Active After-school Communities program and Squash Australia Ltd

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 Squash 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 Squash 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 Squash programs in 2010.
- Any media articles that were generated in relation to the AASC program and Squash.
NATIONAL SNAPSHOT — SQUASH IN THE AASC PROGRAM

Delivery of Squash 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 Squash programs conducted during 2008–2010](image1)

![Figure 2: Number of Squash programs conducted in each state or territory in 2010](image2)
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.

**Internal delivery options**

In 2010, 16% of community coaches were from schools or OSHCS.

**Delivery by sporting representatives**

In 2010, representatives of affiliated clubs or associations delivered 57% 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 fourth most common group of community coaches delivering Squash sessions in the AASC program. Examples of private providers that delivered Squash 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 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 SQUASH PARTNERSHIPS**

**Partnership between AASC and Hamilton Squash Club Victoria**

In early 2010 the AASC regional coordinator of Hamilton, Victoria attended the Hamilton Squash Club annual general meeting. Discussions surrounding opportunities for club development and collaboration with AASC were given particular focus. As a result of these discussions, in an effort to expose and engage more children in the sport, Squash was delivered to various AASC sites within Hamilton during Semester One 2010. To enhance transition to club level, AASC, in collaboration with the Hamilton Squash Club, organised two ‘come and try’ sessions at the club; one at the end of term 3 and the other at the start of term 4. Both ‘come and try’ days were a success resulting in establishment of a junior squash competition for the first time in 10 years.
APPENDIX A — DELIVERING SQUASH ORGANISATIONS IN 2010

<table>
<thead>
<tr>
<th>Coaches Organisation</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Squash ACT</td>
<td>ACT - ACT 1</td>
</tr>
<tr>
<td>Scone OOSHC</td>
<td>NSW - Hunter Coalfields</td>
</tr>
<tr>
<td>Cooma Squash Club</td>
<td>NSW - Queanbeyan/Monaro</td>
</tr>
<tr>
<td>Squash SA</td>
<td>SA - Metro Inner North</td>
</tr>
<tr>
<td>Squash SA</td>
<td>SA - Metro West</td>
</tr>
<tr>
<td>Eastside Squash Centre</td>
<td>TAS - South 3</td>
</tr>
<tr>
<td>Forest St PS</td>
<td>VIC - Central 2 - Ballarat</td>
</tr>
<tr>
<td>Squash Victoria</td>
<td>VIC - Central 3 - Ballarat</td>
</tr>
<tr>
<td>WA Squash</td>
<td>WA - Swan West</td>
</tr>
<tr>
<td>WA Squash</td>
<td>WA - West Coast South</td>
</tr>
</tbody>
</table>

APPENDIX B — DELIVERING SQUASH PRIVATE PROVIDERS IN 2010

<table>
<thead>
<tr>
<th>Coaches Organisation</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wagga Squash &amp; Fitness</td>
<td>NSW - Riverina 2</td>
</tr>
<tr>
<td>Squash Magic Co</td>
<td>WA - South West</td>
</tr>
<tr>
<td>Merredin Fitness &amp; Squash Centre</td>
<td>WA - Wheatbelt</td>
</tr>
</tbody>
</table>
APPENDIX C — SQUASH RELATED MEDIA AND NEWSLETTER ARTICLES

Internet and secure site – 5 Star Community Coach National Award winner and nominee profiles


SA - Des Panizza

An increase in the presence of squash in the Active After-school Communities (AASC) program across South Australia is due to Squash SA Development Officer, Des Panizza. A desire to be innovative and a willingness to try new approaches and techniques enabled Des to develop an outstanding squash program that is delivered at schools in the local area, surrounding metropolitan and regional squash centres. SA Metro Inner North Regional Coordinator, Scott Jones, said Des is always looking for opportunities to promote the sport and is one of the most committed coaches the AASC program has in the region.

‘Des’ commitment to his sport and the development of junior pathways is exceptional. His sessions are engaging and activities are linked to the skills and strategies of squash,” said Scott.

‘He hands out free court hire vouchers to students and makes a concerted effort to link them to Squash SA junior programs. He has also shown great initiative by offering all AASC sites that request a squash program free sessions for classes in the 1-2 hours before the AASC program starts.’

Children and staff love Des’ sessions with several sites reporting ever-increasing numbers on nights when he delivers.
APPENDIX D — REGIONAL BREAKDOWN OF SQUASH PROGRAMS FROM 2008–2010

Australian Capital Territory and New South Wales
South Australia

SA - Mid North & Yorke
SA - Metro West
SA - Metro South
SA - Metro North 2
SA - Metro North 1
SA - Metro Inner North
SA - Metro East 2 (RM)
SA - Eyre Peninsula
SA - Barossa

Legend:
- 2010
- 2009
- 2008
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,

[Signature]

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