



Australian Government
Australian Sports Commission

Active After-school Communities

Helping kids and communities get active



Active After-school Communities program and Skate Australia Inc



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

NATIONAL SNAPSHOT — SKATEBOARDING IN THE AASC PROGRAM

Delivery of Skateboarding 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.

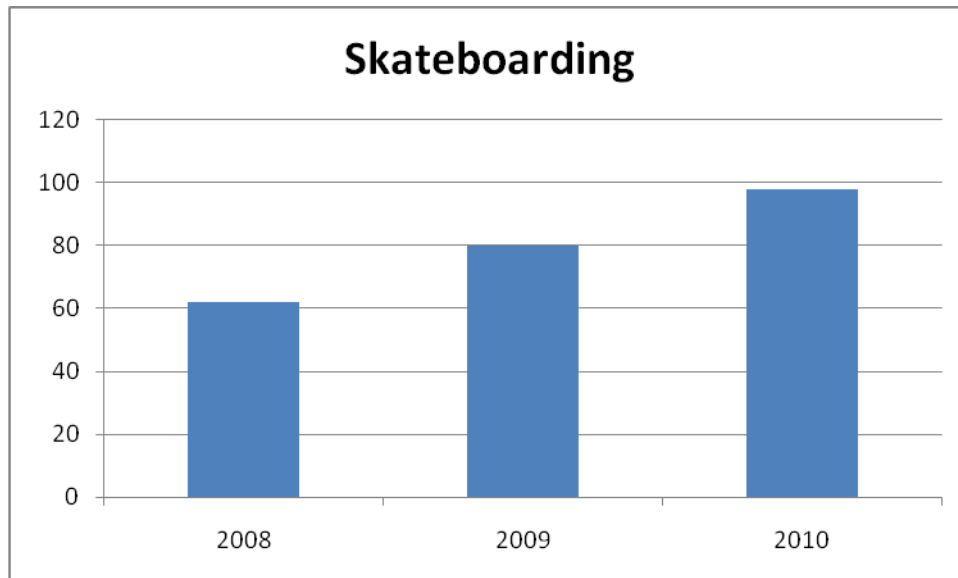


Figure 1: Number of Skateboarding programs conducted during 2008–2010

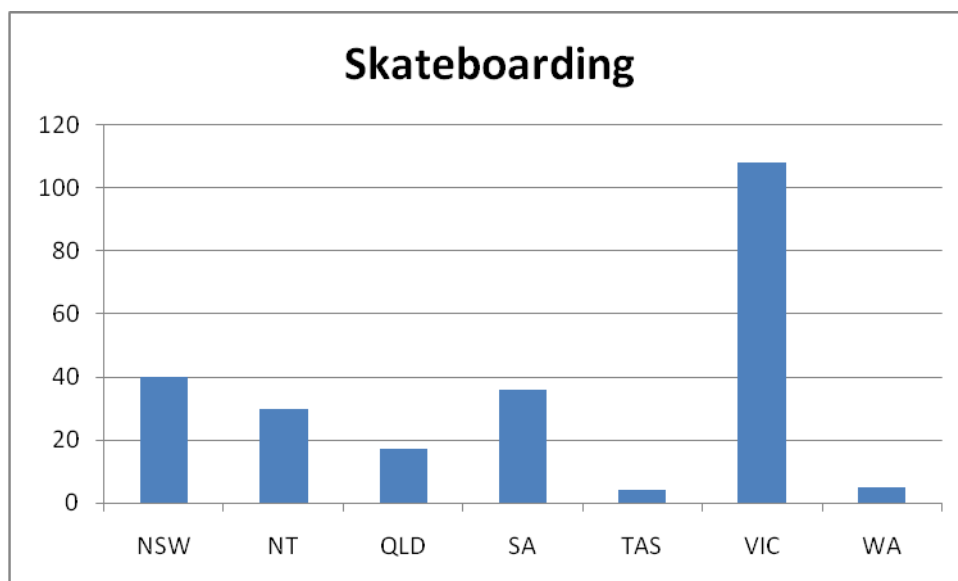


Figure 2: Number of Skateboarding programs conducted in each state or territory in 2010

NATIONAL SNAPSHOT (continued) — SKATEBOARDING 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.

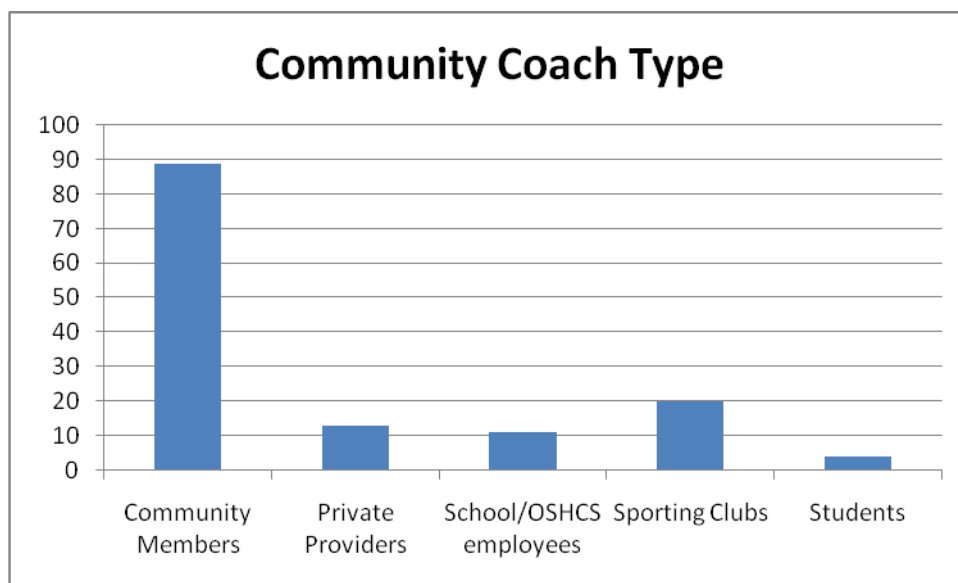


Figure 3: Breakdown of types of Community Coaches delivering Skateboarding in 2010

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 15% 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 third most common group of community coaches delivering Skateboarding sessions in the AASC program. Examples of private providers that delivered Skateboarding 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.

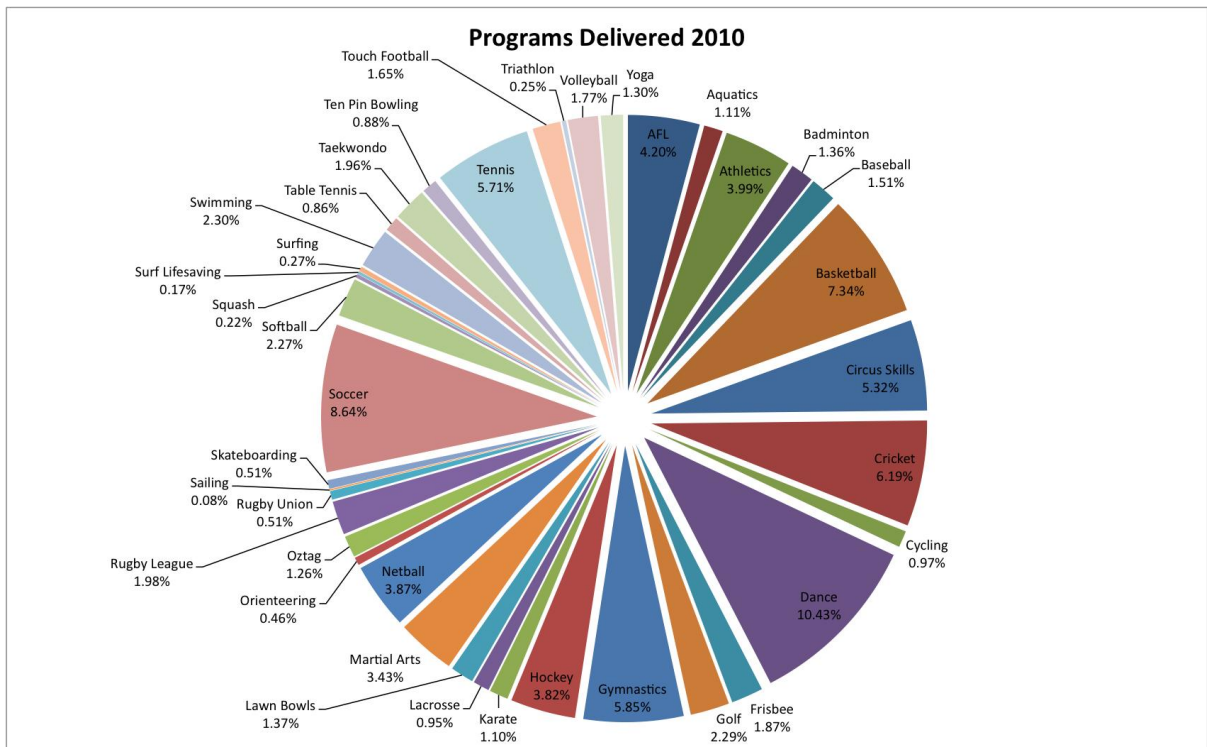


Figure 4 Number of programs by sport in 2010

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 SKATE ORGANISATIONS IN 2010

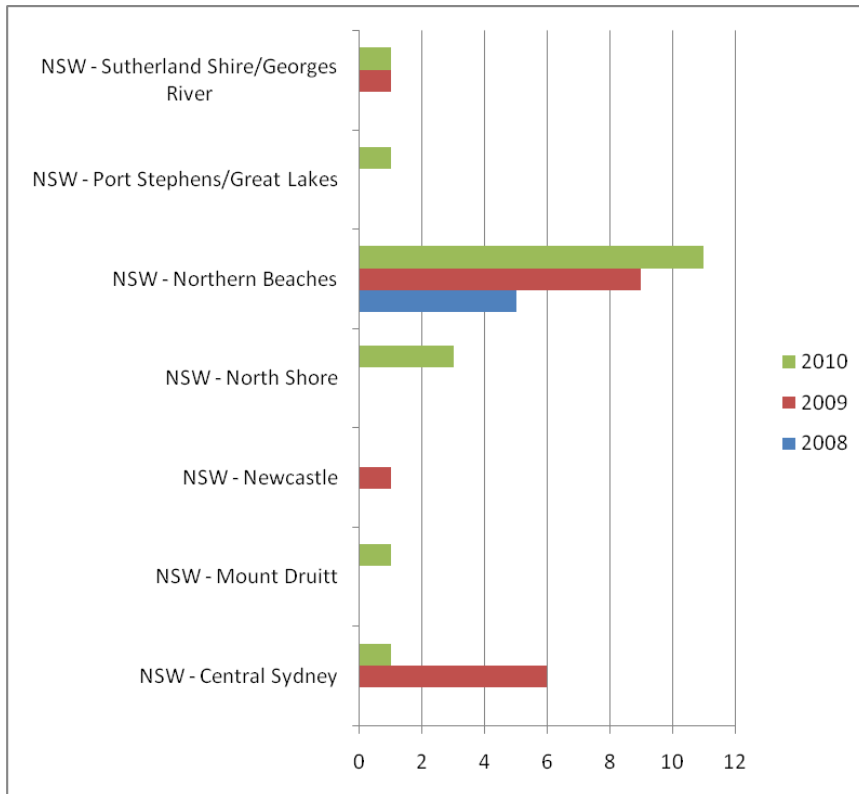
Coaches Organisation	Region
Skate Australia	SA - Fleurieu and Kangaroo Island
Skate South Australia	SA - Metro West
Bendigo Regional YMCA Skate Services	VIC - Loddon 3 - Bendigo
YMCA - Riverslide Skate Park	VIC - Metro Eastern 2
YMCA - Riverslide Skate Park	VIC - Metro Northern 1
YMCA - Riverslide Skate Park	VIC - Metro Northern 3
Denmark Athletics Club	WA - Great Southern
ACE OSHC	WA - Peel

APPENDIX B — DELIVERING SKATE PRIVATE PROVIDERS IN 2010

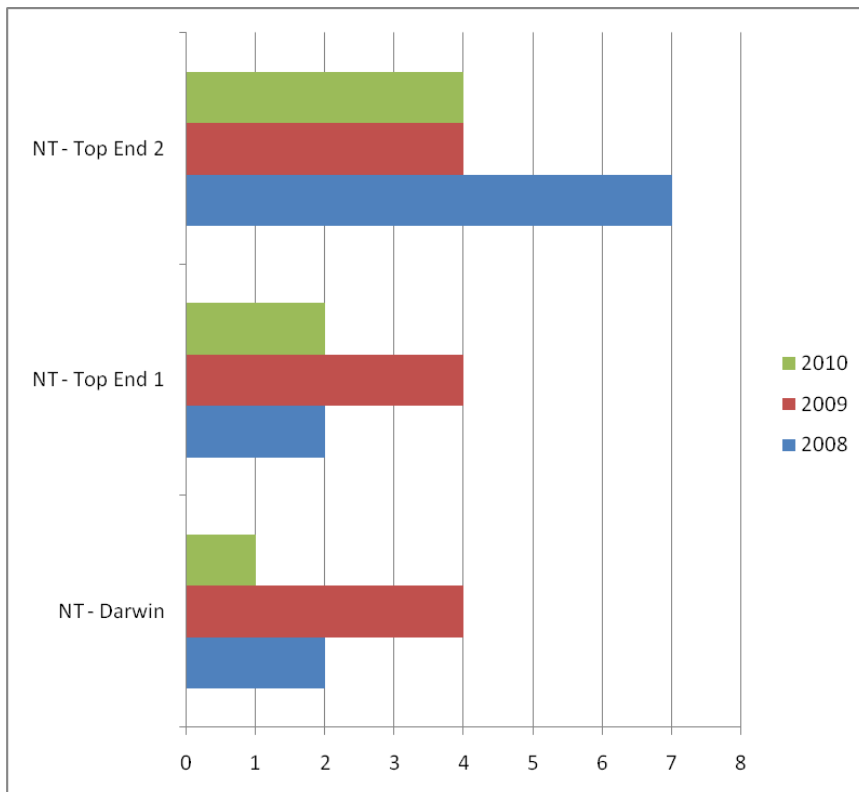
Coaches Organisation	Region
Manly Blades Skater HQ	NSW - Central Sydney
Newcastle Skate	NSW - Newcastle
Manly Blades Skater HQ	NSW - Northern Beaches
Sportspro	NSW - Northern Beaches
Kitesports	NSW - Sutherland Shire/Georges River
Jimmy's Skate and Street	TAS - South 1 (SM)
Simply Skateboarding	VIC - Metro Eastern 4

APPENDIX C — REGIONAL BREAKDOWN OF SKATE PROGRAMS FROM 2008–2010

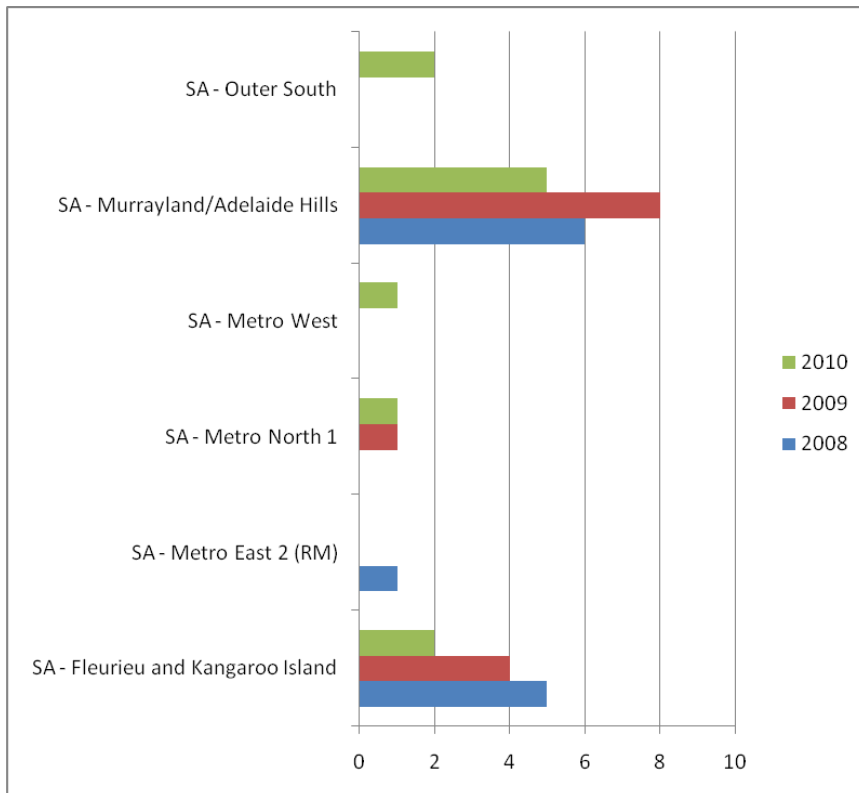
New South Wales



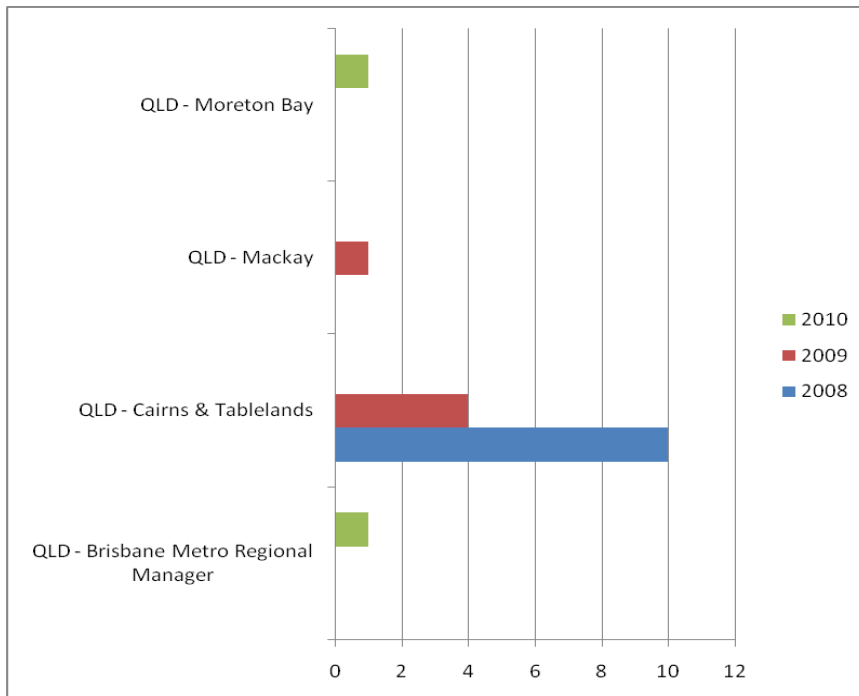
Northern Territory



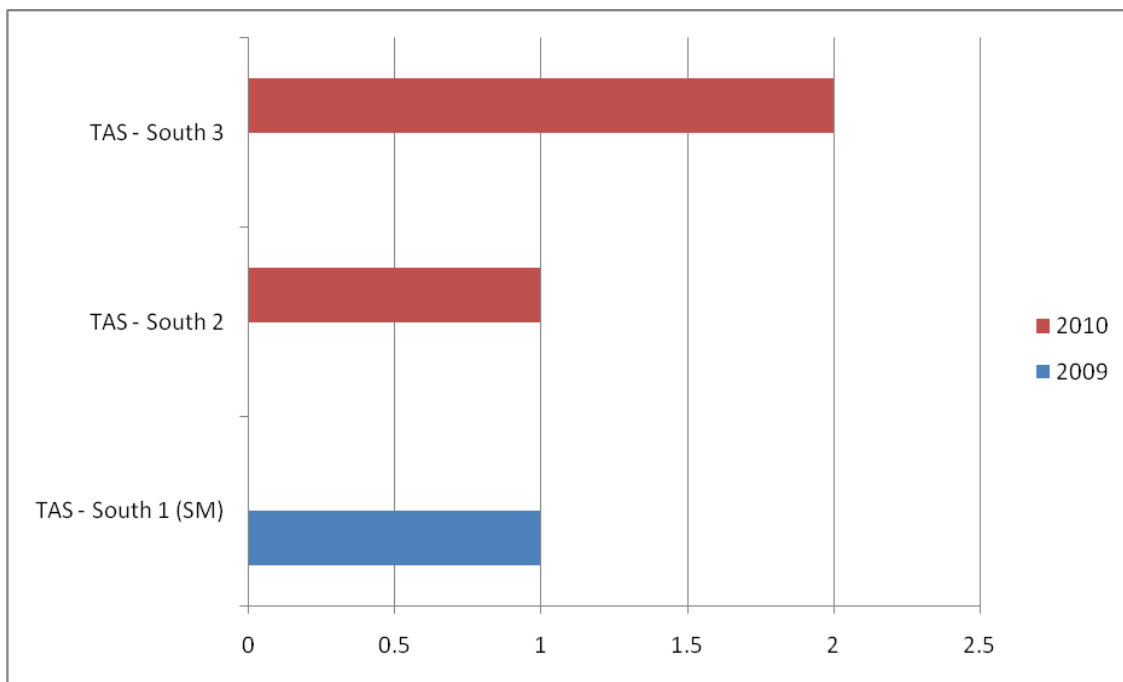
South Australia



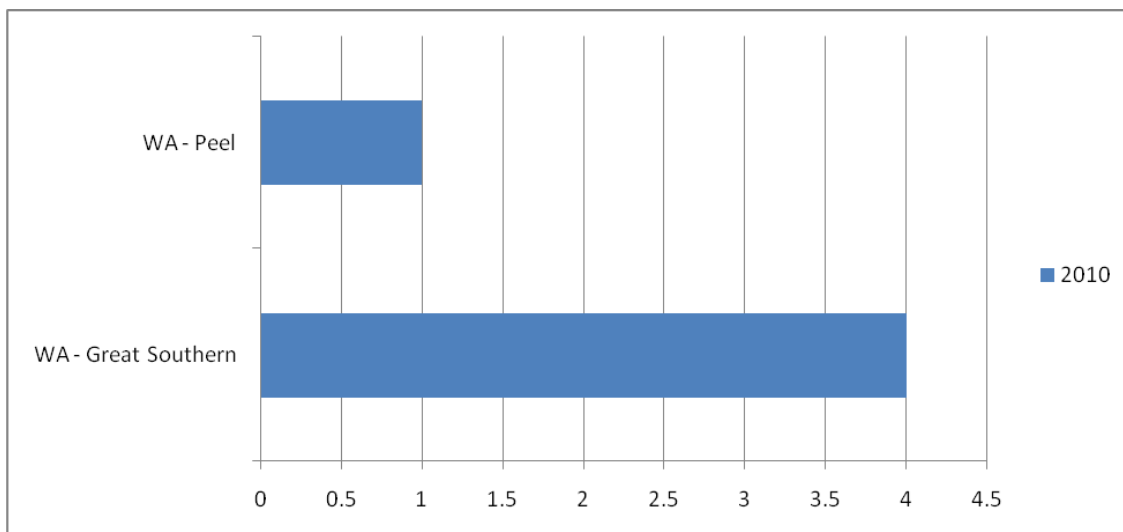
Queensland



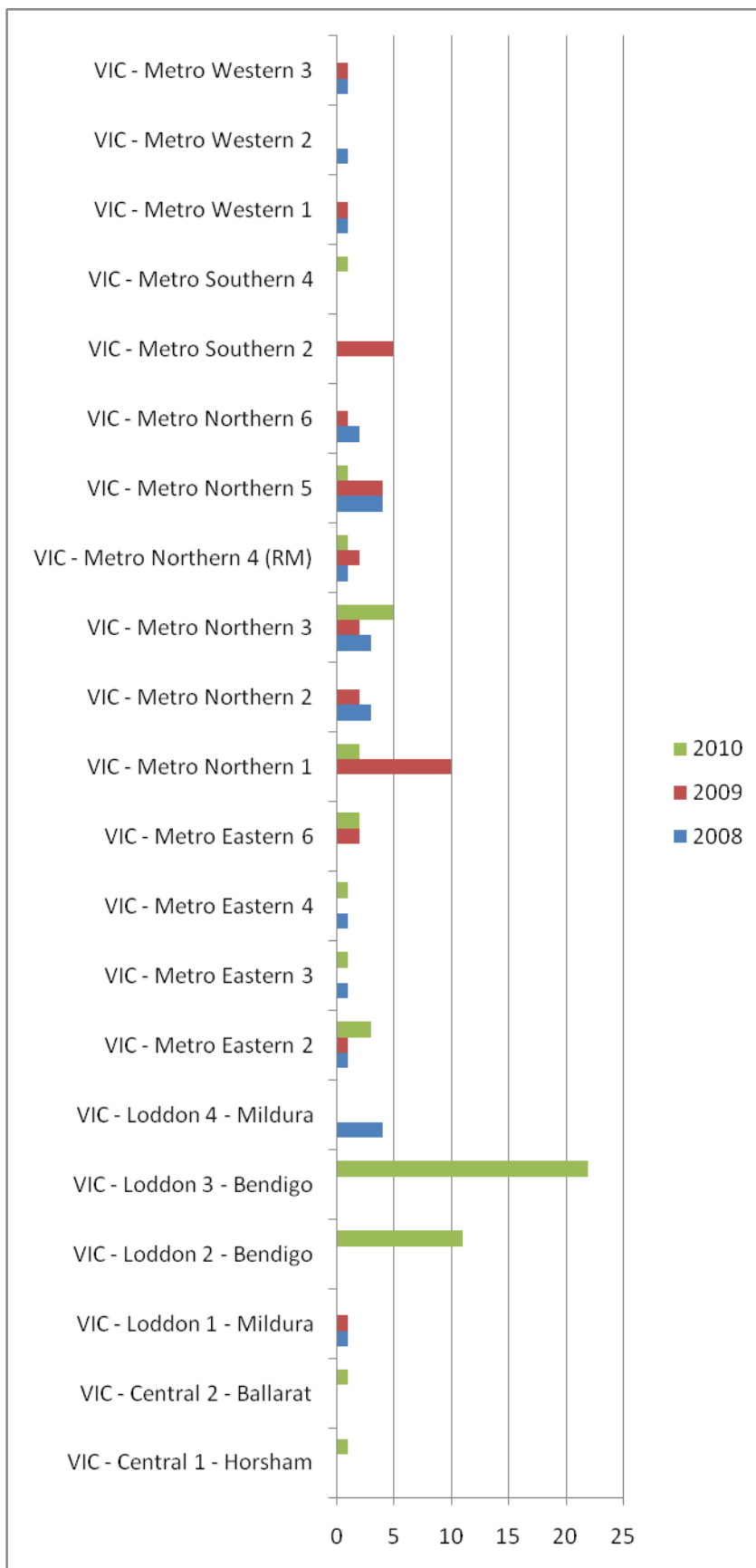
Tasmania



Western Australia



Victoria



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,



Kitty Chiller

Deputy General Manager
Active After-school Communities
T: 02 – 6214 7599
E: kitty.chiller@ausport.gov.au