



## Pathways to sport – Success stories

### Shellharbour Family Sports Expo

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:** Various

**Location:** Shellharbour, NSW

**Date:** Term 3, 2010

**Participants:** 400

**Transitions:** 37

#### Summary

In Term 3, 2010, a family sports expo was held in Shellharbour, NSW aimed at transitioning children and their families into sports clubs. The expo was part of a campaign driven by the AASC program entitled *Play for Life...Join a Sporting Club*.

In the Shellharbour area, there is a vast array of club sport and physical activity options. An event that showcases these providers was seen to be an excellent opportunity for parents to learn more about these options and sign their children up as new members.

The family sports expo featured 35 club stalls, demonstrations and practical opportunities to try out different sports and physical activities. The event was attended by over 400 children from 30 schools in the area. It also provided invaluable opportunities for local clubs to promote their sport directly to families.

#### Planning

An operational Special Initiative Grant distributed from the AASC program was used for venue and table hire, invitations and flyers.

Invitations were sent out to 62 clubs across 46 different sports. This initiative was the starting point of many newly established relationships between clubs and the AASC program. Many attendees and club representatives have since become involved in delivering AASC programs on a regular basis.

Club coaches and members were offered the opportunity to attend a Community Coach Training Program (CCTP) to further develop their skills and to gain qualification to deliver in the program. Clubs were also offered the opportunity to attend a sports administration workshop focusing on grants and volunteer management, through a partnership with Communities NSW and the AASC program.

## Outcomes

A total of 37 new registrations were collected by 13 clubs at the family sports expo. Those sports that received new registrations included martial arts, tennis, squash, skipping, BMX, cheerleading, golf and cricket. New involvement was also registered with a Zumba provider by three parents.

The family sports expo was an effective way of showcasing sport and physical activity opportunities available in the Shellharbour region to children and families. The expo allowed parents to attend with their children, explore the options available to them and sign up as new members if desired.

This style of event can include club information stalls, demonstrations by clubs and practical opportunities to try out different sports and physical activities (e.g. passing footballs through targets, mini modified games of lawn bowls, tennis).

For best results, this style of expo should take place leading into the main sporting seasons, before summer or winter registrations.



*President of Albion Park Crows Junior AFL Club, Craig Pusser, watches on as a youngster tries his hand at AFL.*

*AASC regional coordinator Tracey Mogensen worked to establish this pathway for children in Shellharbour into sport.*