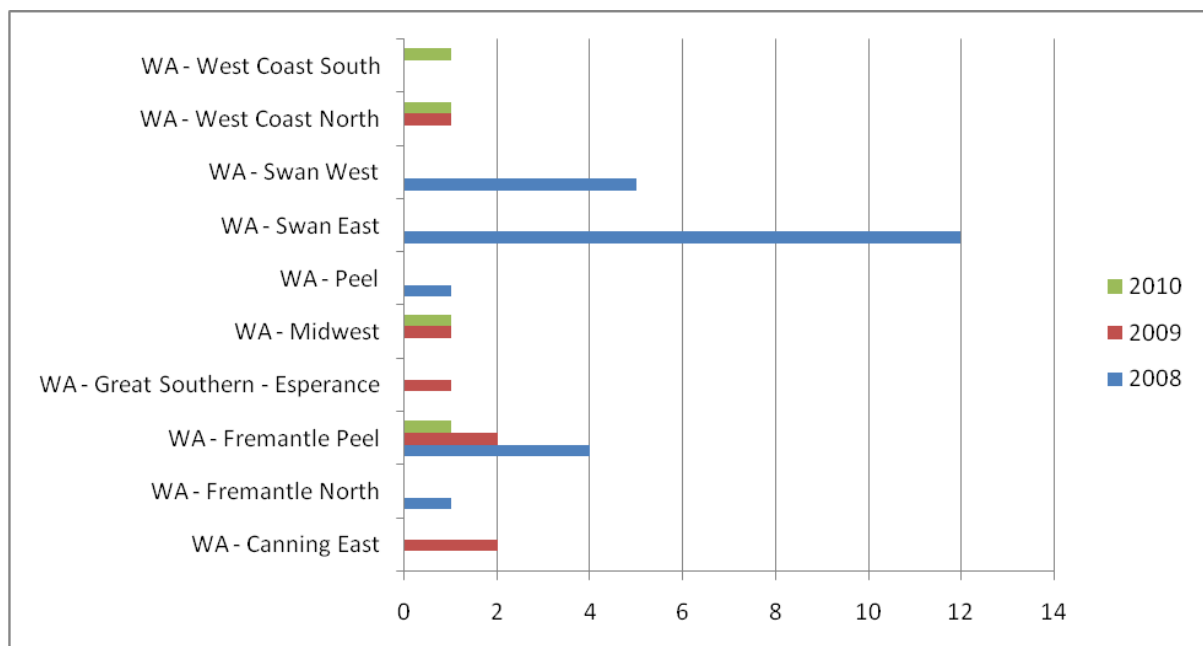
Queensland



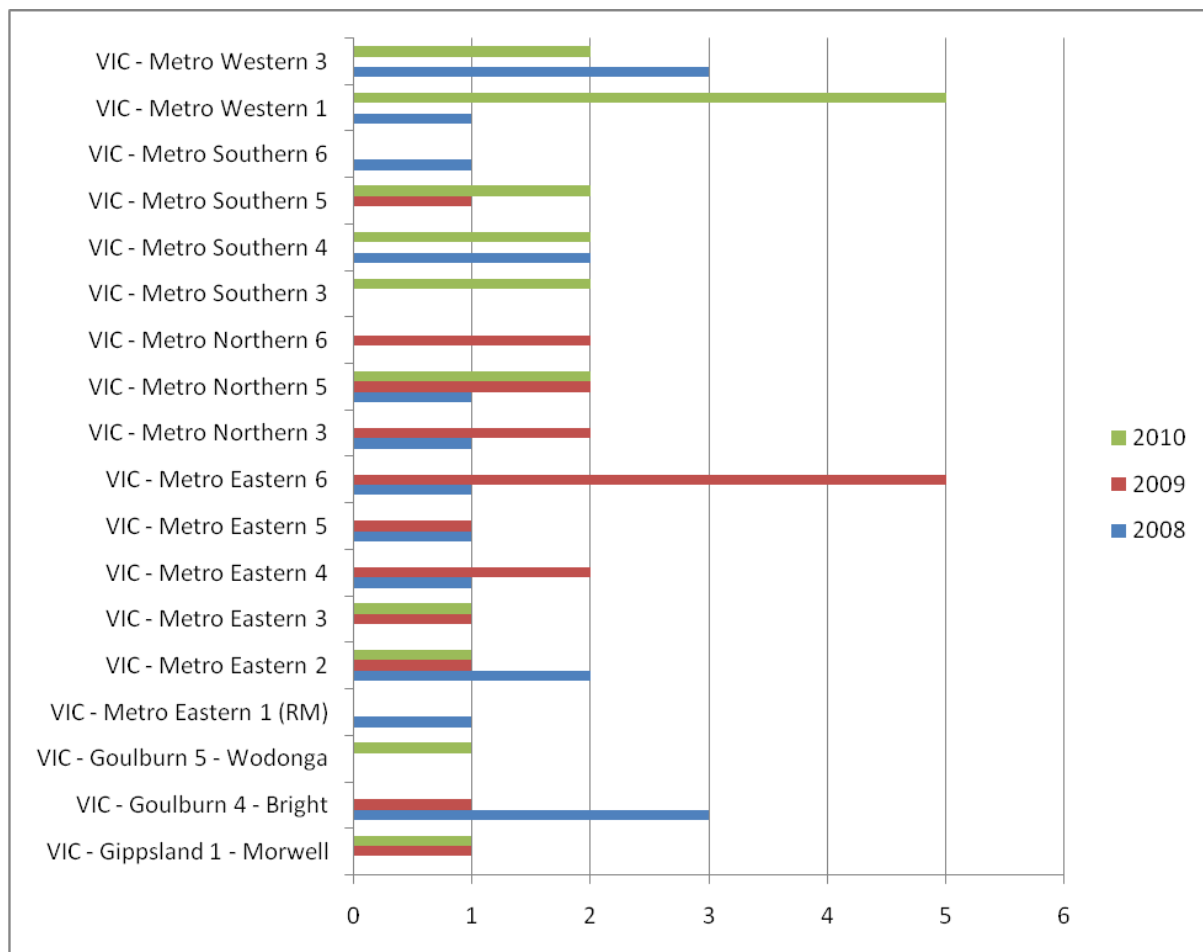
Tasmania



Western Australia



Victoria



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,



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