



## Pathways to sport – Success stories

### Ulverstone Basketball Association and the Smithton Basketball Association

This document demonstrates the pathways to community sport and physical activity made available through the Australian Government's Active After-school Communities (AASC) program.

**Sport:** Basketball

**Location:** North West, Tasmania

**Date:** Term 3, 2010

**Participants:** 160

**Transitions:** 47 to date

#### Summary

Basketball is a very popular sport on the North West Coast of Tasmania with the eight main towns in the region having their own basketball association. Each association has a representative senior and junior team as well as an internal junior domestic competition.

The Ulverstone Basketball Association and the Smithton Basketball Association became involved with the AASC program in October 2011 with the intention of hosting joint events to help promote the sport of basketball to children in the local area. The subsequent gala day events were primarily focussed on promoting Basketball Australia's Aussie Hoops participation program which consists of a six to eight week block of basketball lessons where children are introduced to basic skills.

A series of gala day events in September and October 2011 resulted in 47 new registrations for the associations.

Ulverstone Basketball Association has also been selected to participate in a Basketball Australia national pilot that looks at how the AASC program transitions children into local sporting competitions.

## Planning

### *Ulverstone Basketball Association*

The Ulverstone Basketball Association Junior Commissioner contacted the AASC program in September 2011. The Junior Commissioner advised that they wished to promote basketball to children in the local area by hosting an event profiling the Aussie Hoops program. Event planning consisted of the following:

- Basketball Australia provided promotional flyer templates.
- Basketball Australia provided a consent form to assist in the tracking of children who registered following the event. A free basketball was provided to all those who returned the consent form as an incentive. Of the 85 children who attended, 35 consent forms were returned.
- Invitations were provided to schools involved in the AASC program in the local area.
- The stadium and bus transportation were booked.
- The Ulverstone Basketball Association provided coaches/leaders for the day as well as volunteers to help process registrations.
- An invitation was sent to the President of Basketball Tasmania, Lou Cox who was unable to attend.

### *Smithton Basketball Association*

The Smithton Basketball Association previously had no involvement in the AASC program but made contact in October 2011 to request assistance to help promote its Aussie Hoops program. The association planned to host a gala day event on 14 October to provide children in the central coast and Circular Heads region the opportunity to experience basketball and to sign up if they were interested. Planning for this event consisted of the following:

- Invitations were provided through the AASC network to local schools and out of school hour care services.
- The stadium and bus transportation were booked.
- Smithton Basketball Association provided coaches/leaders for the day.

## Implementation

### *Ulverstone Basketball Association – ‘Play for Life Join Ulverstone Basketball’ 27 September 2011*

- The format of the day involved children completing some basic skill work through Playing for Life activities before taking part in small organised games.
- The Ulverstone Basketball Association President spoke to parents about how children could join up for the Aussie Hoops program that would be commencing later that week and running for six weeks.
- Flyers were provided to parents and Ulverstone volunteers were present to take registrations.

### *Smithton Basketball Association – ‘Play for Life Join Smithton Basketball’ 14 October 2011*

- The event was attended by 75 students.
- The format of the day involved children completing some basic skill work through Playing for Life activities before taking part in small organised games.
- Flyers were provided to parents and volunteers were present to take registrations.

### **Outcomes**

#### *Ulverstone Basketball Association*

The Ulverstone Basketball Association has reported that 46 children attended the first week of its Aussie Hoops program. From these 46 children, 20 had attended the Ulverstone gala day and had transitioned to club membership with the Ulverstone Basketball Association.

In 2009, the association reported having 28 junior members and in 2010 this number increased to 35. The association is clearly growing in size and is planning to use the AASC program as a way to promote its Aussie Hoops program in the future.

#### *Smithton Basketball Association*

A total of 27 children who were present at the Smithton gala day have registered and are now members of the Smithton Basketball Association.

The association was very pleased with the number of children who attended and participated in the event and wish to be involved with the AASC program on an ongoing basis to promote basketball and its Aussie Hoops program.

### **Learnings**

It is very important to plan gala days and sign-on events around club registration dates and membership opening periods. By having a program or competition for the children to directly transition into, you avoid the risk of losing enthusiasm and interest.

*AASC regional coordinator David Munns worked to establish these pathways for children in North West Tasmania into basketball.*