



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Football Federation 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 Football 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 Football 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 Football programs in 2010.
- Any media articles that were generated in relation to the AASC program and FOOTBALL.

NATIONAL SNAPSHOT — FOOTBALL IN THE AASC PROGRAM

Delivery of Football 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.

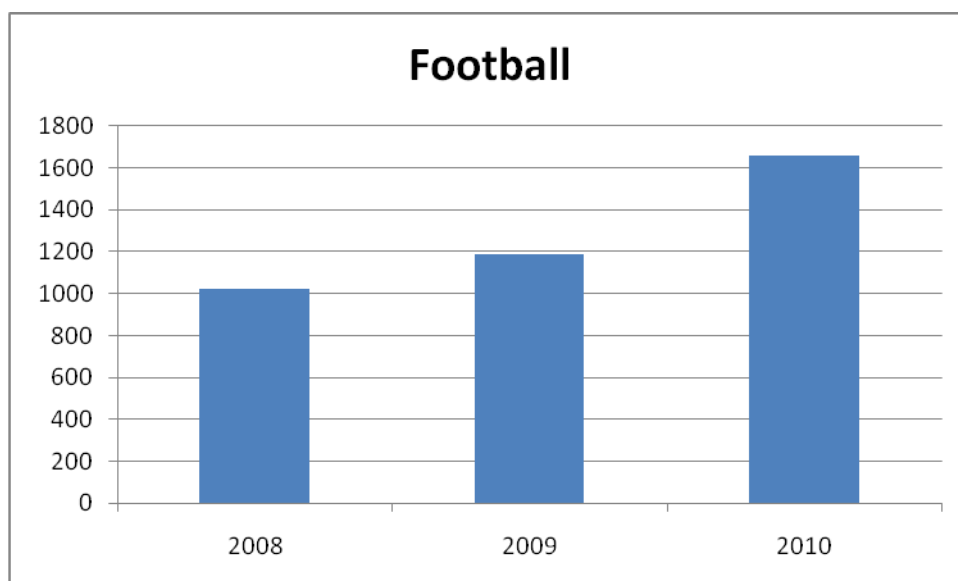


Figure 1: Number of Football programs conducted during 2008–2010

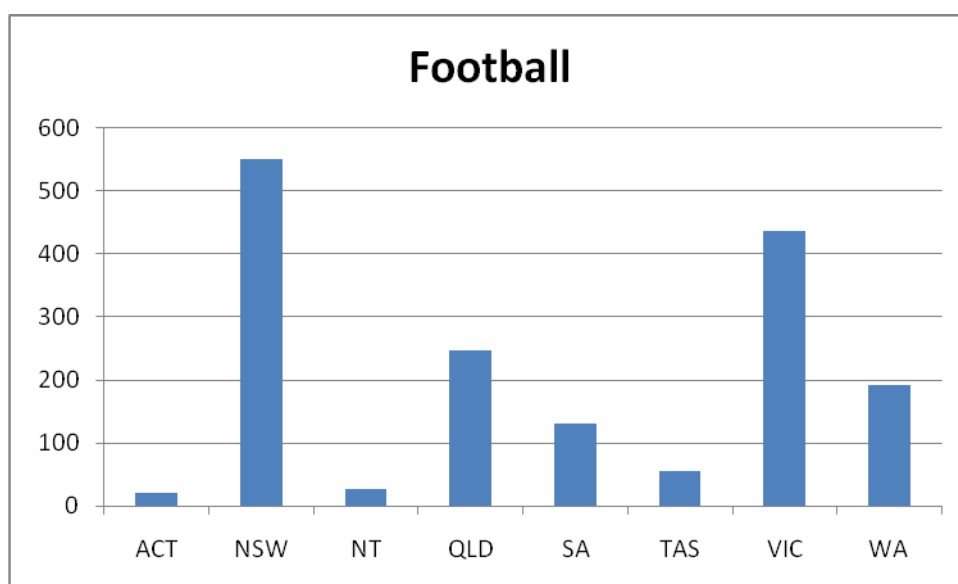


Figure 2: Number of Football programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — FOOTBALL 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.

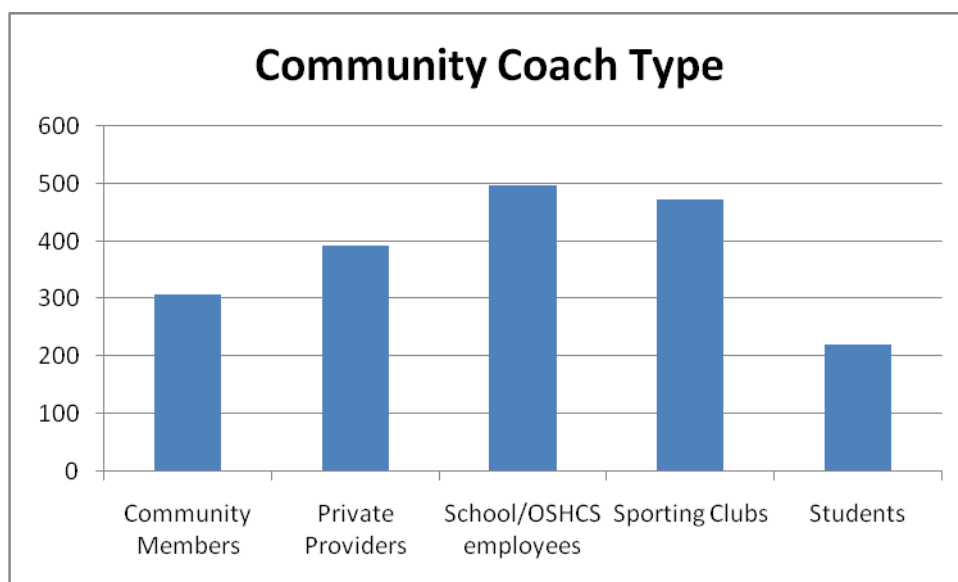


Figure 3: Breakdown of types of Community Coaches delivering Football in 2010

Internal Delivery options

In 2010, 26% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010 representatives of affiliated clubs or associations delivered 25% 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 Football sessions in the AASC program. Examples of private providers that delivered Football within the program in 2010 are provided in Appendix B on page 10.

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

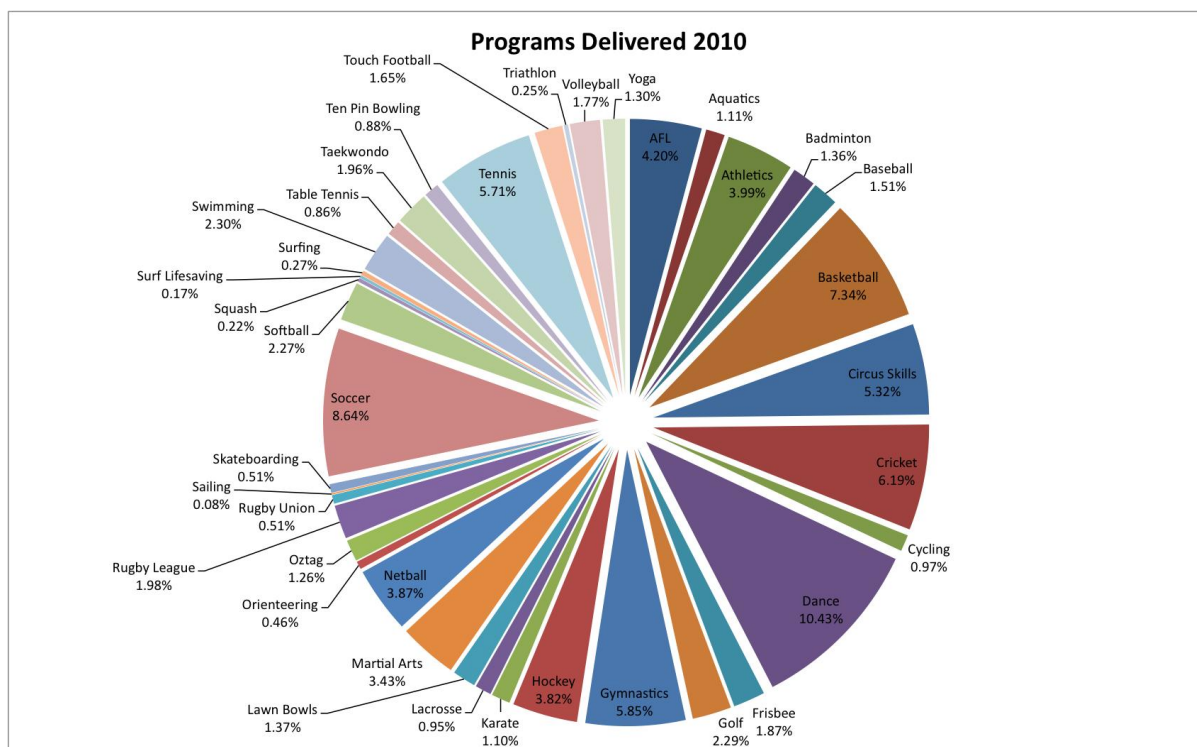


Figure 4 Number of programs by sport in 2010

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 FOOTBALL PARTNERSHIPS

Partnership between Glenorchy Knights Soccer Club and Glenorchy Schools, Tasmania

The Glenorchy Knights Soccer Club Development Officer has been a regular AASC program coach for the past three years, delivering sessions at numerous sites during this time. In 2010, the Development Officer developed a more strategic approach to targeting particular age groups to promote the soccer club and the Northern Suburbs Junior Soccer Association.

With an aim to increase participation and player registration at the soccer club, the Development Officer and Regional Coordinator engaged students from Montrose Bay High to assist with refereeing a modified competition for 10–12 year old students from three of the surrounding schools.

At the end of the competition, the Development Officer spoke to the children, school staff and attending parents about the opportunities that exist for primary age group children to participate in regular weekend soccer games through the Glenorchy Knights Soccer Club.

Chinchilla United Junior Soccer Club, Kingaroy Junior Soccer 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 United Junior Soccer Club recorded that 103 children and 46 parents received information about their club at the expo, while 31 children signed up with the Kingaroy Junior Soccer Club.

Partnership between Maroochydore Soccer Club, Currimundi Special School and Nambour Special School, Queensland

Maroochydore Soccer Club Community Coach, Tim Sheridan, attended a professional development workshop delivered by the Sunshine Coast Regional Coordinators. Tim expressed an interest in working with children with special needs, so he was mentored by AASC community coaches from ARL Development to enhance his coaching skills and provide him with the confidence to coach children with special needs.

The Regional Coordinator wrote a letter of support for Maroochydore Soccer Club to allow them to apply for a Department of Communities grant to fund a series of six soccer clinics. The soccer clinics were promoted to AASC program participants, with an emphasis on engaging children from Currimundi and Nambour Special Schools.

The club registered 11 participants for this clinic; eight of these students were from AASC program sites. The club is planning to run this program again and expanding it into fixtures competitions. The Regional Coordinators and Tim were pleased that this initiative provided a pathway into organised sport for AASC program participants with special needs, as these children may miss out on the chance to transition into regular community sport.

APPENDIX A — DELIVERING FOOTBALL ORGANISATIONS IN 2010

Coaches Organisation	Region
Menai Hawks Football Club	NSW - Bankstown
ARL Development	NSW - Campbelltown
Spears Sports Club	NSW - Canterbury
Coogee South OOSH Care Inc	NSW - Eastern Suburbs
Cessnock PCYC	NSW - Hunter Coalfields
Northern NSW Football Ltd.	NSW - Lake Macquarie
Port United Soccer Club	NSW - Mid North Coast 1
North Coast Football	NSW - Mid North Coast 2
Kyogle FC	NSW - North Coast 2
North Sydney Bears Soccer Club	NSW - North Shore
North Sydney Bears Soccer Club	NSW - North West Sydney
Manly United Football Club	NSW - Northern Beaches
Albury Wodonga Football Association	NSW - Riverina 3
Deniliquin Sports Park Incorporated	NSW - Riverina 4
Albion Park Crows Junior AFC	NSW - Shellharbour
Oak Flats Junior Soccer Club	NSW - Shellharbour
Eden Killer Whales Soccer Football Club	NSW - South Coast
Merimbula Grasshoppers Soccer Football Club	NSW - South Coast
Moruya Soccer Club	NSW - South Coast
Tathra United Soccer Club	NSW - South Coast
YMCA of the Top End	NT - Top End 2
YMCA Palmerston	NT - Top End 2
Rochedale Rovers Soccer Club	QLD - Brisbane South
Vikings Futsal Association	QLD - Brisbane South
Bay Island United Football Club	QLD - Brisbane South East
Capalaba Football Club Inc	QLD - Brisbane South East
Victoria Point Sharks Sporting Club	QLD - Brisbane South East
Burnett Heads United Soccer Club	QLD - Bundaberg
Sunshine Coast Football Federation	QLD - Central QLD Regional Manager
Emerald PCYC	QLD - Central West
Gold Coast Soccer Inc	QLD - Gold Coast South
Rugby Gold Coast	QLD - Gold Coast South
Inala PCYC	QLD - Ipswich / West Moreton
Caboolture Soccer Club	QLD - Moreton Bay
North Queensland Football	QLD - North QLD Regional Manager
Queensland Cricket Association - Townsville	QLD - North QLD Regional Manager
Inala PCYC	QLD - Outer Brisbane West
Ipswich City Football Club	QLD - Outer Brisbane West
Kingaroy Junior Soccer Club	QLD - South Burnett
South Burnett Police Citizens Youth Club	QLD - South Burnett
Maroochydore Football Club	QLD - Sunshine Coast North

Coaches Organisation	Region
Sunshine Coast Football Federation	QLD - Sunshine Coast South
Gatton Soccer Club	QLD - Toowoomba & Darling Downs (East)
South West Qld Football	QLD - Toowoomba & Darling Downs (East)
Streaky Bay Area School	SA - Eyre Peninsula
Croydon Kings Football Club	SA - Metro East 1 (RM)
Football Federation of SA	SA - Metro East 1 (RM)
Croydon Kings Football Club	SA - Metro Inner North
Football Federation of SA	SA - Metro Inner North
Port Adelaide Lion Soccer Club - The Pirates	SA - Metro North 1
Football Federation of SA	SA - Metro West
Port Adelaide Lion Soccer Club - The Pirates	SA - Metro West
Crystal Brook Junior Soccer Club	SA - Mid North & Yorke
McLaren Vale Fitness	SA - Outer South
SA Flying Disc Association (SAFDA)	SA - Outer South
Bridport Bowls Club	TAS - North
Launceston Football Club	TAS - North
Glenorchy Knights Football Club	TAS - South 1 (SM)
Football Federation Tasmania	TAS - South 2
YMCA - Portland	VIC - Barwon 1 - Hamilton
South West TAFE	VIC - Barwon 2 - Warrnambool
Warrnambool Wolves Football Club Inc.	VIC - Barwon 2 - Warrnambool
Colac Otway Soccer Association	VIC - Barwon 5 - Colac
Springdale Football Club	VIC - Barwon 5 - Colac
Forest Rangers Soccer Club	VIC - Central 2 - Ballarat
Sebastopol Vikings Soccer Club	VIC - Central 2 - Ballarat
Warragul Soccer Club	VIC - Gippsland 2 - Moe
Sale United Football Club	VIC - Gippsland 4 - Bairnsdale
Shepparton United Soccer Club	VIC - Goulburn 2 - Shepparton
Benalla Rovers	VIC - Goulburn 4 - Bright
Wangaratta City Football Club	VIC - Goulburn 4 - Bright
Albury Wodonga Football Association	VIC - Goulburn 5 - Wodonga
Ouyen Secondary College	VIC - Loddon 1 - Mildura
Red Cliffs Secondary College	VIC - Loddon 1 - Mildura
Renmark High School	VIC - Loddon 1 - Mildura
Echuca/Moama Border Raider Soccer Club	VIC - Loddon 3 - Bendigo
Golden City Soccer Club Inc.	VIC - Loddon 3 - Bendigo
Mildura Waves- Belgravia Leisure Pty Ltd	VIC - Loddon 4 - Mildura
YMCA - Ashburton Pool & Recreation Centre	VIC - Metro Eastern 2
Meadow Park Soccer Club	VIC - Metro Northern 1
YMCA VIC Community Programming	VIC - Metro Northern 1
Ausvic Tae Kwon Do	VIC - Metro Northern 2
Football Federation Victoria	VIC - Metro Northern 6
Frankston Pines Soccer Club	VIC - Metro Southern 2

Coaches Organisation	Region
Mornington Peninsula Shire Council	VIC - Metro Southern 3
Clayton Junior Football Club	VIC - Metro Southern 4
Beaumaris Soccer Club	VIC - Metro Southern 5
Chisholm Institute	VIC - Metro Southern 6
Lesmurdie Baptist Church - Sportslife	WA - Canning East
Airport City Church	WA - Fremantle North
Challenger TAFE	WA - Fremantle North
The University of Notre Dame	WA - Fremantle North
Challenger TAFE	WA - Fremantle Peel
Coolgardie Community Recreation Centre	WA - Goldfields North
Coonana Remote Community	WA - Goldfields North
Shire of Laverton	WA - Goldfields North
Tjuntjuntjara Remote Community	WA - Goldfields North
YMCA - Eastern Goldfields	WA - Goldfields North
Katanning Recreation Centre	WA - Great Southern
Manjimup Senior high School	WA - Great Southern
Mt Lockyer Primary	WA - Great Southern
Albany PCYC	WA - Great Southern - Esperance
ACE OSHC	WA - Peel
Balga Soccer Club	WA - Swan West
Edith Cowan University	WA - Swan West
Perth Glory FC	WA - Swan West
Stirling Lions Soccer Club	WA - Swan West
Quinns Baptist College	WA - West Coast North
Northern Redbacks WSC INC.	WA - West Coast South

APPENDIX B — DELIVERING FOOTBALL PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Kelly Sports - ACT	ACT - ACT 1
Player's Football Club Pty Ltd	ACT - ACT 1
Basic Lifestyle, Fitness & Defence	NSW - Bankstown
Good Sport	NSW - Bankstown
Kids Sports	NSW - Bankstown
Muscle Sprouts	NSW - Bankstown
Fit4Kids Coaching	NSW - Blacktown
Got Game	NSW - Blacktown
GET ACTIVE NOW	NSW - Camden/Picton
Good Sport	NSW - Campbelltown
Basic Lifestyle, Fitness & Defence	NSW - Canterbury
Shaker Sports	NSW - Canterbury
Coerver Coaching Central Coast	NSW - Central Coast 1
Equipped 4 Life	NSW - Central Coast 1
Shaker Sports	NSW - Central Coast 1
Coerver Coaching Central Coast	NSW - Central Coast 2
Fit Kids Australia (NSW)	NSW - Central Sydney
Sports Kickstart	NSW - Central Sydney
Sportspro	NSW - Central Sydney
Got Game	NSW - Central West Sydney
Funskills	NSW - Eastern Suburbs
GTE Fitness	NSW - Eastern Suburbs
Kinetic Kids	NSW - Eastern Suburbs
Muscle Sprouts	NSW - Eastern Suburbs
In Motion Health and Fitness	NSW - Hawkesbury
Fit4Kids Coaching	NSW - Hills district
In Motion Health and Fitness	NSW - Hills district
Good Sport	NSW - Inner West Sydney
Got Game	NSW - Inner West Sydney
In Motion Health and Fitness	NSW - Inner West Sydney
Kinetic Kids	NSW - Inner West Sydney
Shaker Sports	NSW - Inner West Sydney
Basic Lifestyle, Fitness & Defence	NSW - Liverpool
In Motion Health and Fitness	NSW - Liverpool
Smiths Sports Management	NSW - Mid North Coast 2
Got Game	NSW - Mount Druitt
Shaker Sports	NSW - Mount Druitt
Glen Insports Arena	NSW - New England/Upper Hunter
Mad Sports	NSW - North Coast 1
Fitness Kidz	NSW - North Coast 2
Active Kids (NSW)	NSW - North Shore
Fit4Kids Coaching	NSW - North Shore

Coaches Organisation	Region
Kids Sports NSW Pty Ltd	NSW - North Shore
Kinetic Kids	NSW - North Shore
Muscle Sprouts	NSW - North Shore
Sports Kickstart	NSW - North Shore
Sportspro	NSW - North Shore
Fit 4 Kids Pty Ltd	NSW - North West Sydney
Fit4Kids Coaching	NSW - North West Sydney
Sports Kickstart	NSW - North West Sydney
Fitkids Australia (VIC)	NSW - Northern Districts
Got Game	NSW - Northern Districts
Basic Lifestyle, Fitness & Defence	NSW - Parramatta/Fairfield
Good Sport	NSW - Parramatta/Fairfield
Basic Lifestyle, Fitness & Defence	NSW - Penrith/Blue Mountains
Good Sport	NSW - Penrith/Blue Mountains
Soccer Under the Stars	NSW - Penrith/Blue Mountains
B Active	NSW - Queanbeyan/Monaro
Basic Lifestyle, Fitness & Defence	NSW - St George district
Good Sport	NSW - St George district
Got Game	NSW - St George district
Good Sport	NSW - Sutherland Shire/Georges River
Got Game	NSW - Sutherland Shire/Georges River
Kids Sports NSW Pty Ltd	NSW - Sutherland Shire/Georges River
HG Fitness	NT - Darwin
Cool Sports	QLD - Brisbane Inner West
Bracken Ridge Indoor Sports	QLD - Brisbane North East
Cool Sports	QLD - Brisbane North East
Cool Sports	QLD - Brisbane North West
Fitnessworx - QLD	QLD - Brisbane North West
Challenger Sports	QLD - Brisbane South
Kelly Sports - Wynnum	QLD - Brisbane South
Kelly Sports Greater Sunnybank	QLD - Brisbane South
Kelly Sports Ivanhoe	QLD - Brisbane South
Outside Insports	QLD - Brisbane South
Cool Sports	QLD - Brisbane South East
Kelly Sports - Wynnum	QLD - Brisbane South East
Stratford Premier Soccer Program	QLD - Cairns & Tablelands
Nothing But Soccer	QLD - Gold Coast North
In Motion Health and Fitness	QLD - Gold Coast South
KidsQuest Adventure - Brisbane	QLD - Gold Coast South
Southern Cross Kids	QLD - Ipswich / West Moreton
True Kids Fitness	QLD - Ipswich / West Moreton
Kelly Sports - North Brisbane	QLD - Logan / Beaudesert
Outside Insports	QLD - Logan / Beaudesert

Coaches Organisation	Region
D.A.E Sports Training	QLD - Mackay
Kelly Sports - North Brisbane	QLD - Moreton Bay
Grasshopper Soccer	QLD - Outer Brisbane West
Kelly Sports Caboolture - Caloundra	QLD - Sunshine Coast South
Kelly Sports Sunshine Coast North	QLD - Sunshine Coast South
Little Miss Fit	QLD - Toowoomba & Darling Downs (East)
Active Kids SA	SA - Metro East 1 (RM)
Football Focus	SA - Metro East 1 (RM)
Fitkids Australia (SA)	SA - Metro Inner North
Fitness For Kids	SA - Metro Inner North
Football Focus	SA - Metro Inner North
Golden Knights Martial Arts - North & West	SA - Metro Inner North
m.o.v.e.i.t Fitness Programs	SA - Metro Inner North
m.o.v.e.i.t Fitness Programs	SA - Metro North 1
Boost Health & Fitness	SA - Metro North 2
Fitness Defined	SA - Mid North & Yorke
Ausdance SA Inc	SA - Outer South
Kelly Sports Northern Tasmania	TAS - North
BM Sports Clinic	VIC - Barwon 2 - Warrnambool
BM Sports Clinic	VIC - Barwon 3 - Geelong
Entourage Sports Coaching	VIC - Barwon 3 - Geelong
Kelly Sports - Geelong	VIC - Barwon 3 - Geelong
Next Generation Sports	VIC - Barwon 3 - Geelong
TPT Fitness	VIC - Barwon 3 - Geelong
TPT Fitness	VIC - Barwon 4 - Geelong (RM)
Kelly Sports - Geelong	VIC - Barwon 5 - Colac
Glen Kirstine Sports	VIC - Gippsland 1 - Morwell
Glen Kirstine Sports	VIC - Gippsland 2 - Moe
Kelly Sports, Shepparton	VIC - Goulburn 1 - Shepparton
Premier Sports	VIC - Goulburn 1 - Shepparton
Premier Sports	VIC - Goulburn 2 - Shepparton
Soccer in the Community	VIC - Goulburn 2 - Shepparton
Active Edge Coaching	VIC - Goulburn 5 - Wodonga
FIT Mildura	VIC - Loddon 1 - Mildura
Grasshopper Soccer - South East Melbourne	VIC - Metro Eastern 1 (RM)
Active Kids Sports Coaching	VIC - Metro Eastern 2
Next Generation Sports	VIC - Metro Eastern 2
Active Kids Sports Coaching	VIC - Metro Eastern 3
Australian Schools of Football	VIC - Metro Eastern 3
Entourage Sports Coaching	VIC - Metro Eastern 3
Extend (Australia) Pty Ltd	VIC - Metro Eastern 3
Fitnessworx	VIC - Metro Eastern 3
Kelly Sports Berwick	VIC - Metro Eastern 3

Coaches Organisation	Region
Kelly Sports Strathmore	VIC - Metro Eastern 3
Proactivity	VIC - Metro Eastern 3
Sport Development Services	VIC - Metro Eastern 3
SPORTSCOACH	VIC - Metro Eastern 3
Fitkids Australia (VIC)	VIC - Metro Eastern 4
Sport Development Services	VIC - Metro Eastern 5
Entourage Sports Coaching	VIC - Metro Eastern 6
Proactivity	VIC - Metro Eastern 6
Andy Entertainment	VIC - Metro Northern 1
Kelly Sports Essendon	VIC - Metro Northern 1
Kelly Sports Wyndham	VIC - Metro Northern 1
Kelly Sports Plenty Valley	VIC - Metro Northern 2
Fitkids Australia (VIC)	VIC - Metro Northern 3
Kelly Sports North West	VIC - Metro Northern 3
Kelly Sports Berwick	VIC - Metro Northern 5
Kelly Sports Ivanhoe	VIC - Metro Northern 5
Fitnessworx	VIC - Metro Northern 6
Kelly Sports Caroline Springs	VIC - Metro Northern 6
Body Fusion	VIC - Metro Southern 2
Body Fusion	VIC - Metro Southern 4
Fitness Fever	VIC - Metro Southern 5
Grasshopper Soccer - South East Melbourne	VIC - Metro Southern 5
Kelly Sports Greater Seaford	VIC - Metro Southern 6
BM Sports Clinic	VIC - Metro Western 1
Kelly Sports Wyndham	VIC - Metro Western 1
BM Sports Clinic	VIC - Metro Western 2
BM Sports Clinic	VIC - Metro Western 3
Fitnessworx	VIC - Metro Western 3
Kelly Sports Caroline Springs	VIC - Metro Western 3
Kelly Sports Pty Ltd.	VIC - Metro Western 3
Kelly Sports Wyndham	VIC - Metro Western 3
Next Generation Sports	VIC - Metro Western 3
Elite Sports Programs	WA - Canning East
Football Solutions	WA - Canning East
Play 4 Life	WA - Canning East
Play 4 Life	WA - Canning West
Play 4 Life	WA - Fremantle North
Casa The Home Of Soccer	WA - Peel
Kelly Sports NorthWest Coastal	WA - Swan West



Auburn Review Pictorial 03-Aug-2010

Page: 2
General News
Market: Sydney
Circulation: 25024
Type: Suburban
Size: 218.88 sq.cms
Frequency: --W----



Playing for life launch

A STATEWIDE campaign encouraging children to try a sport was launched last week at Newington Public School with students were learning about soccer under the guidance of coaches trained by the Australian Sports Commission (ASC).

A joint initiative of state and Commonwealth agencies, 'Play for life ... join a sporting club' encourages children to try a variety of sports and join a club when they find one they like.

Representatives of Newington 'Gunnery' Soccer Club (NSC) were also on hand and club president Dave Palmer said it was a way to promote the club, with junior numbers doubling this season.

"It's a great way to introduce kids to a team sport, such as soccer, and then grow that interest into the full membership of a local community sporting like the Gunnery," Mr Palmer said.

"The AASC program has also assisted the club through an equipment grant this year and there are plans to assist in the future with training our volunteer coaches to work with children.

"This offers tremendous support to a club run entirely by local mum and dad volunteers and is very much appreciated."

Also pleased with the program, describing the benefits for children as "fantastic", Newington Public School Principal Ian Adamson said they had been part of the Active After-school Communities Program for three years.

"During that time, students from Kindergarten to Year 6 have participated in a range of physical activities, including cycling, oz-tag, golf, athletics, dance, tae kwon do, basketball, ten-pin bowling and yoga," Mr Adamson said.

"Many of these children



are from language backgrounds other than English and are participating in these activities for the first time."

NSW Sports and Recreation Minister Kevin Greene also recently launched a website aimed at families, individuals and schools wanting more information on sporting clubs.

Gateway to Sport offers information on more than 70 popular sports, from rugby league to swimming, at dsr.nsw.gov.au/gatewaytosport.



Border Mail
14-Sep-2010
 Page: 42
 General News
 By: Jake Bourke
 Market: Albury-Wodonga VIC
 Circulation: 24734
 Type: Regional
 Size: 312.04 sq.cms
 Frequency: MTWTFSS-

● Ben Parker, 5 from St Patricks School, at Holbrook, practices his kicking skills at the Australian Sports Commission Try a Sport Day.
 Picture: DAVID THORPE



Kids enjoy soccer at grass roots

SOCCER

BY JAKE BOURKE

EIGHTY primary school students from across the Border yesterday took part in the Pathways to Soccer program at Kelly Park in Wodonga.

Students from Holbrook Public, Chiltern Primary, Tawonga Primary and St Patricks Holbrook took part in the event, which focused on enjoyment rather than just developing skills.

Australian Sports Commission Riverina co-ordinator Mark Brown said students were encouraged to try the sport in the hope they'd join a club.

"We want to get kids to enjoy sport from the grassroots level," he said.

"Our program is in a really fun setting where the kids are not feeling threatened about not knowing how to execute the skills properly but are having a go and hopefully a bit of fun."

With many students trying soccer for the first time, Brown said it was important they enjoyed the experience.

"A lot of these kids come from towns where they don't actually have a soccer club, so they are quite excited to be

involved," he said.

"We want kids to experience the sport but then take it to the next level and hopefully go on to join their nearest club because sporting clubs are the lifeblood of a lot of towns in this region."

Junior coaches from the Albury Wodonga Football Association, along with representatives from the Football Federation of Victoria and Football NSW, were on hand to help out.



Fairfield Advance
13-Oct-2010
Page: 67
General News
Market: Sydney
Circulation: 56116
Type: Suburban
Size: 110.05 sq.cms
Frequency: --W----

Promoting peace the main goal for footballers

FAIRFIELD High School students kicked a goal for peace as the school hosted the Global Peace Games last term.

Fifteen students from Fairfield Intensive English Centre and High School took part in a coach education course run by Football NSW and an Active After-School Communities program run by the Australian Sports Commission.

For many of these students, who graduated on the day, learning social and communication skills can be challenging.

This program aims to help overcome these challenges with the help of football, giving them a chance to coach primary students.

The game of football provides a platform for the development of youth leadership by empowering them as coaches and co-ordinators of their own programs and by implementing weekly football activities for children.

Students were also awarded T-shirts and certificates.

The event concluded with a barbecue and a friendly football game between Fairfield Intensive

English Centre students and Lurnea Intensive English Centre students.

Football United and Save the Children took part in the annual Global Peace Games to give an opportunity for young people to demonstrate their role in the mission of global friendship, peace and development. The games are aimed at showing solidarity in support of peaceful solutions.

Football United is an initiative from the University of NSW which aims to build the capacity of communities, and improve the skills of people in diverse and disadvantaged areas.



Fairfield High School students took part in the recent Global Peace Games



Students coached in top soccer tips

WITH World Cup fever sweeping the globe, Bullsbrook children didn't miss out on the sporting action with a super soccer clinic.

Stirling City Lions players Tom Ingram and Bobby Wilson conducted a coaching session for a group of young participants on Friday before four teams played in a mini World Cup tournament.

Teams were set as Germany, Spain, the Netherlands and Uruguay to match the teams in the FIFA World Cup semi finals.

Midfielder Ingram and defender Wilson are in Perth playing for Stirling City Lions in the Football West League, and have helped the side to share top spot on the ladder.

The pair brought their coaching experience from England's Nottingham Forest Football Club to Bullsbrook and the children were thrilled take on the soccer stars.

"We have both really enjoyed playing in Perth with Stirling and also find the coaching really rewarding," Ingram said.

The clinic was run as part



Carer Tulani Horne, Bobby Wilson, students Zoe Dangerfield and Chelsea Barnes, and Tom Ingram.

d336

of the Active After-School Communities (AASC) program, which has a wide range of free sporting activities for schoolchildren across Australia.

AASC is co-ordinated by the Australian Sports Commission through primary schools and Out of School Care centres across the country, utilising community members as coaches for the groups.

Activities range from traditional sports such as football, soccer and netball to martial

arts, fencing and triathlons, and a free training course is provided to those interested in coaching.

Regional co-ordinator Mark Sanders said coaches were vital in keeping the program running.

"It's such a rewarding program for coaches and participants, and it's all about exposing them to a range of different sports and activities with the aim of increasing community involvement," he said. To get involved, call 9492 9762.



News Weekly (Merimbula)
27-Oct-2010
Page: 71
General News
Market: Merimbula NSW
Circulation: 3701
Type: Regional
Size: 242.97 sq.cms
Frequency: --W----

Scoring goals for sport

Soccer

Since working with the national Active After School Communities (AASC) program, the Merimbula Grasshoppers Soccer Football Club has seen more interest for the sport from kids in the community, an increase in the number of members who have been trained as coaches and bags of new sporting equipment.

Club secretary and men's first grade player, Liam O'Duibhir, is passionate about soccer, community fitness and getting kids active.

He took part in the free coach training provided by the AASC program last year and has been promoting it to other club members ever since.

Working closely with local AASC

regional coordinator, Kate Baker, O'Duibhir was instrumental in encouraging the soccer club to get involved.

The club has since promoted its sport, received funding for sports equipment, and developed their young coaches by involving them in the Merimbula Out Of School Hours (MOOSH) AASC sports sessions.

"The Grasshoppers Soccer Club was delighted to support the MOOSH kids' AASC soccer program. It's a great way for the club to encourage our younger or lesser experienced coaches to extend their abilities by delivering a professionally run community activity for kids," O'Duibhir said.

Earlier this year fellow first grade play-

er Chris Buckley and teenage female soccer sensation Brittany Salt delivered a fun seven week soccer program to children enrolled at MOOSH.

As a result of its success, soccer is back on the AASC agenda this school term on Wednesday afternoons with two new community coaches, under 6 team coach and parent, Karen Tarpey, and teenage first grade player, Travis Overend.

If you, your family or your friends want to play, volunteer or coach in the AASC program, contact local AASC regional coordinator, Kate Baker, on 6495 2834. For more information about the AASC program visit ausport.gov.au/aasc



• Back, left, Sebastian Scarpin, Chris Buckley, Tylah Lambden (MOOSH staff member), middle, Taylor Swires, David Swires, Cody Wilson, Jake Gray, Sean McArdle, Brittany Salt, front, Renai Shipton, Zac Bills, Luke Gray, Lachlan Hipperson, Alicia Ambrose and Angus McGarry.

AASC Inspires Soccer Club to Give Everyone a Chance

Early in the past decade, Forest Rangers Soccer Club near Ballarat in Victoria, was experiencing a decline in junior members and teams, but since linking with the Active After-school Communities (AASC) program, numbers are dramatically rising and it's only serving to benefit disadvantaged children in the area.

Club secretary/treasurer Marilyn Tyndall said the club was proud of its 'family friendly' reputation and said it was a reputation that had been enhanced through the club's involvement with the AASC.

'We're in a disadvantaged area here and we are very focussed on catering to everyone,' Tyndall said. 'We pick up the children that other clubs don't seem to want because parents who bring their children to us know that we're not focused on the whole "win at all costs" attitude.'

'We have a child with Tourette's [syndrome] at the club and other kids with disabilities here because we've made links with the special school nearby.'

Tyndall said the club makes sure to feed children after training because 'some of them wouldn't get to eat otherwise'. The club also runs funding drives such as a chocolate sales and raffles where profit goes into subsidising children's club memberships 'because money shouldn't be a factor in whether or not kids play sport,' Tyndall said.

It's that attitude that has seen parents from other feeder areas moving outside their own regions to have children join Forest Rangers.

'I've been involved with the club for 20 years,' Tyndall said. 'And I really believe that sport is about creating a family atmosphere. Kids thrive on praise and take pride in what they can do when they're encouraged, and the AASC program really helps with that.'

'I don't mind if they don't get involved with our club, I just hope that [through the AASC] kids get any access to sport. I'm passionate because I believe that's important.'

Forest Rangers Soccer Club has been running for around 25 years and currently has 40 senior club members and 120 juniors on its books. The club became involved with the AASC program at its inception.

'A few years back we were down to about three junior teams,' Tyndall said. 'But since we got involved with the AASC, we have covered around 15 to 20 schools in western Victoria every year and the increase in junior participation in our sport has been nothing short of fantastic.'

She singled out the club's development coach Charlie Payton for special praise saying that he conducted all the school programs, with club members also going out to help run AASC sessions.

Tyndall and a number of other club members have also completed the AASC's Community Coach Training Program (CCTP), and said it was a 'big eye opener'.

'The thing about [CCTP] is that it's focused on how to best create togetherness, how to get teams working together, how to get anyone, no matter what their ability involved. It's not just about soccer.'

Forest Rangers Soccer Club is one of 13 clubs across the country to have won a \$500 Hart sporting equipment voucher in a recent AASC competition for demonstrating how their club has benefited from working with the AASC program. The club plans on using the voucher for special equipment for juniors. 'More equipment means more opportunity for kids,' Tyndall simply said.

FOOTBALL EXTRAVAGANZA ON THE BEACHES

Rain doesn't dampen spirits at gala day



Football fever at Middle Harbour PS.

The rain didn't hold back 150 children from Collaroy Plateau, Balgowlah Heights and Middle Harbour public schools, along with Manly Council Before and After School Care, in getting active at a AASC football gala day earlier this month.

The event was to be held at Manly Oval. However, due to the weather the event was taken to each of the schools.

This didn't dampen the spirits as coaches from North Sydney Bears Soccer Club took the kids through their paces with a number of fun games. At the end of the day each child received a show bag for encouragement.

The day was deemed a success and there is already discussions to organise another gala day towards the end of this year.

NATIONAL CAMPAIGN URGES KIDS TO JOIN A CLUB

'Play for life... join a sporting club'

A showcase of cheerleading and soccer was held at Wahroonga After School Care Centre on 15 September as part of a national campaign designed to encourage parents to consider club sports for their children. More than 100 Wahroonga children took part in either cheerleading or soccer in their Active After-school Communities (AASC) program this term, culminating in a showcase of mini soccer matches against each other and a display of cheerleading routines.

Ku-Ring-Gai & District Soccer Association had its first 'taster' of the AASC program by providing a number of referees for the soccer matches. General Manager of the association, John Ceccato, said 'The spectacle of 100 children kicking balls around and having fun with their mates is a great reflection of the benefit the AASC program offers to local clubs'.

The showcase was rounded off with an exciting parent versus staff soccer match. Centre coordinator, Linda Russell said 'It was fantastic to see parents support the event and join in'.

The event formed part of a national campaign *Play for life...join a sporting club*, a joint initiative between the Australian Sports Commission and the state and territory departments of sport and recreation and Communities NSW.

The campaign reflected the importance of physical activity for the healthy growth and development of our children. Our cheerleading and soccer showcase supported the campaign, and our children, at a local level!

- Linda Findlayson, AASC Regional Coordinator, North West Sydney

**PLAY FOR
LIFE...** JOIN A
SPORTING
CLUB



Game on at the soccer showcase!



Kicking into action at Wahroonga After School Care Centre.

Tasmania

Vuvuzela a hit at Mount Carmel College

One of the highlights of this year's FIFA World Cup came to life at Mount Carmel College recently when Football Federation Tasmania Development Officer, Anthony Alexander visited the school shortly after his return from South Africa.

To celebrate the World Cup, Mount Carmel College recently held a World Cup Day with children dressing up in their favourite national football team colours.

Anthony was able to share his World Cup experiences through a variety of photographs and a demonstration of the now famous Vuvuzela. He delivers soccer as part of the AASC program at various AASC sites and has recently returned from three weeks in South Africa as part of the touring Australian Fanatics Supporters Group, living in tent city at the Kingsmead Cricket Ground in Durban, and travelling to games in Durban, Rustenburg and Nelspruit.

Anthony said, "It was a fantastic experience seeing the greatest players in the world in some amazing football stadiums. Although it was disappointing to see Australia eliminated at the group stages, it was just great to be part of such a huge and enthusiastic Australian following at each of their games. The World Cup atmosphere was fantastic where ever we went and the locals joined in on the party really embracing the event and everyone from different parts of the world."

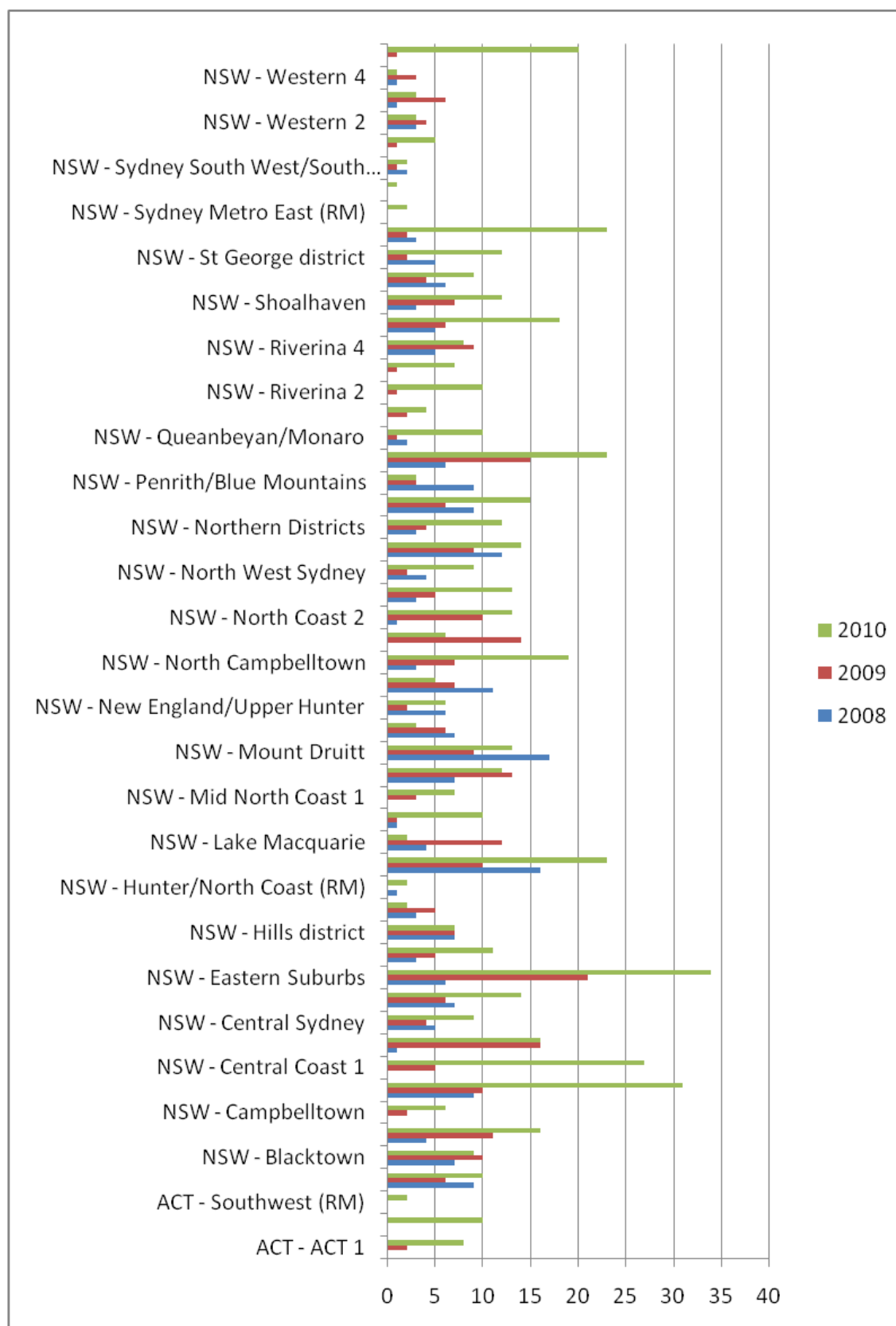
"Through my role as Football Development Officer and my involvement with the Active After-school Communities program, I now have the opportunity to share my experiences with hundreds of primary school children."



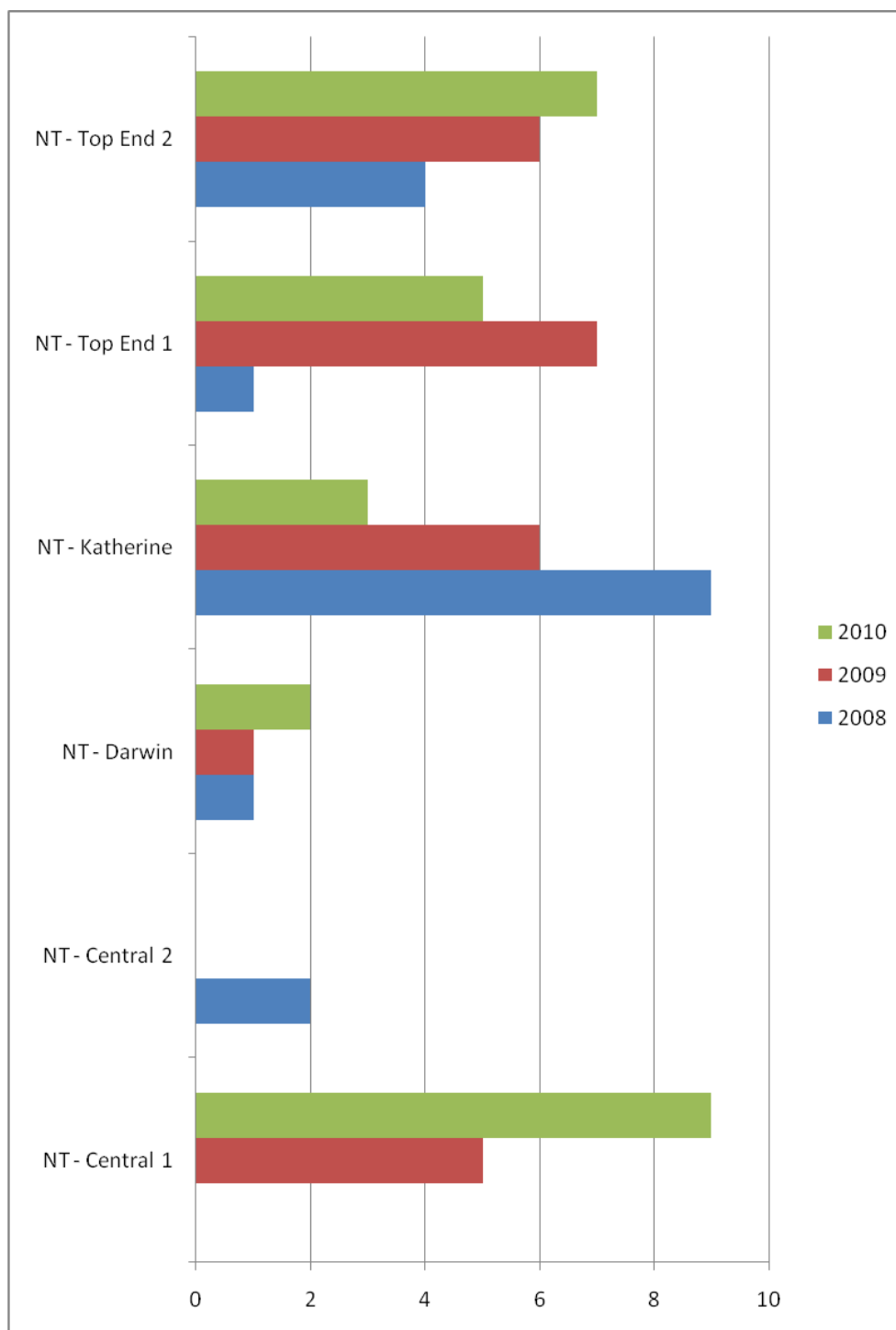
Kids from Mount Carmel College and Football Federation Tasmania, Development Officer, Anthony Alexander.

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

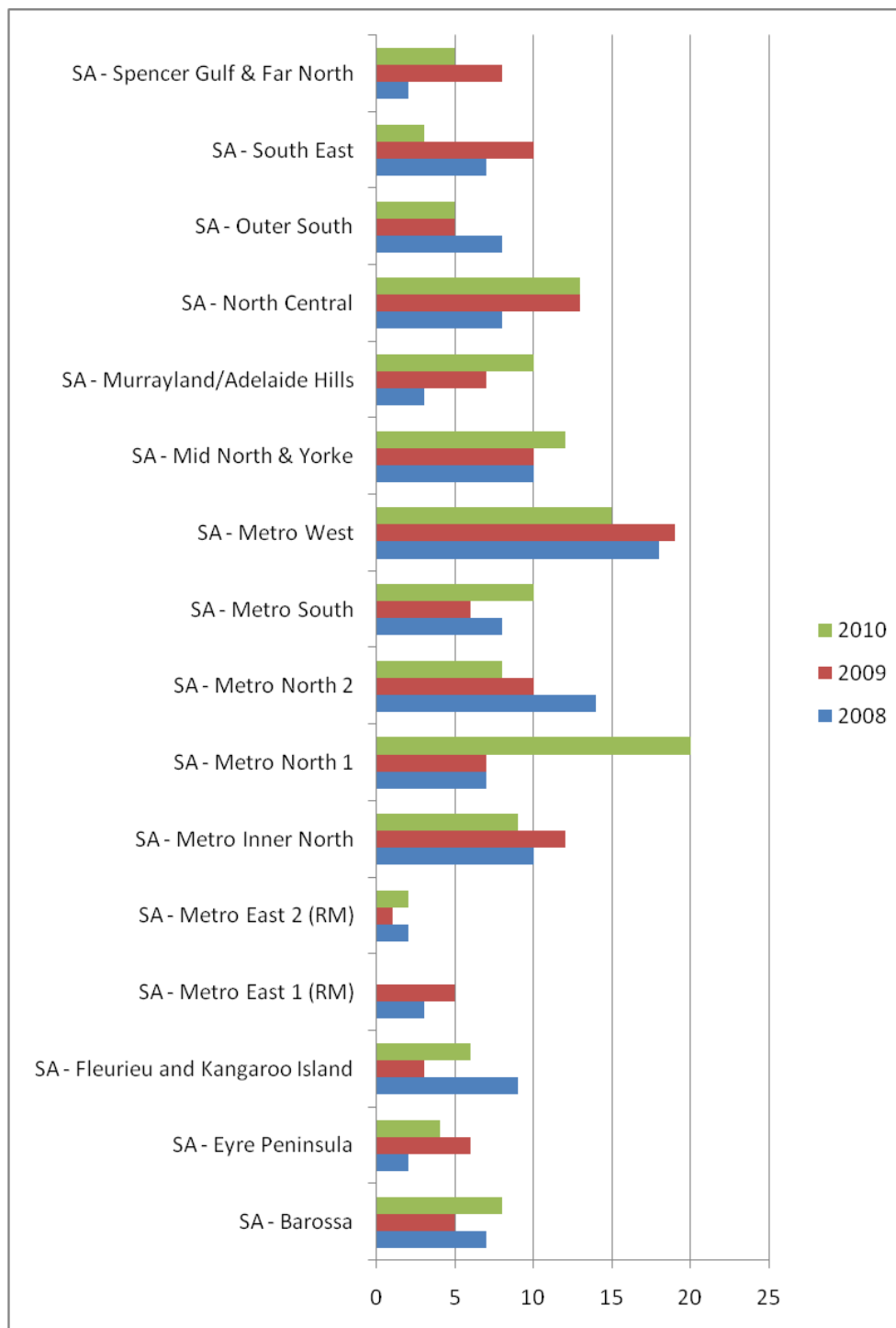
Australian Capital Territory and New South Wales



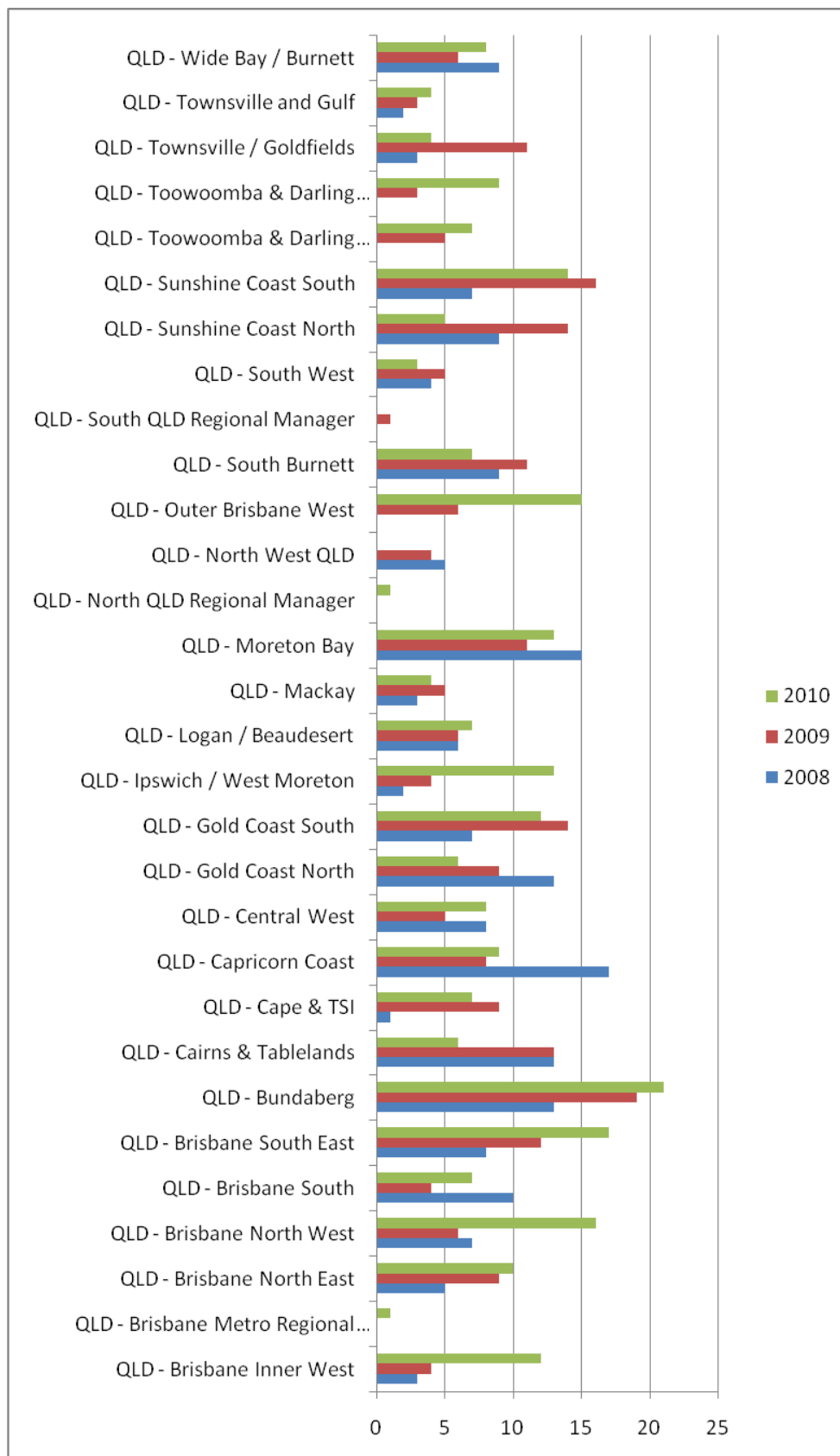
Northern Territory



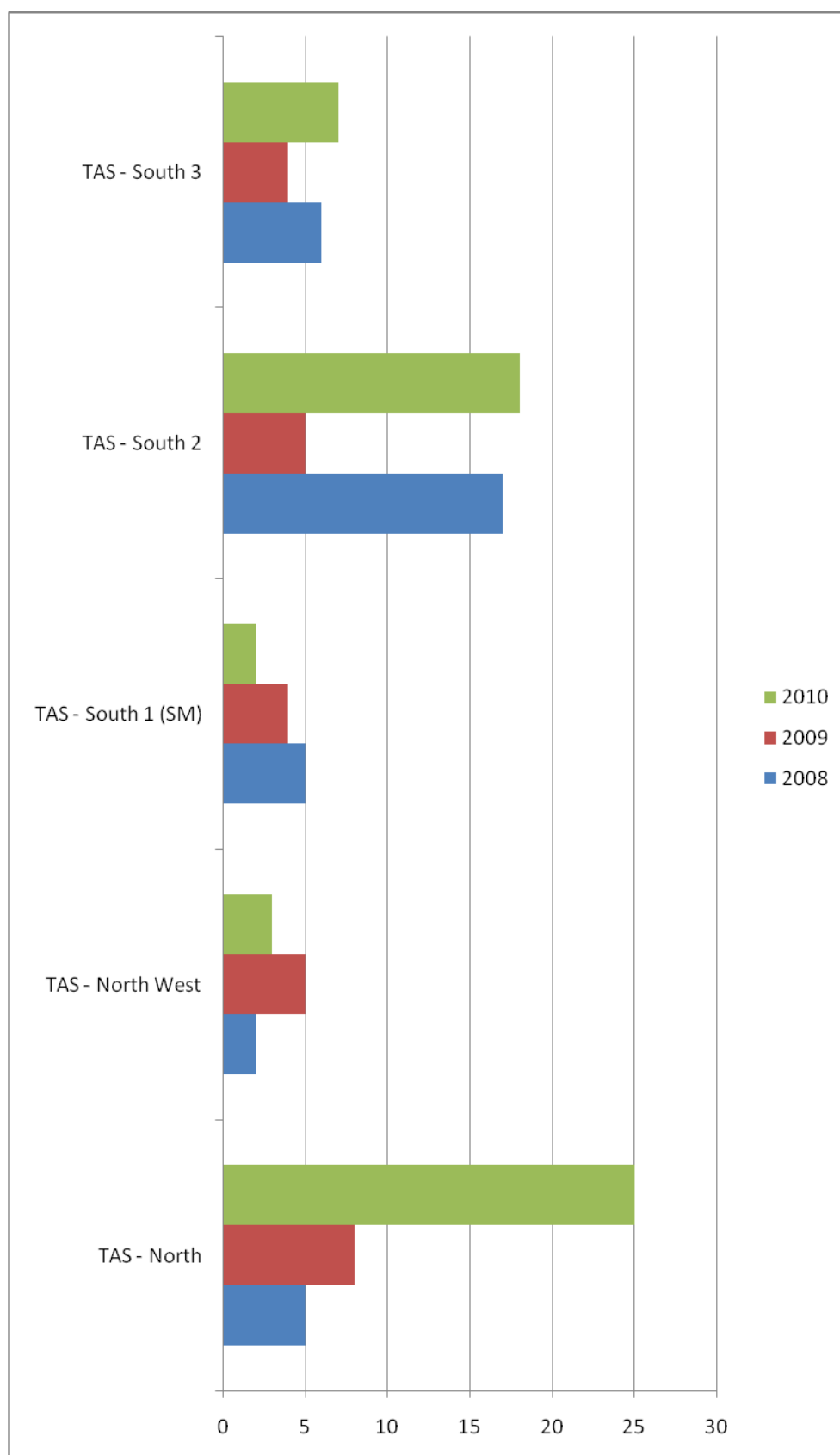
South Australia



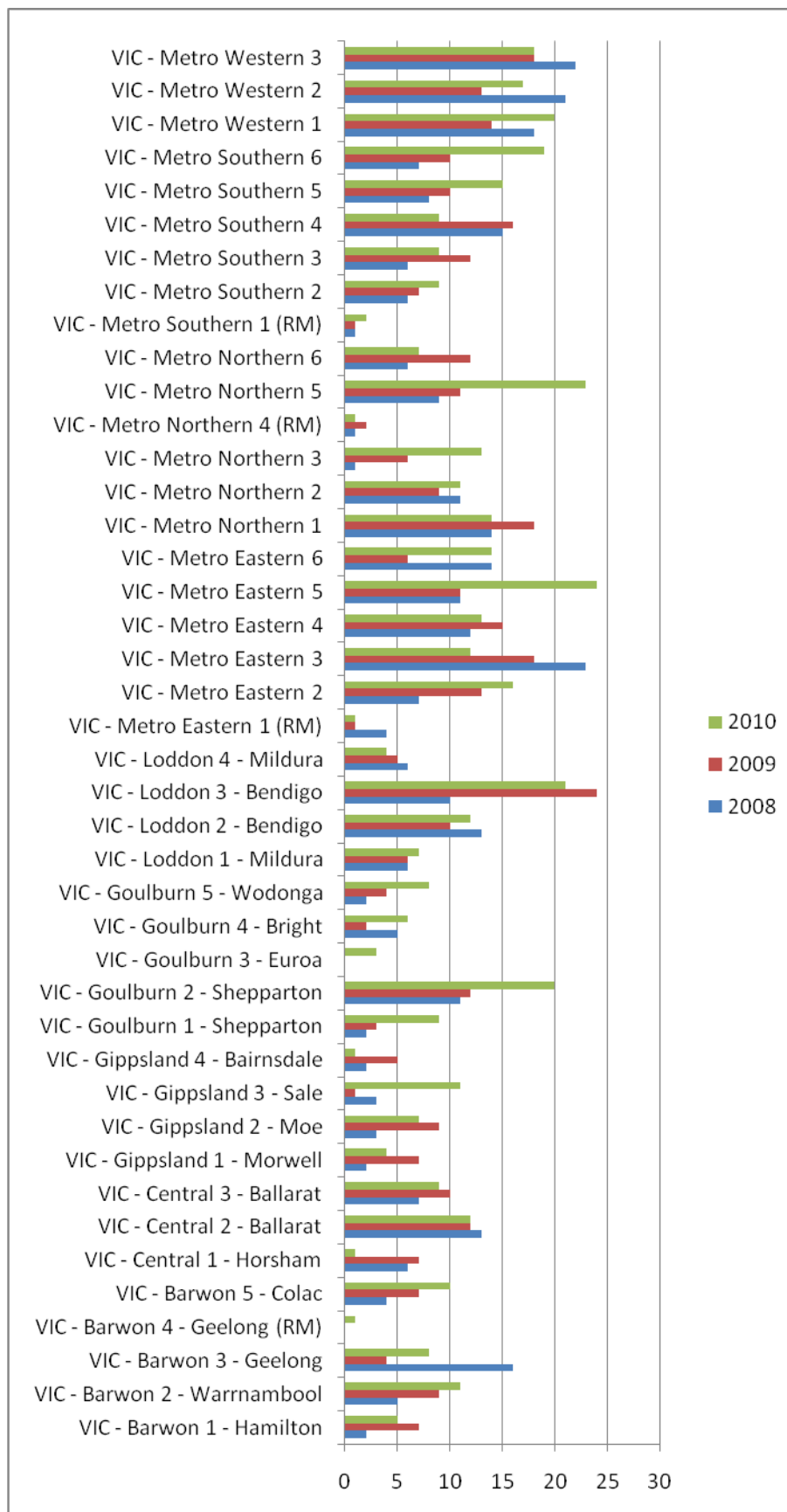
Queensland



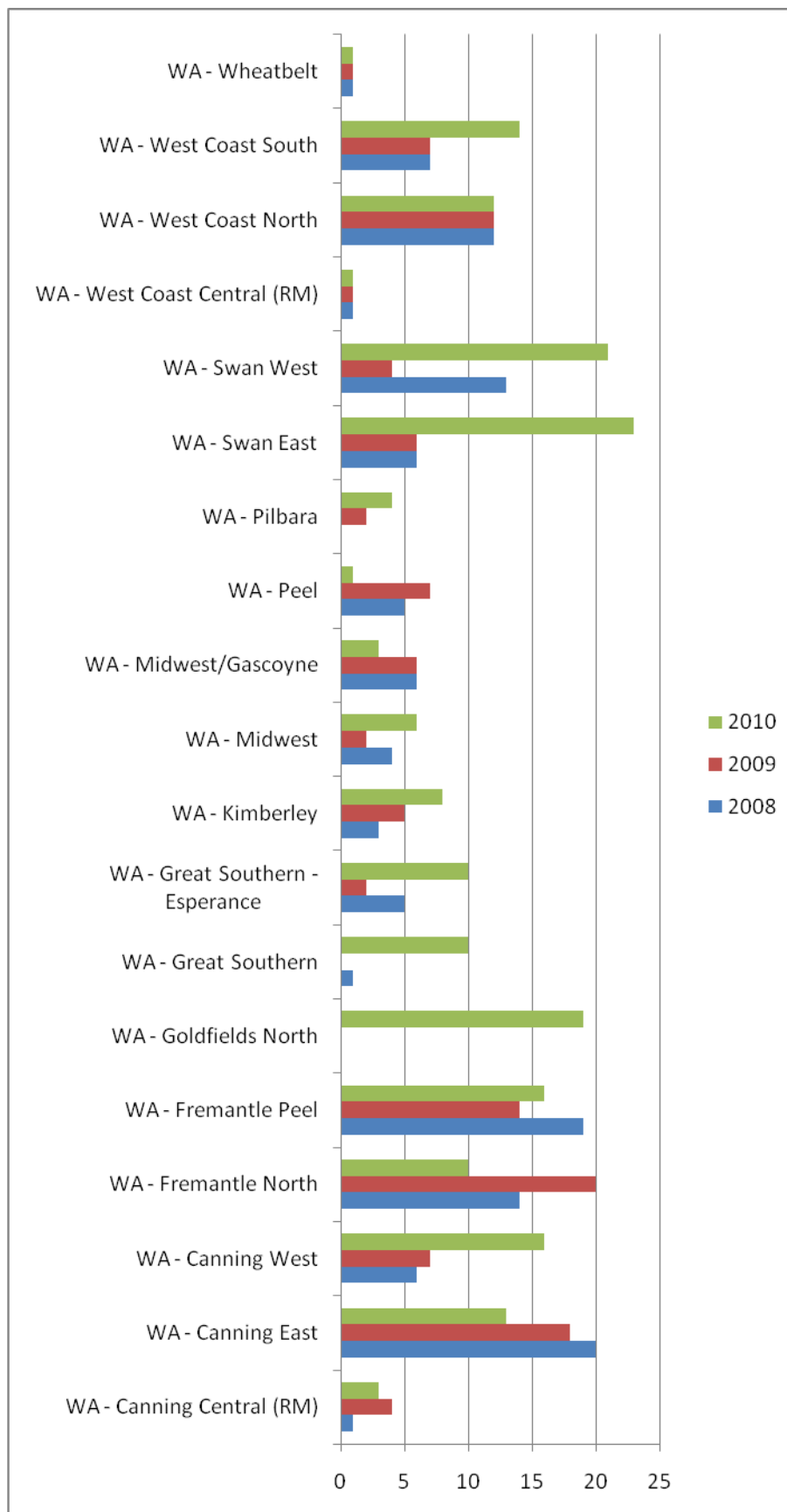
Tasmania



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,

A handwritten signature in black ink, appearing to read 'Kitty Chiller', with a stylized, cursive script.

Kitty Chiller

Deputy General Manager
Active After-school Communities
T: 02 – 6214 7599
E: kitty.chiller@ausport.gov.au