



Australian Government  
Australian Sports Commission

# Active After-school Communities

Helping kids and communities get active



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

## NATIONAL SNAPSHOT — GOLF IN THE AASC PROGRAM

### Delivery of Golf 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.

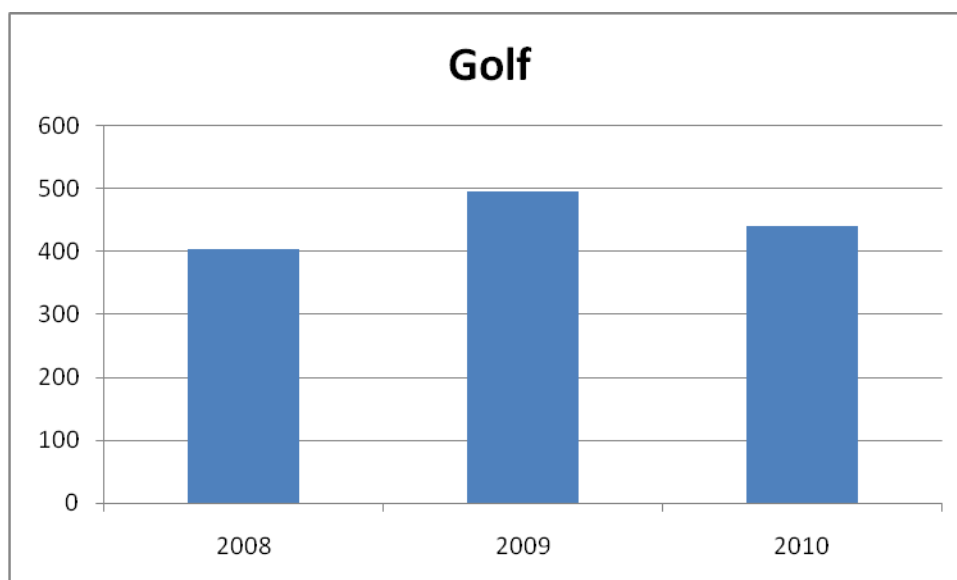


Figure 1: Number of Golf programs conducted during 2008–2010

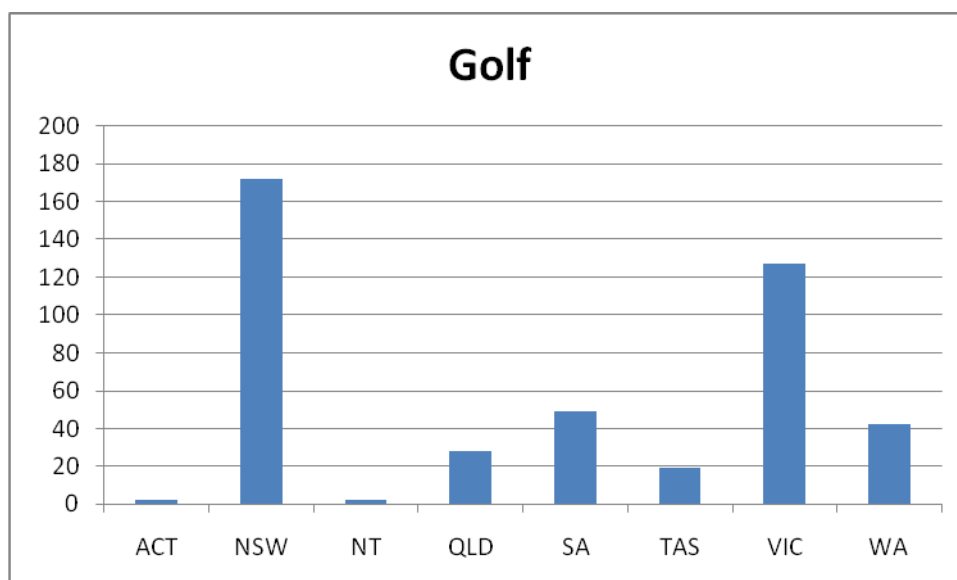


Figure 2: Number of Golf programs conducted in each State or Territory in 2010

## NATIONAL SNAPSHOT (continued) — GOLF 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.

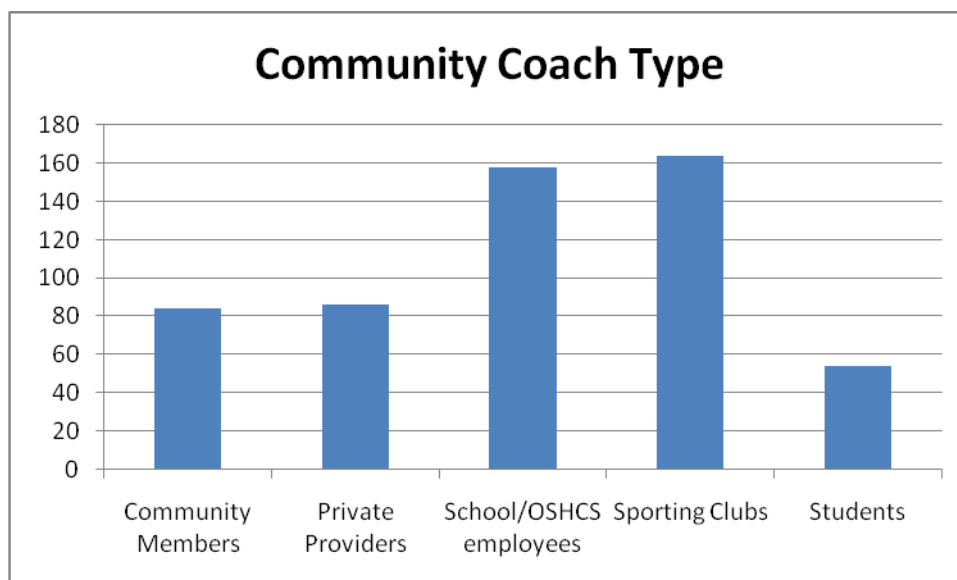


Figure 3: Breakdown of types of Community Coaches delivering Golf in 2010

### Internal Delivery options

In 2010, 29% of community coaches were from schools or OSHCS.

### Delivery by sporting representatives

In 2010, representatives of affiliated clubs or associations delivered 30% of all programs. Appendix A 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 Golf sessions in the AASC program. Examples of private providers that delivered Golf within the program in 2010 are provided in Appendix B.

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

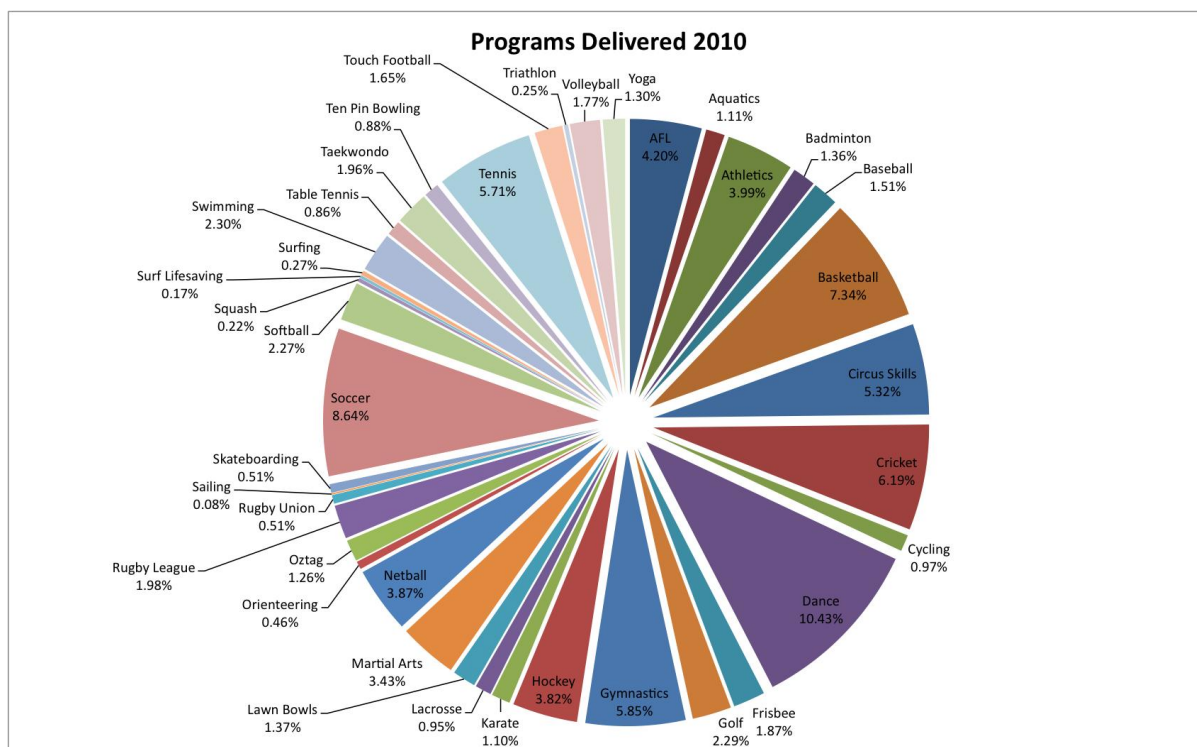


Figure 4 Number of programs by sport in 2010

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 GOLF PARTNERSHIPS

### Partnership between the AASC and Blackwood Golf Club South Australia

The Blackwood Golf Club (BGC) actively delivers programs at local schools and OSHCS as part of the AASC program. The club will only deliver to schools/OSHCS who commit to attending a 'come and try' day at the BGC some time during the term (the date of this is generally negotiated with the individual site). This ensures the participants are exposed to the club facilities and have the opportunity to play golf on a real course. It also ensures the parents are exposed to the facility when they pick their children up or visit to watch the program in action. A club community coach is always available to discuss the club's junior program to interested parents and answer any questions they may have.

The BGC have recruited four junior girls to the golf program at the club as part of the AASC program.

## APPENDIX A — DELIVERING GOLF ORGANISATIONS IN 2010

Coaches Organisation	Region
Belconnen Magpies Golf Club	ACT - ACT 1
Jack Newton Junior Golf Foundation	NSW - Bankstown
Jack Newton Junior Golf Foundation	NSW - Lake Macquarie
Coffs Harbour Golf Club Limited	NSW - Mid North Coast 2
Jack Newton Junior Golf Foundation	NSW - Mount Druitt
Central North District Golf Association	NSW - New England/North West
Jack Newton Junior Golf Foundation	NSW - Northern Districts
Holbrook RS Golf Club	NSW - Riverina 3
Deniliquin Golf Club	NSW - Riverina 4
Eden Gardens Country Club	NSW - South Coast
The Disability Trust	NSW - Wollongong
Alice Springs Golf Club	NT - Central 1
Logan City Golf Club	QLD - Brisbane South
Carpentaria Golf Club	QLD - Cape & TSI
Miriam Vale Golf Club Inc	QLD - Capricorn Coast
Greg Norman Golf Foundation	QLD - Townsville / Goldfields
Streaky Bay Area School	SA - Eyre Peninsula
Penneshaw Golf Club	SA - Fleurieu and Kangaroo Island
Victor Harbor Golf Club	SA - Fleurieu and Kangaroo Island
Tea Tree Gully Golf Club	SA - Metro North 1
Blackwood Golf Club Inc	SA - Metro South
Blyth Golf Club Inc	SA - Mid North & Yorke
Crystal Brook Golf Club	SA - Mid North & Yorke
Walleroo Golf Club Inc	SA - Mid North & Yorke
Bridport Golf Club	TAS - North
YMCA - Portland	VIC - Barwon 1 - Hamilton
Colac Golf Club	VIC - Barwon 5 - Colac
Golf Victoria	VIC - Central 1 - Horsham
Kyabram Sports Centre	VIC - Goulburn 1 - Shepparton
Mooroopna Golf Club Inc	VIC - Goulburn 1 - Shepparton
Nagambie Golf Club INC	VIC - Goulburn 3 - Euroa
Jubilee Golf Club Inc.	VIC - Goulburn 4 - Bright
Eaglehawk Golf Club	VIC - Loddon 2 - Bendigo
Gisborne Golf Club Inc	VIC - Metro Northern 6
Goonawarra Golf Club	VIC - Metro Northern 6
Albany Golf Club	WA - Great Southern
Katanning country	WA - Great Southern
Pinjarra Golf Club Inc	WA - Peel
Lakelands Country Club	WA - West Coast North

## APPENDIX B — DELIVERING GOLF PROVIDE PROVIDERS IN 2010

Coaches Organisation	Region
Kelly Sports - ACT	ACT - Southwest (RM)
Good Sport	NSW - Eastern Suburbs
Good Sport	NSW - Inner West Sydney
Harrington Waters Professional Shop	NSW - Mid North Coast 1
South West Rocks Golf Club	NSW - Mid North Coast 1
Sportspro	NSW - North Shore
Sportspro	NSW - Northern Beaches
BLUEFIT	NSW - St George district
Borneo Baracks Golf Centre	QLD - Toowoomba & Darling Downs (East)
Belair Turf Management	SA - Metro Inner North
Mobile Golf Lessons	SA - Metro Inner North
Belair Turf Management	SA - Metro North 1
Kelly Sports - Geelong	VIC - Barwon 3 - Geelong
Kelly Sports - Geelong	VIC - Barwon 4 - Geelong (RM)
Kelly Sports - Geelong	VIC - Barwon 5 - Colac
Glen Kirstine Sports	VIC - Gippsland 1 - Morwell
Out There Golf Pty Ltd	VIC - Metro Eastern 2
Proactivity	VIC - Metro Eastern 3
Proactivity	VIC - Metro Eastern 4
Zach Ramsey Golf Academy	VIC - Metro Northern 1
Kelly Sports Mornington	VIC - Metro Southern 3
Stuart Appleby Junior Golf	VIC - Metro Southern 4
BM Sports Clinic	VIC - Metro Western 3
Kidz Golf	WA - Fremantle Peel
Body Chi	WA - Swan West



## APPENDIX C — GOLF RELATED MEDIA AND NEWSLETTER ARTICLES



**Northern Daily Leader**  
**05-Jan-2010**  
**Page: 14**  
**General News**  
**Region: Tamworth NSW**  
**Circulation: 7652**  
**Type: Regional**  
**Size: 102.82 sq.cms**  
**Frequency: MTWTFSS-**

# Students in the swing

DURING the last term of 2009, students at Nemingha Public School were busy practising their golf swing as part of the Australian Government's Active After School Communities (AASC) program.

Under the guidance of AASC-trained community coaches Greg, Andrew and Justin Kellett from the Central North District Golf Association, the students made marked improvements.

They even included fun games such as setting up targets in the playground area to practise their accuracy.

"We give kids at AASC-funded schools a taste of a variety of sports and activities and then arm them with information such as how to get in touch and join a local sports club or attend a holiday camp," regional coordinator Justin Hathway said.

"The AASC sports sessions are held in a fun and non-competitive environ-



**FOLLOWING THROUGH:** Nemingha's Maya Olrich with community coach Andrew Kellett during an AASC session.

ment to give the children a positive first experience with sport.

"At Oxley Vale Public School and Calrossy Anglican Primary School, some of the AASC participants went on to attend school holiday coaching days at the Longyard Golf Course."





## Hills & Valley Messenger

03-Feb-2010

Page: 3

General News

Region: Adelaide

Circulation: 19512

Type: Suburban

Size: 245.46 sq.cms

Frequency: --W----

# Students get in the swing

**BUDDING** golfer Robyn, 9, is one of 20 Eden Hills Primary students to pick up a club in the hope of becoming the next Karrie Webb or Greg Norman.

The students have started golf sessions at the Blackwood Golf Club on Tuesday nights through the Australian Sports Commission's Active After-school Communities initiative, which aims to keep children active to prevent obesity.

"The program allows children who might be put off by contact sports to give golf a go and

benefit from the exercise," Blackwood Golf Club junior development chair Bob Riessen said.

Dr Riessen said the club had also formed a 'come and try' junior program, offering keen golfers aged under 21 a discounted three-month membership to try the sport without locking in the commitment of a full membership.

■ For more information on the junior membership contact 8388 2250.



ON PAR: Robyn is among Eden Hills Primary students taking part in night golf at the Blackwood Golf Club. Picture: Stephen Laffer 1/4/10/053



**Coffs Coast Independent**  
**11-Mar-2010**

Page: 28  
General News  
By: Clara Smith  
Region: Coffs Harbour  
Circulation: 29205  
Type: Regional  
Size: 268.44 sq.cms  
Frequency: ---T---

# After school fun for kids

By **CLARA SMITH**

eguide.coffs-independent@ruralpress.com

KIDS at St Francis Xavier's after school care centre at Woolgoolga are experiencing fun, safe and free sports sessions twice a week, thanks to the Active After-school Communities Program (AASC).

The centre is hosting Go Go Golf on Tuesday afternoons with AASC community coach Norma Andrews, while Wednesday afternoons kick-off with soccer sessions by AASC community coach and well-known local identity, Michael Jackson.

The AASC program is a free Australian Government initiative that is delivered nationally and promotes the transition of primary school children into community sport.

The Woolgoolga sessions were made possible by two grants from the Australian Government totaling \$1500, which were spent on new child-friendly clubs, rubber golf balls and soccer equipment.

Local AASC regional coordinator Bruce Wallace said he had seen about 1200 children on the Coffs Coast take part in the program since its implementation, and about 120 local people being trained as community sport coaches since the initiative began in 2005.

Coffs Harbour Golf Club's Norma Andrews said she first entered the AASC program after realising no one was attending schools and promoting

or developing golf's profile.

"I believe golf is like no other sport because it allows wonderful skills, qualities and attitudes to develop in children, such as patience, acceptance, self-control, etiquette, and mathematical concepts such as distances and scoring," she said.

"When you play golf you get back what you put in, and I believe the ties this program is making with the community are fundamental for our sporting future."

■ **For more information about the AASC program visit [www.ausport.gov.au/aasc](http://www.ausport.gov.au/aasc) or contact your local AASC coordinator, Bruce Wallace on 6651 8543.**



**LINING UP ...** Active After-School care golf coach Norma Andrews helps Ariella Coster with her putting, while Chelsea Harris looks on.  
Picture: CLARA SMITH



**Eden Imlay Magnet**  
**16-Dec-2010**  
 Page: 64  
 General News  
 Market: Eden NSW  
 Circulation: 1581  
 Type: Regional  
 Size: 304.54 sq.cms  
 Frequency: ---T---

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## FORE! The kids are coming

More than 100 school children from Eden and surrounding areas have ensured the future of golf will be strong by participating in the Active After-School Communities program this year.

Many of those children were at Eden Gardens Golf Club on the weekend to take part in the Christmas family day, but the real excitement is for the future of junior golf.

"At the moment we don't really have many juniors competing in events, although there are some working on getting their handicaps for next year," said Eden golf pro Loraine Lambert.

"So this program has worked really well at get-

ting golf into schools to children who may not have seen it or they're into other sports.

"Not all children see golf as a typical sport unless their parents or grandparents want to bring them to the course, so this has been an excellent introduction and really successful."

The Active After-School Communities program is a government initiative and Loraine and fellow Eden pro Lisa Newling seized the opportunity to bring it to the area.

"It took off more than we expected!"

Loraine said. "This last term we had 110 children in our golf program, which includes Tathra

and Bega, so we're really excited."

She added that the response to the program by members at the Eden club has been fantastic.

"They're letting these kids onto the course and are mindful of the fact that these juniors are the future," she said.

The importance of nurturing this youth was highlighted by a drop in membership at the club. Loraine says this was due to a number of factors, but added that the members have been particularly active this year, donating time and money to course improvements including new paths and gardens.

So the Christmas Party on Sunday was a thank you to them and 104 came

along to take part in the event and spread the Christmas cheer, many dressing up to celebrate a great year.

A four-ball Ambrose event was held with Linda Hallinan, John Hallinan, Tony Nobbs and Gordon Budd taking the prize from runners up Peter Mann, Roger Fletcher, Tony Rogers and Mark Nicholls.

Nearest the Pins for the ladies went to Liz Hepburn (3rd) and Delanie Hutchinson, while Ian Hamdorf (3rd), Adrian Hall (8th), Mick Johnson (10th) and Kevin Jordon (18th) were closest for the men.



•THE FUTURE IS HERE! Dozens of kids, parents and members took part in the Eden Christmas Party golf day. The number of kids was particularly encouraging for the future of golf in the district.





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16-Dec-2010

Page: 64  
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Frequency: —T—

Page 2 of 2



• CHRISTMAS WINNERS: Tony Nobbs, Linda Hallinan, Gordon Budd and John Hallinan.

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

[https://secure.ausport.gov.au/aasc/Information\\_for\\_Community\\_Coaches/community\\_coach/5\\_star\\_community\\_coach\\_2010](https://secure.ausport.gov.au/aasc/Information_for_Community_Coaches/community_coach/5_star_community_coach_2010)

### Tas - Christian Rainey

When facilities are limited Tasmania's Christian Rainey will deliver his Active After-school Communities (AASC) golf coaching sessions anywhere he can – even on the beach!

The Hobart-based coach believes lack of facilities should be no barrier to children learning and enjoying golf.

Apart from coaching children from Sandy Bay Infant School on Nutgrove Beach, Christian frequently conducts AASC sessions on school ovals using modified equipment. When possible he does conduct his program at local golf courses.

Since becoming an integral member of the AASC coaching team in 2005, the Tasmanian 5 Star Community Coach Award winner has delivered more than 500 golf sessions at 36 sites throughout Tasmania.

The number and diversity of locations is testament not only to the popularity of Christian's sessions, but to his commitment to travelling through the state, assisting at gala days and attending all major AASC campaign events.

AASC Tasmania South 3 Regional Coordinator, Aaron Roberts, said Christian's approach was not just about giving children a hit with clubs or getting them onto a golf course, it was about providing a critical pathway to junior golf development.

'Christian's willing to travel great distances including to rural sites to deliver golf programs,' Aaron said.

'He's conducted regular programs at sites up to two hours away from Hobart and has even organised gala events on a Sunday where children in the community are invited to participate and receive specialised coaching.

'He is often asked to return to many of our sites because of his fantastic attitude when delivering activities. He is a truly valued member of the AASC coaching team and has been a great ambassador for golf.'



## Northern Suburbs AASC Participants Give Golf a Go (E News WA Term 3)

Over ninety AASC participants and their parents from Beldon Primary, Landsdale Primary and Edgewater Out of School Hours Care gave golf a go at Lakelands Country Club (Lakelands CC) on 16 September 2010 to culminate their term 3 AASC programs. The AASC program and the Lakelands CC have an established partnership that has seen Lakelands coach, Tristan Ponchard, delivering golf in the AASC program since 2008.

Lakelands CC received funding from the AASC through a Special Initiatives Grant to purchase modified golf equipment to assist Tristan to deliver golf in a fun, safe, games based environment. To celebrate the partnership between the AASC and Lakelands CC, the term 3 campaign event provided an opportunity for AASC participants and their parents, teachers, and OSHC staff to enjoy the experience of putting, driving, and target activities at the Club.

AASC WA State Manager, Greg Williams, was in attendance at the event and said “it was great to see students, parents and teachers getting involved in the activities and being exposed to the sport of golf in a Club environment. Links between AASC participants and local clubs is a high priority for the AASC program, so it was great to see people taking up Club membership as a result of the Lakelands CC campaign event!”

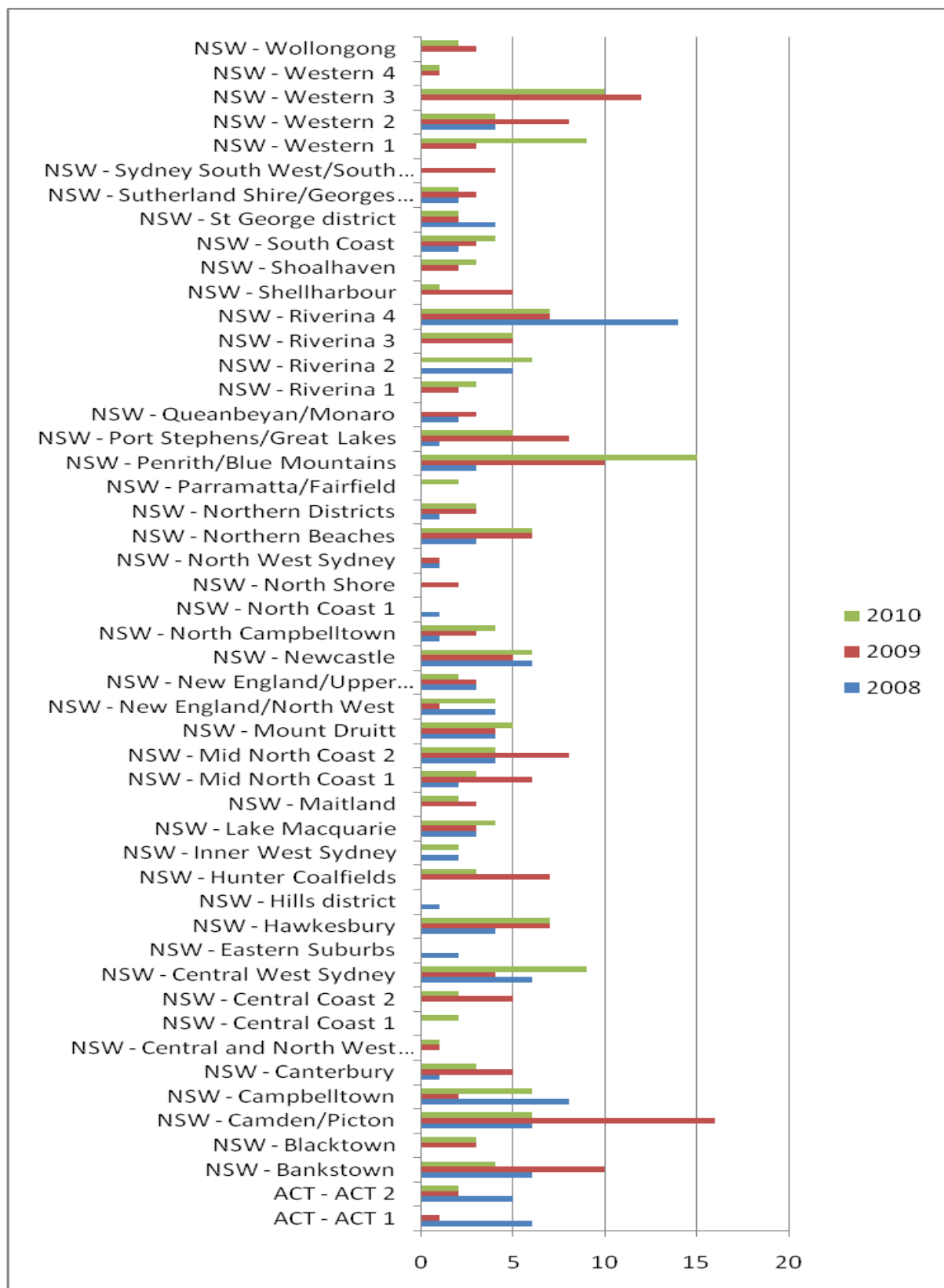
Appreciation must be extended to Jamie Wynne, Andy Gott, and Tristan Ponchard who each facilitated some great golfing activities for the event participants. Additional thanks goes to the site coordinators from Beldon Primary, Landsdale Primary, and Edgewater OSHC for arranging the children, transport, and making the event possible.



*Lakelands CC coach, Tristan Ponchard, gives the event participants a putting demonstration*

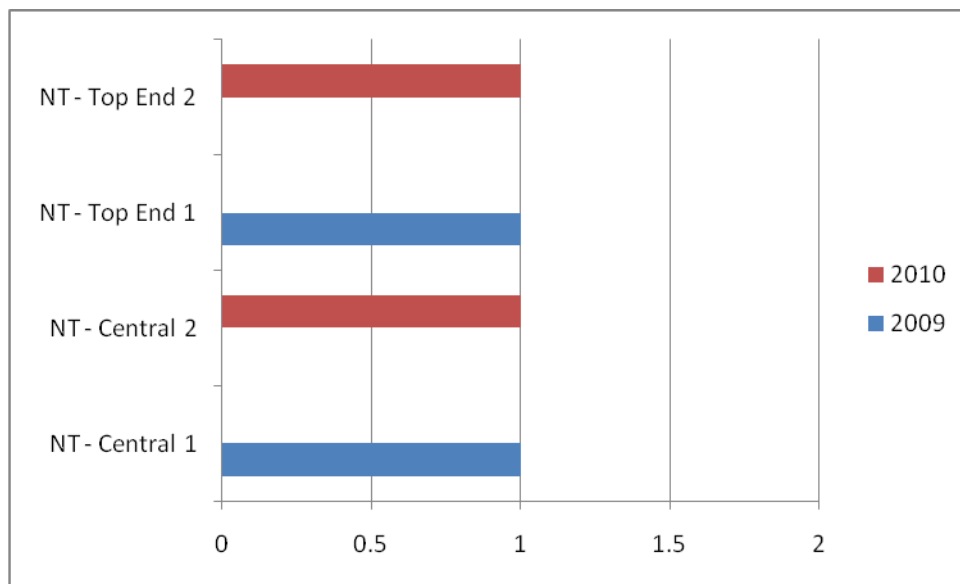
## APPENDIX D — REGIONAL BREAKDOWN OF GOLF PROGRAMS FROM 2008-2010

Australian Capital Territory and New South Wales

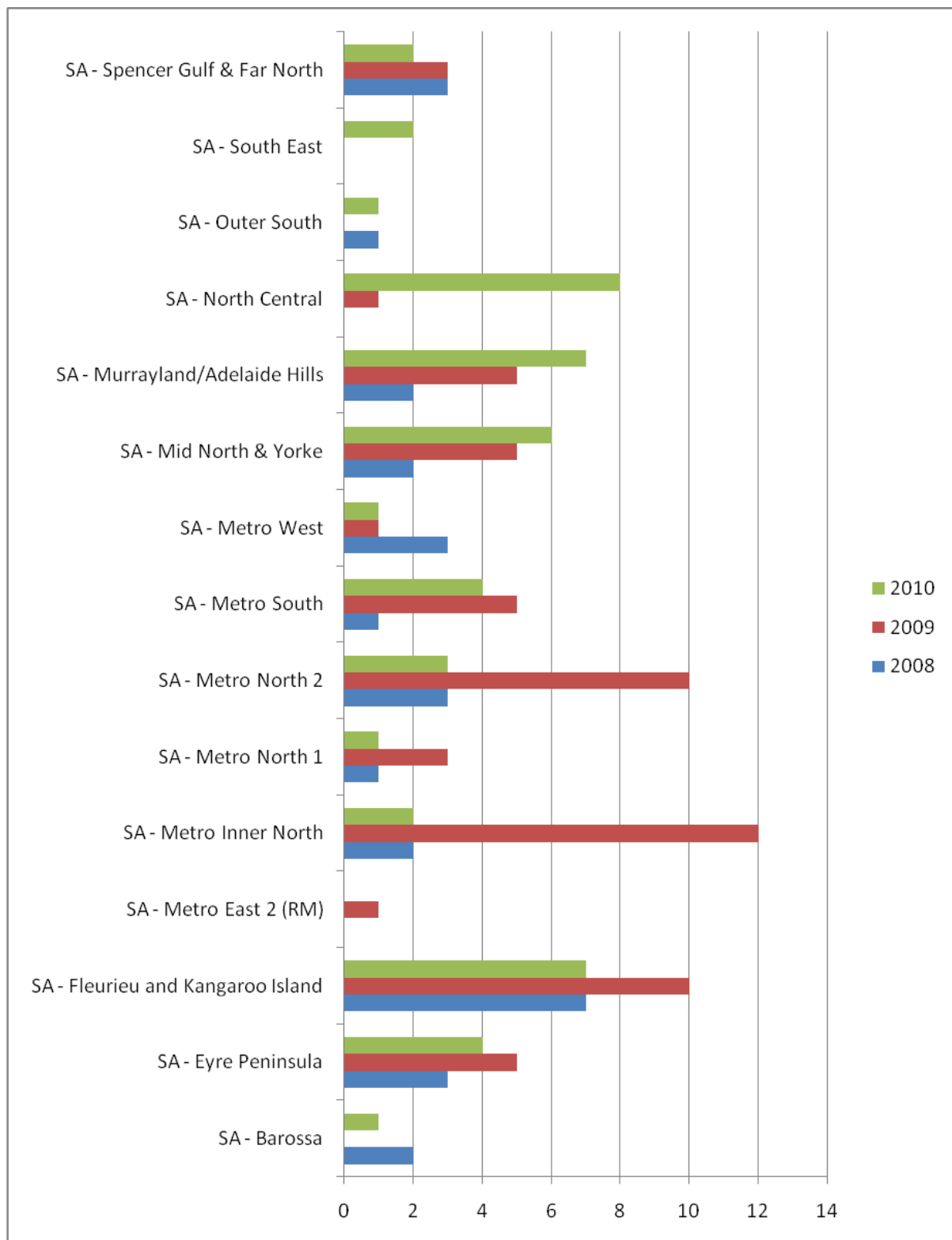




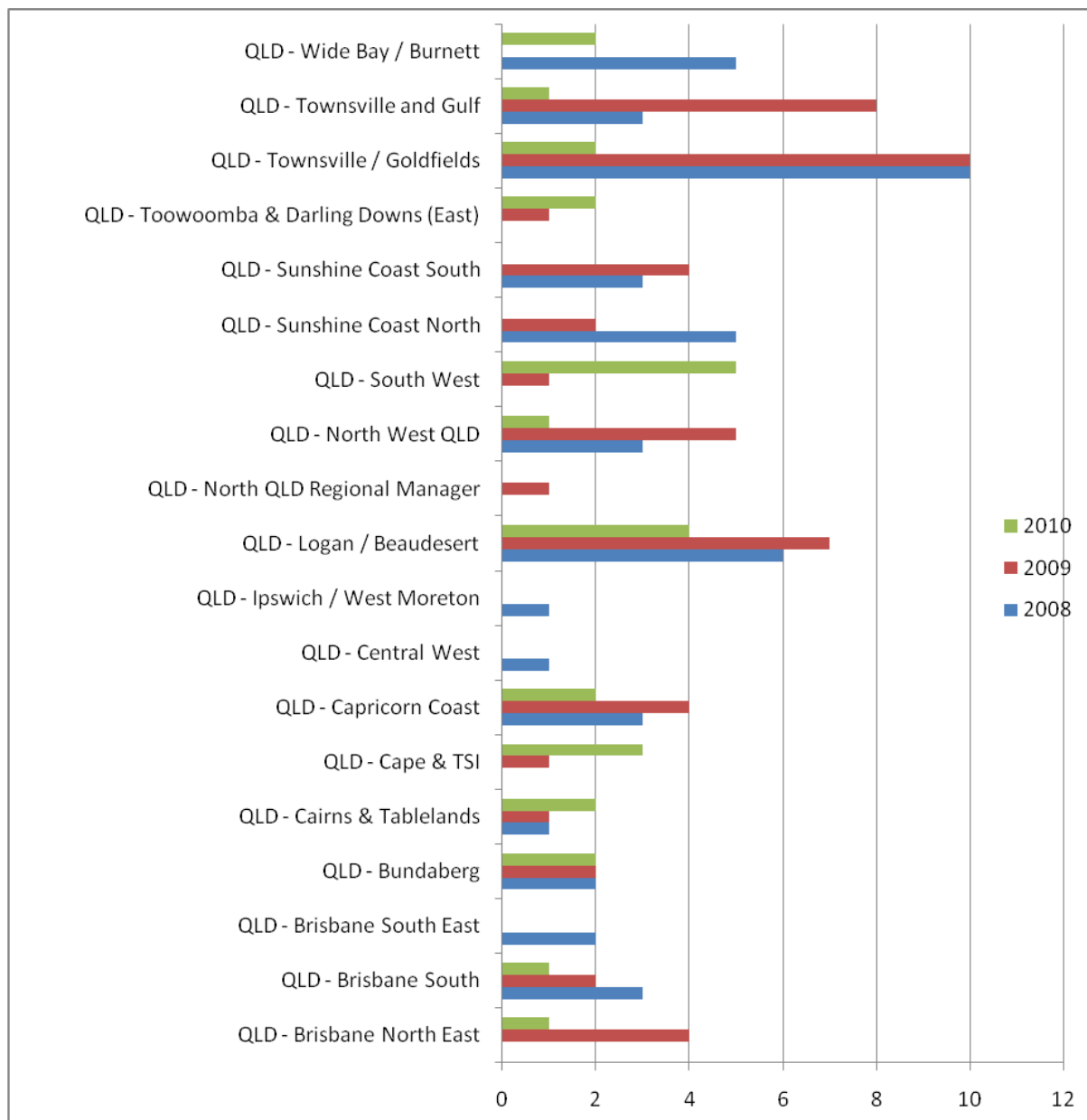
## Northern Territory



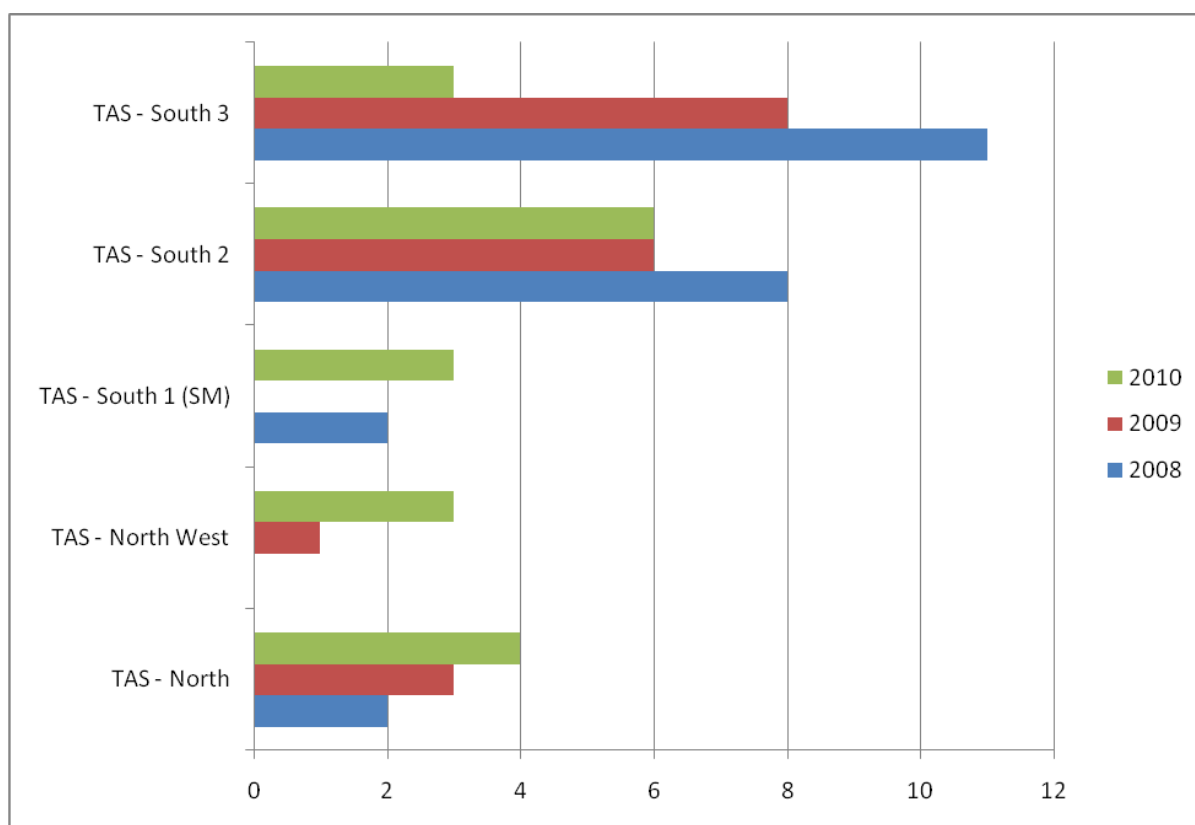
## South Australia



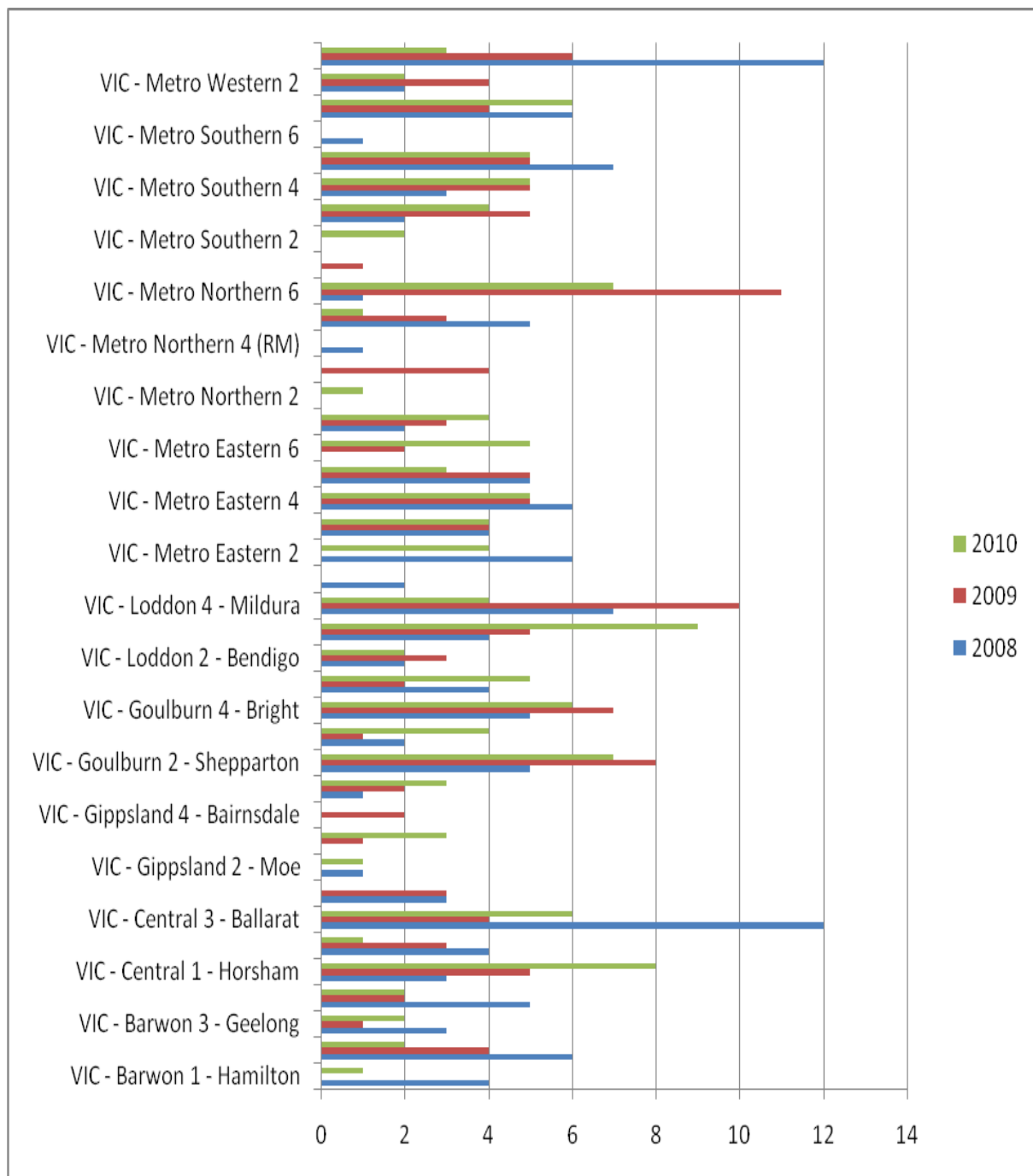
## Queensland



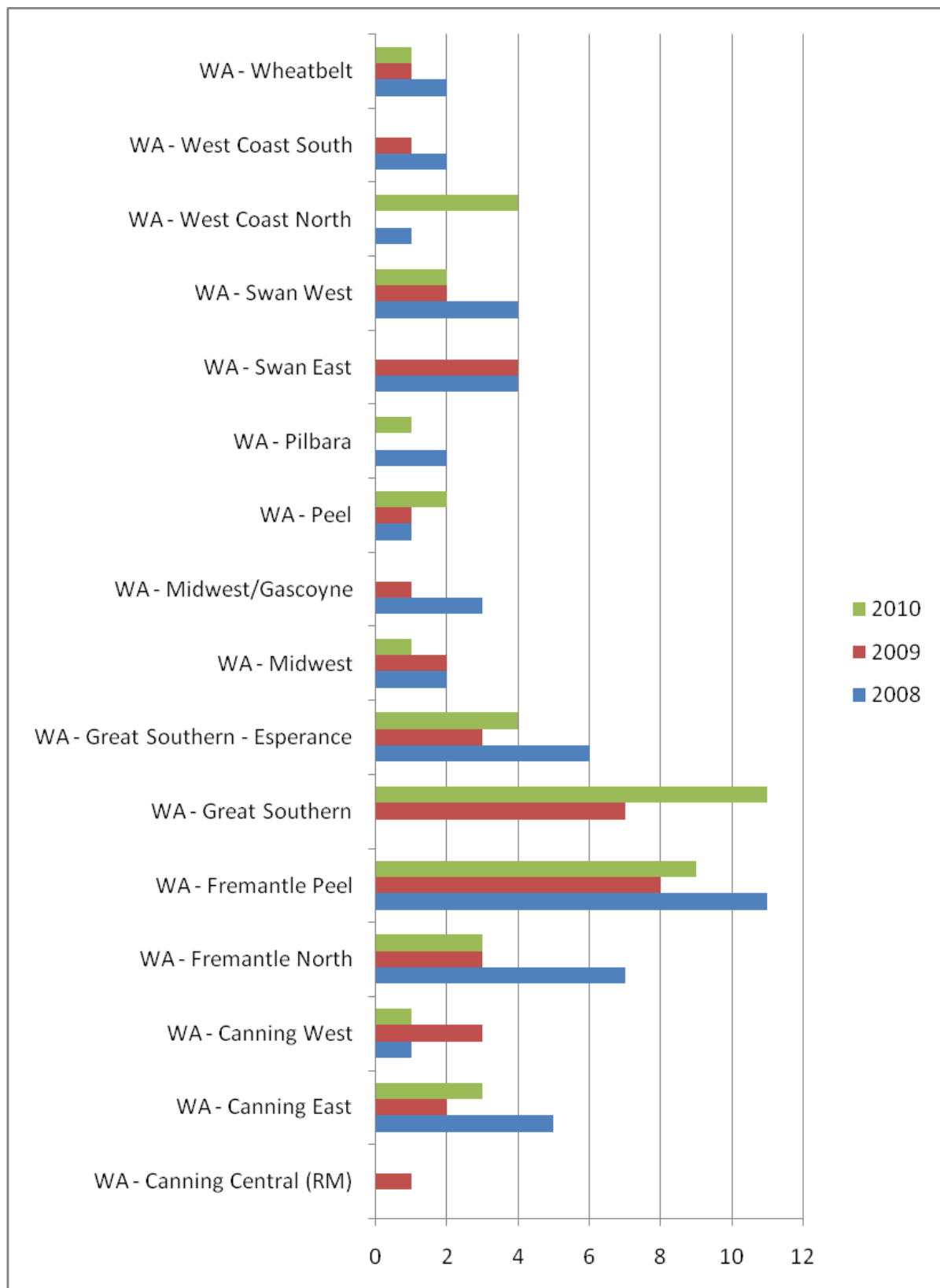
## Tasmania



## 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, flowing script.

Kitty Chiller

Deputy General Manager  
Active After-school Communities  
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E: [kitty.chiller@ausport.gov.au](mailto:kitty.chiller@ausport.gov.au)