

# Active after schools community programmes

**Providing children with access to free sport and other structured physical activity programmes and establishing links with community clubs**



<b>Location</b>	Across all states and territories in Australia
<b>Organisation</b>	Australian Sports Commission
<b>Start-end date</b>	2005–ongoing
<b>Target group age</b>	5–12 years old
<b>Reach</b>	Approx. 190,000 children per semester
<b>Partners</b>	National Sporting Organisations (NSOs), State Sporting Associations (SSAs), local sports organisations and clubs, local community organisations, schools and private providers
<b>For inspiration</b>	<a href="http://www.ausport.gov.au/participating">www.ausport.gov.au/participating</a>



## Summary

The AASC programme is run in more than 3,200 schools and after-school care centres in all states and territories, with approximately 190,000 children participating each semester. The programme offers up to 70 different sports and 20 structured physical activities for children to participate in after school.

“The AASC programme is so much fun.  
At first I didn’t want to go, but my teacher  
told me to come along and watch.  
When I got there, it looked like so much  
fun and I wanted to play. Now I love  
playing sports after school.”

Participant

## Keys to success

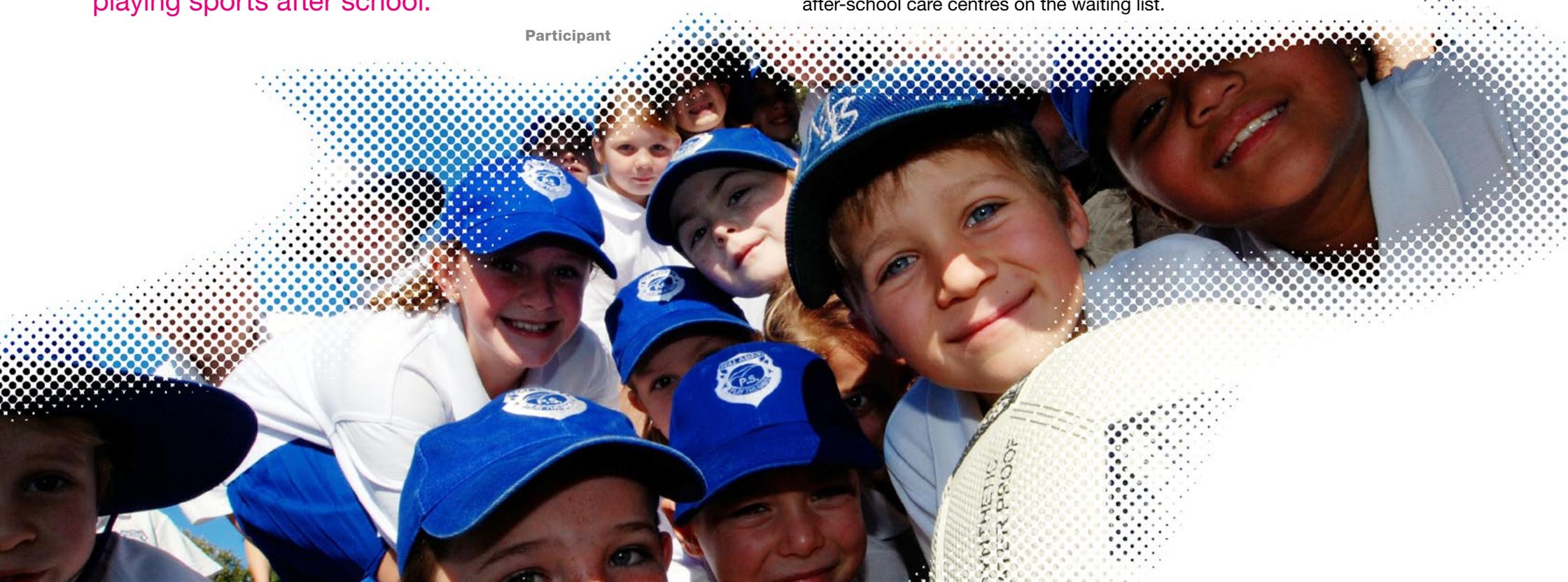
### Network of AASC Regional Coordinators

The Australian Sports Commission manages the AASC programme nationally through a network of locally based regional coordinators. These coordinators assist schools and after-school care centres to facilitate the programme, recruit and/or train community coaches, and work with local sports clubs and organisations to increase ongoing participation in junior sport.

### Community inclusion

The AASC programme is being delivered to approximately 3,254 sites during the first semester of 2013. 52% of sites are located in remote and regional locations; 33% of sites are located in low-socio-economic communities; 18% of sites are either special schools or schools that cater for special needs; and 6% of sites are located in Indigenous communities.

Over 54,000 community personnel have been trained as community coaches through the programme, and to date, there are approximately 600 schools and after-school care centres on the waiting list.



## Sport for All objectives

### Promote sport and physical activity

The programme aims to enhance the physical activity levels of Australian primary school children through a nationally recognised and coordinated programme. AASC introduces children to sport and other structured physical activities in a fun, safe and inclusive environment which is achieved through the “Playing for Life” approach to coaching. This is based on coaching that uses games rather than drills to introduce the principles of a particular sport or other structured physical activity to children. Approximately 190,000 children participate each term in more than 3,200 schools and after-school care centres.

### Support active societies

Primary schools and local sports clubs are at the heart of the AASC programme. The AASC programme began as a response to increasing sedentary behaviour and decreasing participation in physical activity amongst children. Mounting time and financial pressures on families makes it difficult for them to facilitate extracurricular physical activities for their children and declining daily physical education in schools has been seen due to the crowded curriculum.

### Improve public health and well-being

The programme aims develop in primary school children a lifelong love of sport that motivates them to stay active for life. As children across Australia are becoming less active and subsequently less healthy, it is important to expose them to sport and other structured physical activities as early as possible so they carry a positive attitude towards sport and physical activity into adulthood. This will help shape the future communities that they inhabit.





## How is the programme communicated?

The AASC programme recognises the need to use a variety of communication channels to reach the target audience. This includes use of the Internet, regional and state-based newsletters, fact sheets, flyers, posters, postcards, collateral such as show bags, stickers, tattoos and Frisbees, and the use of social media, which is currently being explored as a potential communication tool.

## How is the programme evaluated?

AASC regional coordinators regularly monitor the quality of the programmes being delivered in their region to ensure that sites, clubs and community coaches are working towards achieving mutually beneficial outcomes.

At the completion of each semester, participating sites are required to complete a Programme Feedback Form (PFF) to provide information on the programmes being delivered. This information includes feedback on the quality of their coaches, the number of transitions and the acquittal of grant funding. The PFF also provides sites with the opportunity to provide feedback on their local AASC Regional Coordinator.

Additionally, the AASC programme commissions an external consultant to conduct an independent evaluation of the programme. This research has shown that the AASC programme is achieving all of its objectives.



## Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



### Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



### Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



### Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



### Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



### Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

## Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

**Get inspired** by more than 45 projects around the world

**Learn more** about best practices with our toolkit

**Create your project** based on proven academic research and experience of organisations

**Share your experience** and lead the way to inspire more projects

**Connect with a vast network** fueled by inspired partners

### Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  [www.olympic.org](http://www.olympic.org)
-  [activesociety@olympic.org](mailto:activesociety@olympic.org)