



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Australian Rugby Union

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

NATIONAL SNAPSHOT — RUGBY UNION IN THE AASC PROGRAM

Delivery of Rugby Union 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.

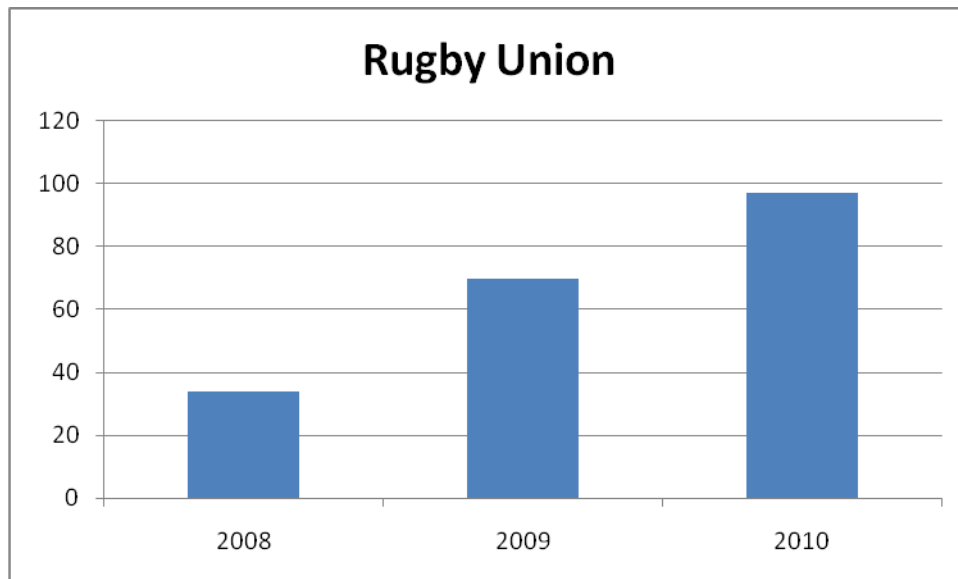


Figure 1: Number of Rugby Union programs conducted during 2008–2010

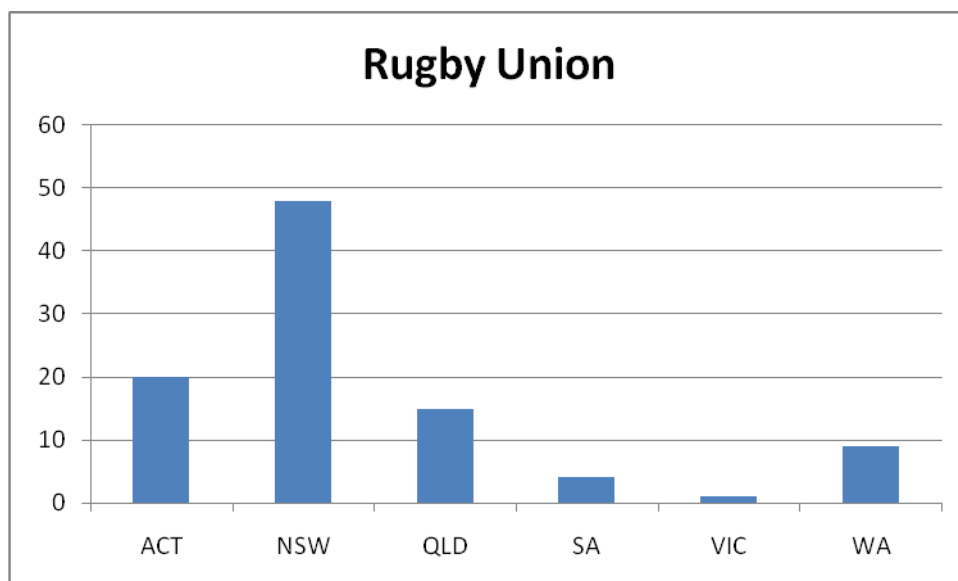


Figure 2: Number of Rugby Union programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — RUGBY UNION 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.

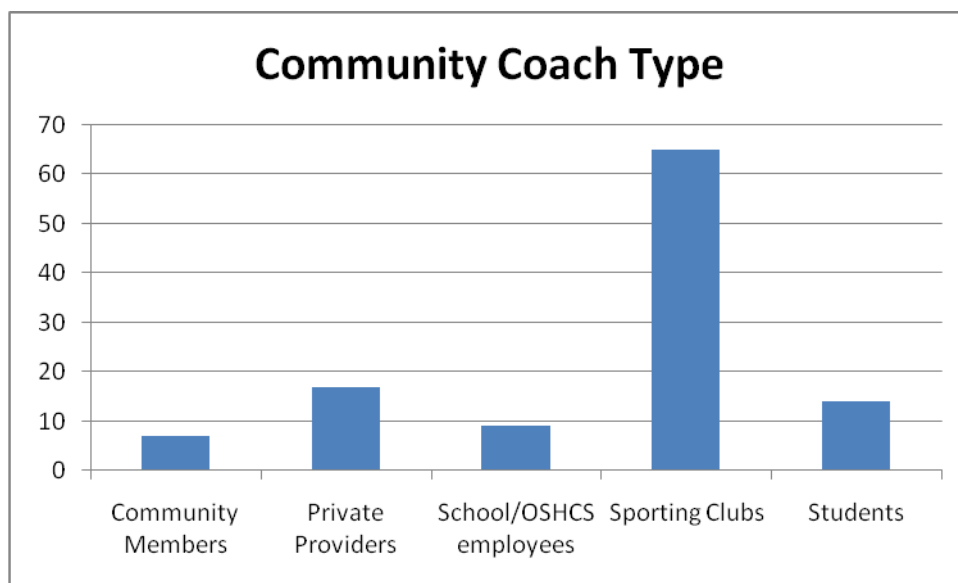


Figure 3: Breakdown of types of Community Coaches delivering Rugby Union in 2010

Internal delivery options

In 2010, 8% of community coaches were from schools or OSHCS.

Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 58% of all programs. Appendix A on page 6 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 second most common group of community coaches delivering Rugby Union sessions in the AASC program. Examples of private providers that delivered Rugby Union within the program in 2010 are provided in Appendix B on page 6.

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

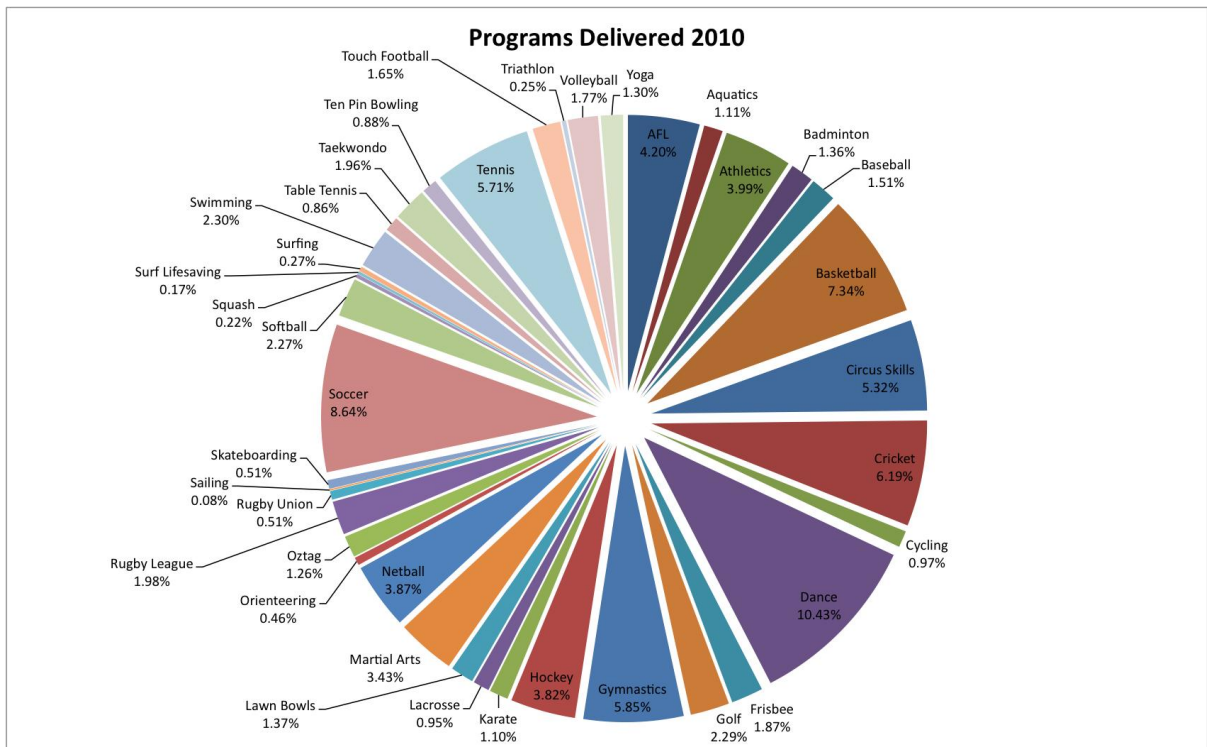


Figure 4 Number of programs by sport in 2010

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.

APPENDIX A — DELIVERING RUGBY UNION ORGANISATIONS IN 2010

Coaches Organisation	Region
Gungahlin Eagles Rugby Union Club	ACT - ACT 1
Tuggeranong Vikings Rugby Union	ACT - ACT 1
Gungahlin Eagles Rugby Union Club	ACT - ACT 2
Oatley Rugby Club	NSW - Bankstown
Oatley Rugby Club	NSW - Canterbury
Southern Beaches Rugby Union	NSW - Lake Macquarie
Australian Rugby Union	NSW - Mid North Coast 2
Southern Beaches Rugby Union	NSW - Newcastle
Australian Rugby Union	NSW - Parramatta/Fairfield
Gloucester Rugby Union Club	NSW - Port Stephens/Great Lakes
Tech Waratahs Rugby Club	NSW - Wollongong
Rugby Gold Coast	QLD - Gold Coast South
Sunshine Coast Junior Rugby Union	QLD - Sunshine Coast South
Brighton Rugby Union Football Club	SA - Metro South

APPENDIX B — DELIVERING RUGBY UNION PRIVATE PROVIDERS IN 2010

Coaches Organisation	Region
Gungahlin Eagles Rugby Union Club	ACT - ACT 1
Tuggeranong Vikings Rugby Union	ACT - ACT 1
Gungahlin Eagles Rugby Union Club	ACT - ACT 2
Oatley Rugby Club	NSW - Bankstown
Oatley Rugby Club	NSW - Canterbury
In Motion Health and Fitness	NSW - Inner West Sydney
Sports Kickstart	NSW - Inner West Sydney
Southern Beaches Rugby Union	NSW - Lake Macquarie
Australian Rugby Union	NSW - Mid North Coast 2
Southern Beaches Rugby Union	NSW - Newcastle
Good Sport	NSW - North Campbelltown
Sportspro	NSW - North Shore
Ready Rugby	NSW - Northern Beaches
Australian Rugby Union	NSW - Parramatta/Fairfield
Gloucester Rugby Union Club	NSW - Port Stephens/Great Lakes
Tech Waratahs Rugby Club	NSW - Wollongong
Rugby Gold Coast	QLD - Gold Coast South
D.A.E Sports Training	QLD - Mackay
Kelly Sports Sunshine Coast North	QLD - Sunshine Coast South
Sunshine Coast Junior Rugby Union	QLD - Sunshine Coast South
Brighton Rugby Union Football Club	SA - Metro South
SA Flying Disc Association (SAFDA)	SA - Outer South

Rugby and the AASC: A Perfect Fit for Community Participation

In 2009 when the Gungahlin Eagles Rugby Club was looking for a way to connect with the community, and in particular primary school-aged children, the AASC program appeared bright on the horizon.

Club Director of Rugby Marco Caputo said community connection has long been a club philosophy and the synergy with the AASC program was obvious from the start.

‘This program has allowed our club players to engage with the community while also gaining valuable skills by delivering rugby into our local primary school network,’ he said.

‘The benefit is promoting a healthy, active lifestyle for those children in the community while at the same time gaining a way of recruiting new players into a club environment where they can have fun.’

The club has a long history of community involvement, first in its initial phase as Daramalan Rugby Club, formed in the late 1960s as a way to extend the connection between Daramalan College students and the local ACT community, and to provide a focus for sport and community activity in the North Canberra region.

In 1997 the club relocated further north to Gungahlin but the club’s philosophy of community connection didn’t change.

As a result, the club has great depth, fielding teams in both the junior ACT Rugby Union competitions from under-7 age groups right through to under-18s, and into the senior ACT Rugby Union premier competition teams of Colts from fourth through to first grades. The Eagles also field a senior women’s team.

Yet despite this depth of players and grades, Caputo said the club knows that the way to remain sustainable is to grow the pool of players available in the younger age groups.

‘We’ve always been keen on introducing our sport into our local primary schools with the intention of increasing participation in our junior playing base.

‘The [AASC] has provided the vehicle to enable our club to gain access to [the schools] and to deliver a structured, entry level program,’ he said. ‘The program assistance with the required accreditation and format removed red tape issues and has greatly made the process of delivering our fun rugby program much easier for both the host sites and the club.’

Caputo said the club has players go into the schools to deliver the program, with an emphasis on enjoying a sport and having fun playing with friends.

He said by having players deliver the program, students are having the message about fun and enjoyment reinforced by people who are still active participants.

After delivering a seven-week program, children are given information on how they can continue with their rugby experience by signing on to play junior rugby with the Eagles.

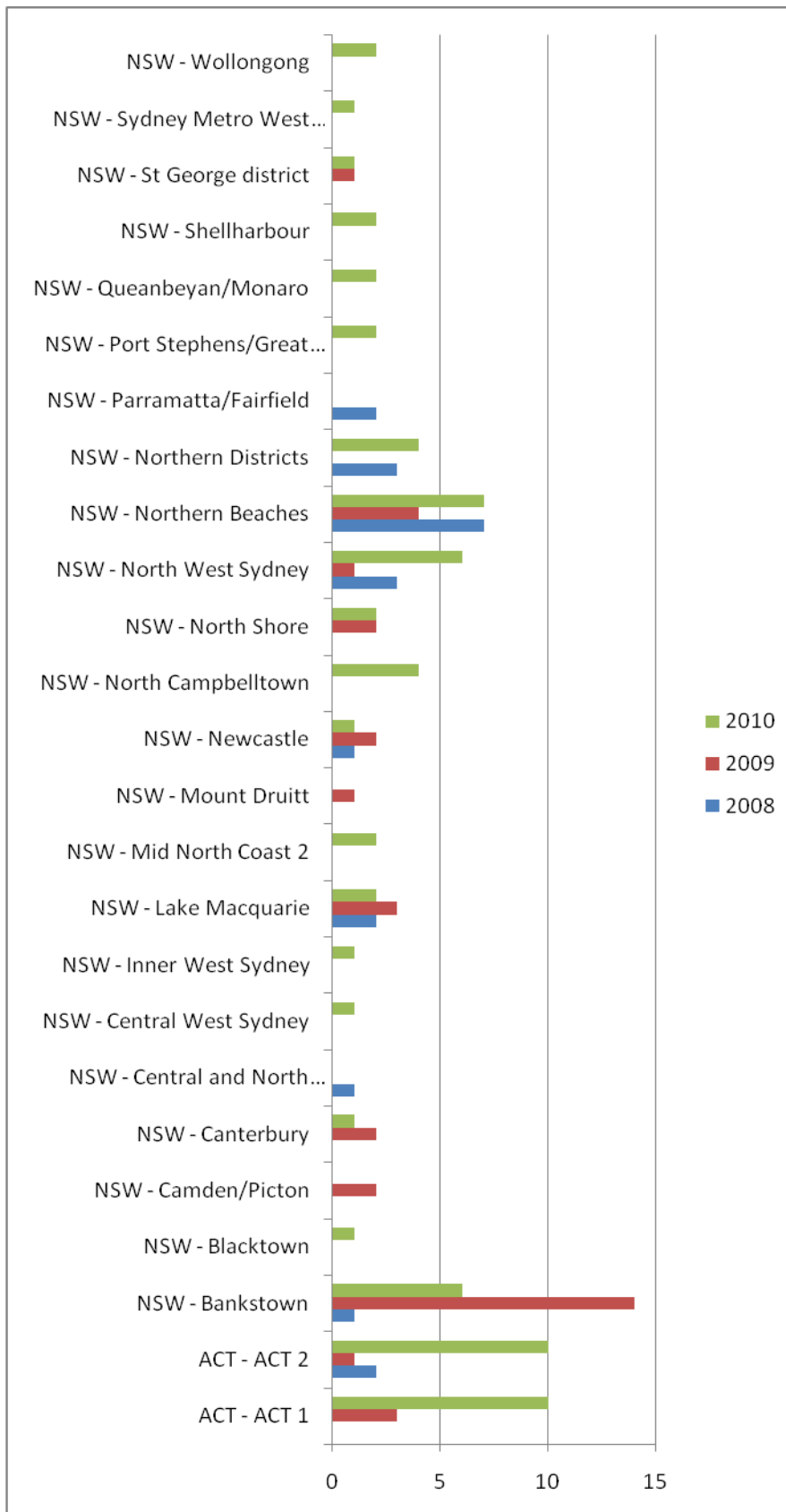
‘The club has had a substantial increase in our junior player base since running the program in six primary schools,’ Caputo said.

Gungahlin Eagles Rugby Club is one of 13 clubs across the country to have won a \$500 Hart sporting equipment voucher in a recent AASC competition by demonstrating how their club has benefited from working with the AASC program.

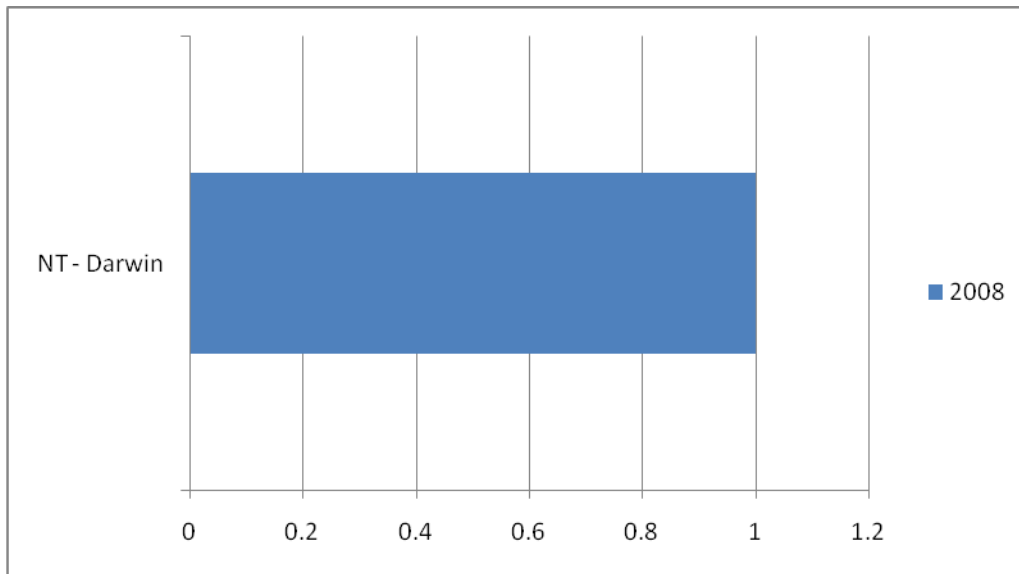
https://secure.ausport.gov.au/aasc/communications/clubs_competition

APPENDIX D — REGIONAL BREAKDOWN OF RUGBY UNION FROM 2008-2010

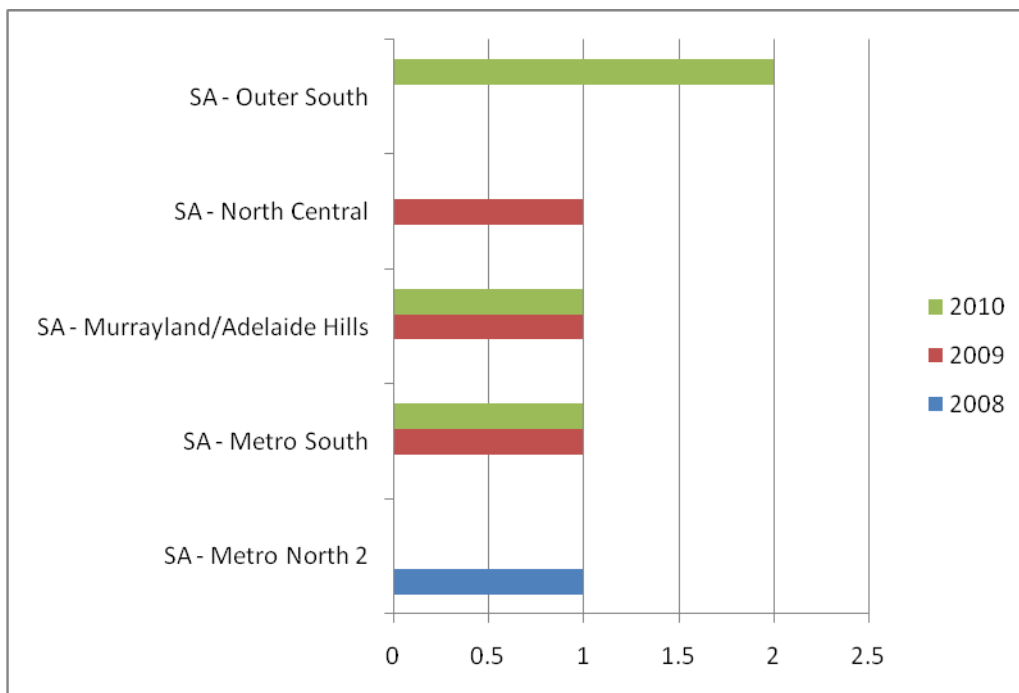
Australia Capital Territory and New South Wales



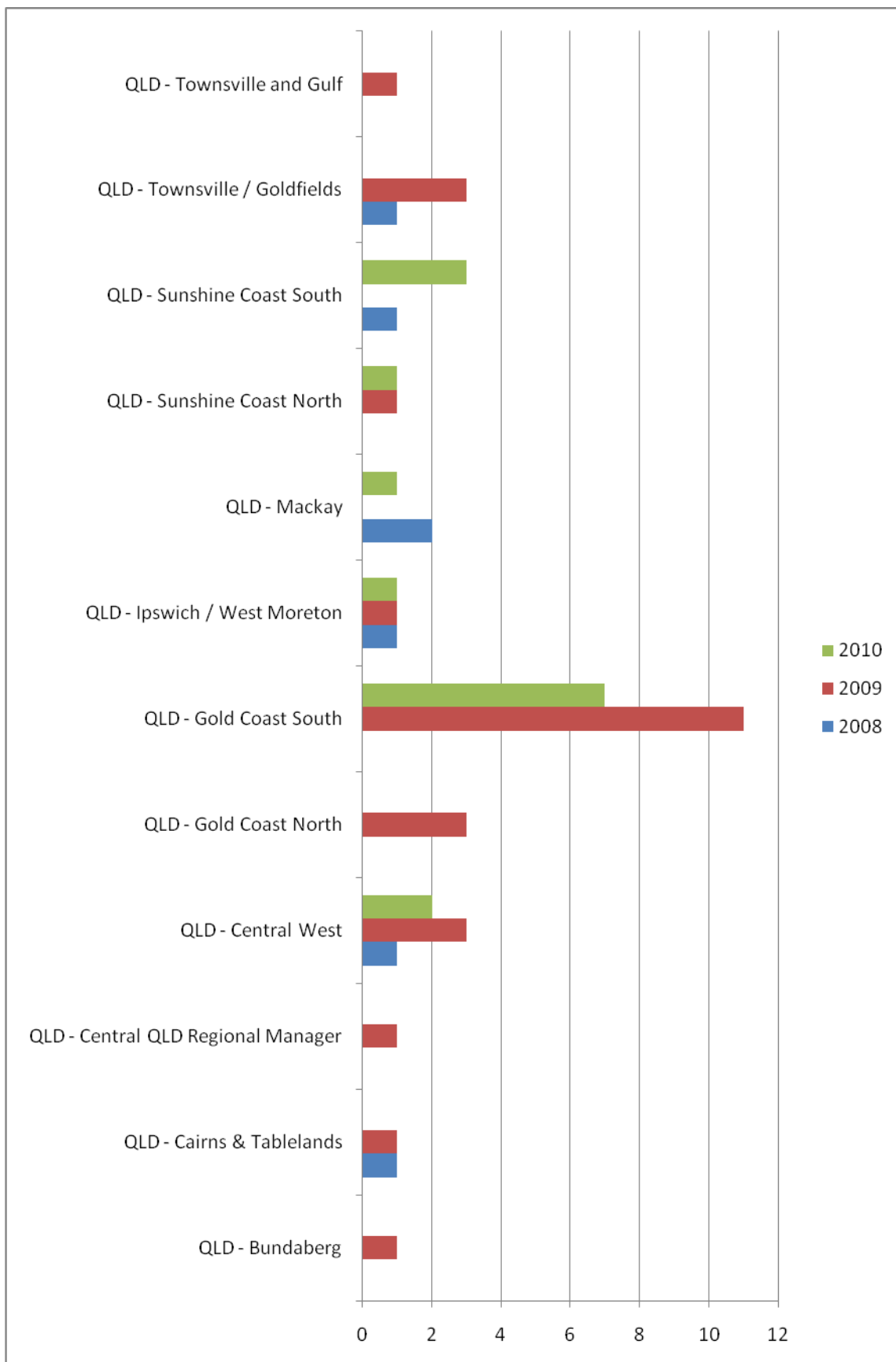
Northern Territory



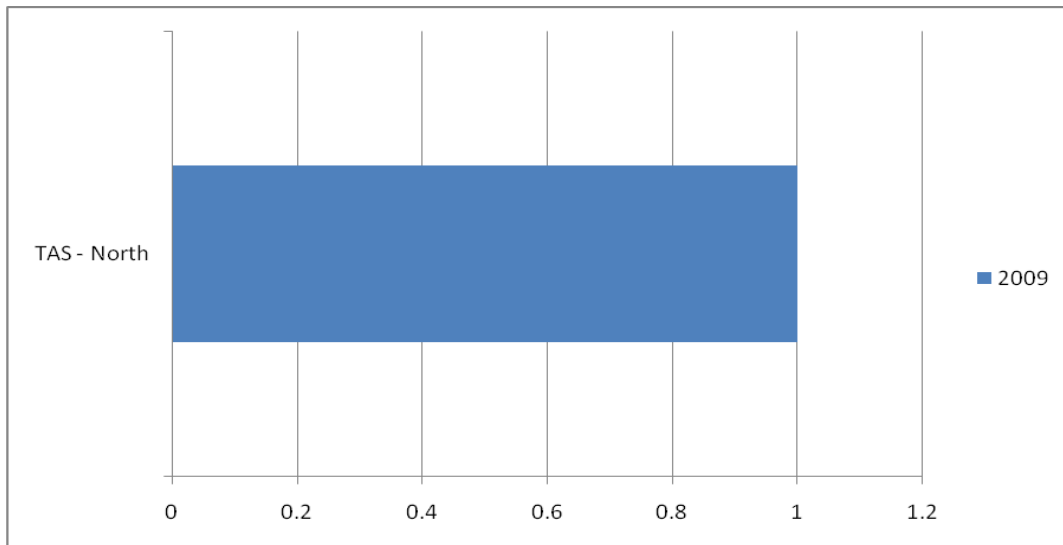
South Australia



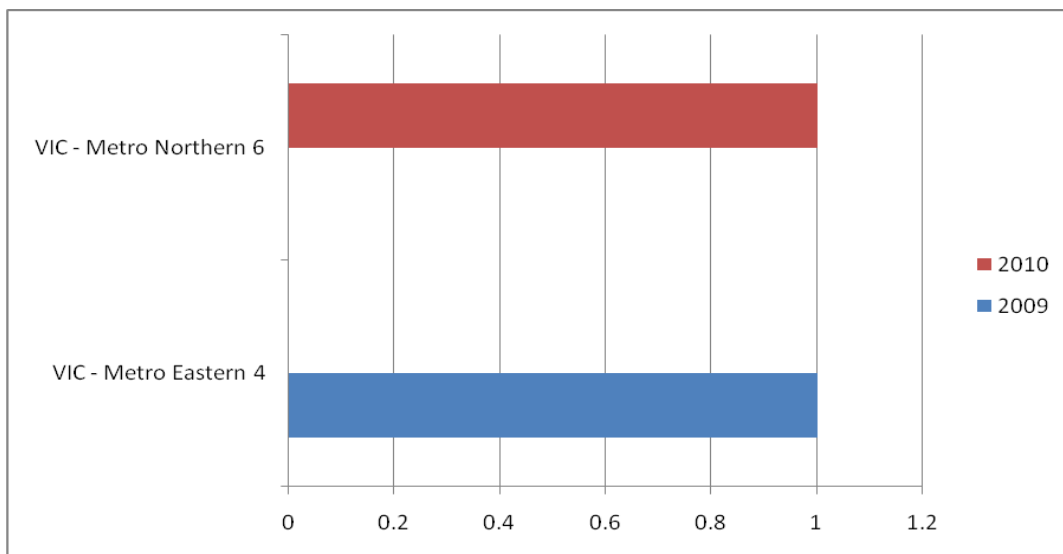
Queensland



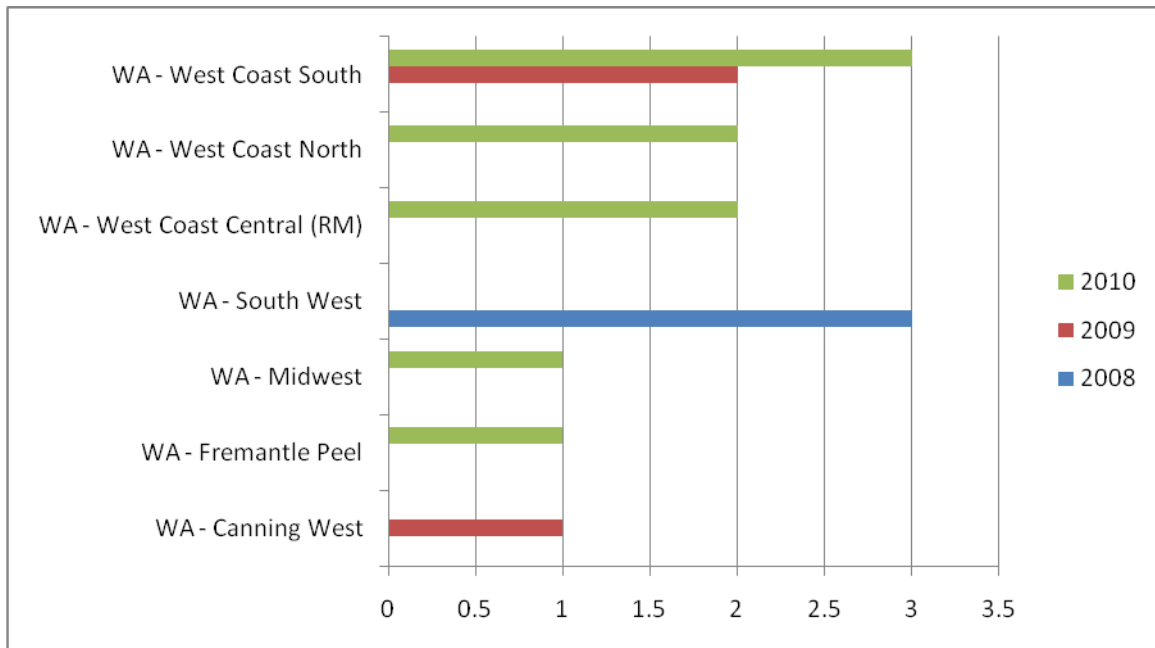
Tasmania



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', written in a cursive style.

Kitty Chiller

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