



BADMINTON

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 \$120,000 of that being allocated to badminton 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 badminton 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 badminton and provide support for the sport's grassroots participation objectives.

PERFORMANCE DATA

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

Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	89	87	-2%
VIC	127	135	+6%
QLD	69	73	+6%
SA	33	52	+58%
WA	58	53	-9%
TAS	14	15	+7%
NT	1	0	n/a
ACT	1	2	+100%
TOTAL	392	417	+6%

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

The total number reflects a 6% growth on the previous reporting period. This was a generally flat performance, year on year, with only SA showing any signs of significant change. With no recorded additional activity outside of the usual program parameters this level of performance should be expected.

Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	2754	2475	-10%
VIC	3122	3455	+11%
QLD	2100	2116	+1%
SA	737	1279	+74%
WA	1447	1231	-15%
TAS	342	389	+14%
NT	20	0	n/a
ACT	44	40	-9%
TOTAL	10,566	10,985	+4%

The total number reflects a 4% growth on the previous reporting period. As expected, participant results mirror the performance of the total program data with a flat annual outcome. However, this result does demonstrate the significant opportunity for Badminton Australia to engage with a high volume of children through the AASC program.

Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	75	83	+11%
Community members	58	70	+21%
Internal (e.g. teachers)	66	72	+9%
Private providers	21	13	-38%
Students	18	30	+67%
TOTAL	238	268	+13%

The total number reflects a 13% growth on the previous reporting period. Of note is the significant reduction in the number of community coaches delivering badminton who represent private providers. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage badminton 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 badminton in Australia. The data aims to show the value of the AASC program to Badminton 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 badminton after taking part in the AASC program or the true number of participants who attended each badminton session, it does clearly show a sustained appetite for primary school aged children to play badminton. 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 badminton 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 badminton in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.