



Australian Government

Australian Sports Commission

# Active After-school Communities

Helping kids and communities get active

# BASEBALL

## 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 \$150,000 of that being allocated to baseball 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 baseball 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 baseball and provide support for the sport's grassroots participation objectives.

### PERFORMANCE DATA

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

### Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	141	157	+11%
VIC	166	106	-36%
QLD	62	45	-27%
SA	67	63	-6%
WA	50	48	-4%
TAS	0	0	n/a
NT	19	18	-5%
ACT	2	2	0%
<b>TOTAL</b>	<b>507</b>	<b>439</b>	<b>-13%</b>

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

The total number reflects a 13% reduction on the previous reporting period. With the exception of NSW which remained relatively flat, the decrease in baseball programs was observed nationally.

## Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	4583	4650	+1%
VIC	3971	2551	-36%
QLD	1910	1360	-29%
SA	1613	1443	-11%
WA	1302	1255	-4%
TAS	0	0	n/a
NT	806	630	-22%
ACT	80	100	+25%
<b>TOTAL</b>	<b>14,265</b>	<b>11,989</b>	<b>-16%</b>

The total number reflects a 16% reduction on the previous reporting period. Participant results mirror the performance of the total program data showing a reduction of more than 2,000 children exposed to the sport. Whilst it is not possible to accurately justify this drop in baseball popularity, it does potentially point to a lack of focus to promote this sport within the AASC sites and from local or state baseball organisations.

## Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	93	86	-8%
Community members	81	68	-16%
Internal (e.g. teachers)	91	86	-5%
Private providers	48	39	-19%
Students	34	40	+18%
<b>TOTAL</b>	<b>347</b>	<b>319</b>	<b>-8%</b>

The total number reflects an 8% reduction on the previous reporting period.

## SUMMARY

This report is intended to provide a summary of the relationship between the AASC program and baseball in Australia. The data aims to show the value of the AASC program to Baseball 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 baseball after taking part in the AASC program or the true number of participants who attended each baseball session, it does show reduced appetite for children to participate in baseball. However, it does demonstrate the AASC's ability to provide access to a high volume of participants and provide baseball with there an opportunity to increase their focus and engage the 12,000 participants to promote the sport within the current reporting period.

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 baseball in the future as we look to align our participation objectives and begin to deliver shared sporting outcomes.