



# BASKETBALL

## 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 \$600,000 of that being allocated to basketball 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 basketball 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 basketball and provide support for the sport's grassroots participation objectives.

### PERFORMANCE DATA

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

### Programs

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	548	544	-1%
VIC	513	575	+12%
QLD	301	353	+17%
SA	178	153	-14%
WA	156	202	+29%
TAS	69	71	+3%
NT	42	57	+36%
ACT	21	21	0%
<b>TOTAL</b>	<b>1,828</b>	<b>1,976</b>	<b>+8%</b>

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

The total number reflects an 8% growth on the previous reporting period. In percentage terms, this was a strong performance for all but two of the delivery areas – the 14% reduction in total programs in SA is the key result which does not conform to trend.

## Participants

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

State/Territory	2011/12 total	2012/13 total	Change +/-
NSW	15343	15614	+2%
VIC	12351	13983	+13%
QLD	8205	10472	+28%
SA	4351	3821	-12%
WA	4057	4988	+23%
TAS	1654	1544	-7%
NT	1631	2371	+45%
ACT	627	819	+31%
<b>TOTAL</b>	<b>48,219</b>	<b>53,612</b>	<b>+11%</b>

The total number reflects an 11% growth on the previous reporting period. Participant results mirror the performance of the total program data but also provide a clearer reflection of the impact the AASC has on the actual volume of participants with an increase of more than 5,000 extra children exposed to the sport.

## Coaches

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

Category	2011/12 total	2012/13 total	Change +/-
Sporting clubs	383	441	+15%
Community members	325	371	+14%
Internal (e.g. teachers)	308	325	+6%
Private providers	112	93	-17%
Students	137	148	+8%
<b>TOTAL</b>	<b>1265</b>	<b>1378</b>	<b>+9%</b>

The total number reflects a 9% growth on the previous reporting period. Of note is the growth in the number of community coaches delivering basketball who either represent sporting clubs or who are community members. This can be attributed to a proactive approach by the AASC to engage with sporting organisations and encourage basketball coaches to deliver AASC programs as a means to enable greater levels of transition.

## SUMMARY

This report is intended to provide a summary of the relationship between the AASC program and basketball in Australia. The data aims to show the value of the AASC program to Basketball 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 basketball after taking part in the AASC program or the true number of participants who attended each basketball session, it does clearly show an increased appetite for primary school aged children to play basketball. It also reflects the influence of the program to drive the sport at a grass roots level and provide access to a high volume of potential, long-term basketball participants.

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