

Notes on ASC Participation and Sporting Schools Workshop, Sydney, Tuesday 26 August 2014

OA rep: John Harding

1. Introduction by Anthony Moore, General Manager, Participation and Sustainability Division, ASC (leaving in 2 weeks to become CEO of Basketball Australia):

- Sees main job of the ASC Participation and Sustainability Division as helping sports work better as businesses
- Reduction in staff of 75. Andrew Collins' branch has been broken up
- Sue Marriage, Head of Sport Participation Branch (Participation + Sporting Schools); Paul Weather, Head of Sports Insights Branch (research activities); Geoff Howse, Head of Sports Governance Branch
- Active After Schools has evolved after 10 years to Sporting Schools, with \$30 million per year available to schools to contract sports to run Sporting Schools activities, before, during or after schools
 - targets 5-12 year olds in 5000 primary schools and 13-17 year olds in 80 schools
 - school principals will decide which of 35 sports will be offered contracts to provide programs
- Issues why the ASC participation strategy has changed
 - the participation landscape has changed
 - growth in self-organised activity: eg. People go in fun runs instead of joining an athletics club, or get a group together for a cycle weekend.
 - competition is not the main driver
 - how kids use their spare time has changed considerably: 77% watch TV, 72% on the internet, less than half play sport, one third do cooking, another third do reading
 - barriers to participation in sport: issues around the fixture; family; finances; facilities and accessibility.
- ASC Participation pillars:
 - improve NSO capability to lead (governance, technology, innovation)
 - focus on children 5-12 and youth 13-17
 - accurate reporting of participation data, with an independent national data collection
 - public advocacy of the benefits of sport by all partners
 - sports becoming more relevant to the customer base
- Sports need to grow their customer and sponsorship income base through:
 - talking to a broader audience
 - collaborating with like organisations (eg. Rogaining, adventure racing) to offer both sponsors and potential new participants a much bigger pool

- determine what products should be taken to the broader market/customer base and work out how to deliver it/them

- There was a Participation workshop at the Commonwealth Games. The Wales government sport funding body had a simple model. If a sport continued to grow, it would continue to receive funding. If a sport had a drop in its numbers, then its funding was cut.

2. Sporting Schools overview by Sue Marriage

Sporting Schools is a partnership between ASC and Department of Health and called a sport-based physical activity

- focus children (primary 5-12) and youth (13-17)
- encourage more children to participate more often through both traditional and new sports products
- develop skills and good habits that underpin lifelong physical fitness

Changing landscape in 2014

- participation plateauing and changing focus
- dropout rates a systemic issue
- sports want to experiment on product and delivery approaches instead of being locked in to the Active After Schools model
- 2014 health issues for school children: health not improving, mental health issues, motor skill development needs improving, teachers lack training and confidence
- 300,000 babies born in 2013 and 30% will be overweight/obese by their teens
- age of i-kids
- Sport needs to connect, challenge, capture and convert

International programs

- Active At School (NZ)
- Active Schools (Youth Trust, UK)
- Healthy Active Kids (Canada): most similar to Sporting Schools concept

Goal

- A positive Sporting Schools involvement in primary school that continues into high school

An evaluation of AASC found that what was needed was

- Access more children with more schools

- Increase grant funding to schools
- Expand delivery options from after school to before, during or after school
- Diverse core resources
- Respond to drop out rates

Why Sporting Schools?

- More targeted sport program
- Support development of sports (youth and community products, organisational capability and capacity)
- Strengthen links between schools and sports to increase participation
- Foster sporting communities
- Longer term sustainable program (3 year funding)

Funding

- \$110 mill over 2.5 years from Jan 2015
- fund 5700 schools and reach 8000 schools
- \$29.3 mill in grants for schools
- \$2.3 mill in seed funding for sports products
- \$2.4 mill in support resources (school and coach recognition packs)
- Job ads this week for Sporting Schools staff
- Sporting Schools website development between now and November

Schools engagement

- Each school registers to be part of the Sporting Schools network
- A registered school can then go to the Sporting Schools website and then link to each NSO and choose which they want to contact and engage to run a program

NSO engagement:

Initial

- 35 NSOs out of 68 sports will be offered the opportunity to become a recognised Sporting Schools delivery partner
- engage coaches to be part of the coaching network

Progressive

- contribute to program content
 - new curriculum
 - train coaches

Fully engaged

- deliver regular sport based programs and additional club based activities
- innovative programs/products

Value statements

- all Australian school children offered a sporting chance
- strengthening capability of the sports sector, to, in turn, offer the skills based activity to children before, during or after school
- a positive sporting experience is the desired outcome of all Sporting Schools program sessions
- all Sporting Schools coaches/organisers must be accredited and pass the relevant Working With Children police and other checks

Benefits (for orienteering) include

- increased awareness by schools, teachers, students and parents of orienteering
- new coaches from teaching staff. Hopefully the Education Departments will make becoming an accredited Level 0 or Level 1 orienteering coach part of their recognised professional development
- new student and parent participants
- development of new orienteering products to engage 5 to 12 year olds
- Sporting Schools resource hub on the OA website
 - Level 0 manual and training modules for ages 5-8, 9-12, and 13-17
 - how to do a school map or contract an orienteering mapper to prepare one
 - beginner videos and guides
 - how to find out about local orienteering events and club
- Schools contracting orienteering clubs/associations to run Sporting Schools orienteering which may then lead to ongoing school-club relationships
- Flexibility: a sporting schools contract might be for 1 session, a 4 week or an 8 week program (for example) for delivery before, during or after school.

Next steps by ASC:

- ASC engaging in discussions with NSOs this week, with state sport and rec departments next, then with state education departments.
- ASC will send out workshop notes next week from the Sydney and Melbourne workshops
- ASC will set up a reference group of about 8 NSOs for ongoing development work
- Another major workshop in a few months
- ASC will be emailing existing AASC providers with an update when details are worked out

Next steps by OA:

- Seek input from OA Board
- Meet with Bert Elson, Chair, OA Development Committee on 2 September and develop an agenda for a Development Committee workshop in Perth on 29 September.
- Agenda for Development Committee meeting sent out to Committee members and states
- OA Board meeting on Wednesday 17 September
- OA Development Committee meeting to workshop Participation and Sporting Schools strategies and projects in meeting room 100.322:MC, from 1pm to 4pm at Curtin University on Monday 29 September after the Australian Sprint Orienteering Championships
- Update OA Strategic Plan to include new strategies targeting children and youth