

SPORTING *Schools*

CLUB CONNECT PROGRAM INSIGHTS



Australian Government
Australian Sports Commission



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Data and insights in this summary have been drawn from participating schools, national sporting organisations and clubs reporting.

Program overview

Sporting Schools Club Connect was a grant opportunity designed to enable primary schools to build on their involvement in the Sporting Schools program by establishing and building on relationships with local sporting clubs.

The focus of the initiative was to support primary school students to transition from a school-based sporting program to participating at their local sporting club, promoting a lifelong engagement in sport. The grant opportunity funded 533 schools, 212 in terms 3 and 4 2021, and 321 schools in terms 1 and 2 2022.

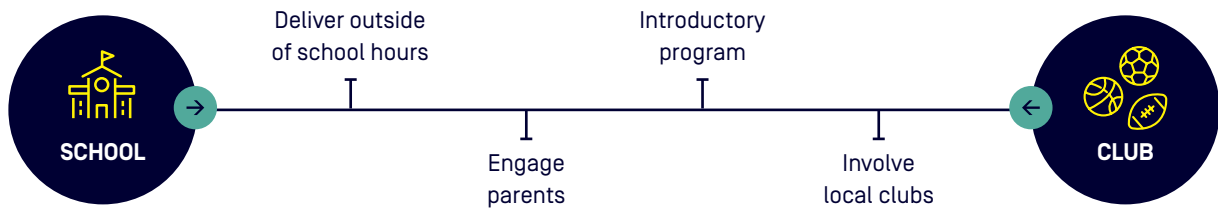
Partnership approach

The ASC partnered with 30 Sporting Schools national sporting organisations who had products and services that supported connections between schools and clubs.



Program parameters

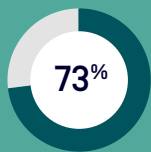
The Club Connect parameters describe the characteristics of activities which were designed to enhance opportunities for transition to occur.



Program impacts

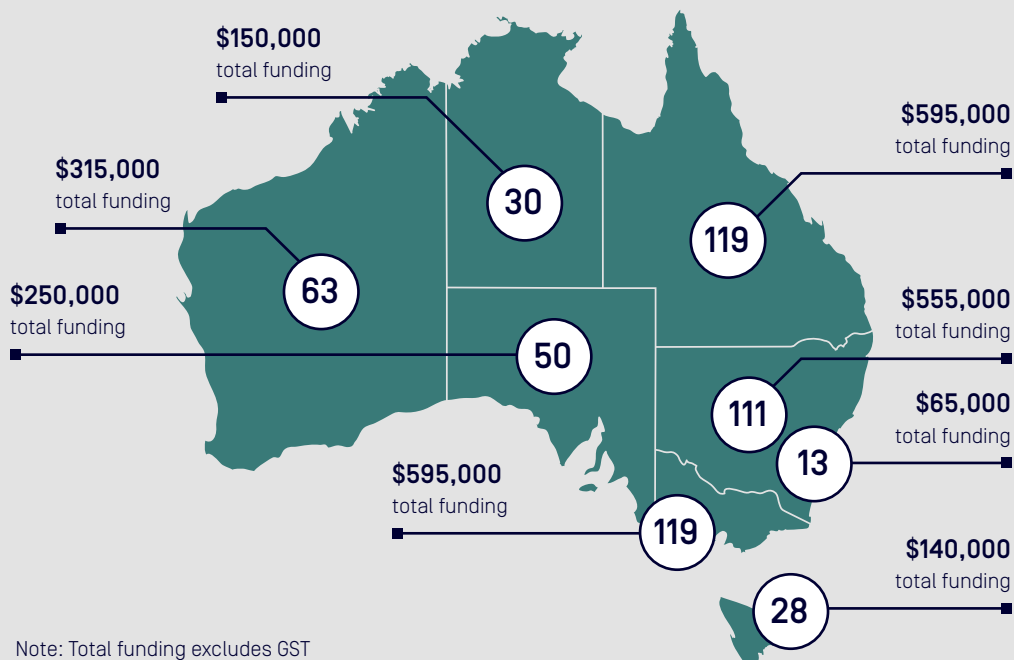


533 SCHOOLS RECEIVED A GRANT



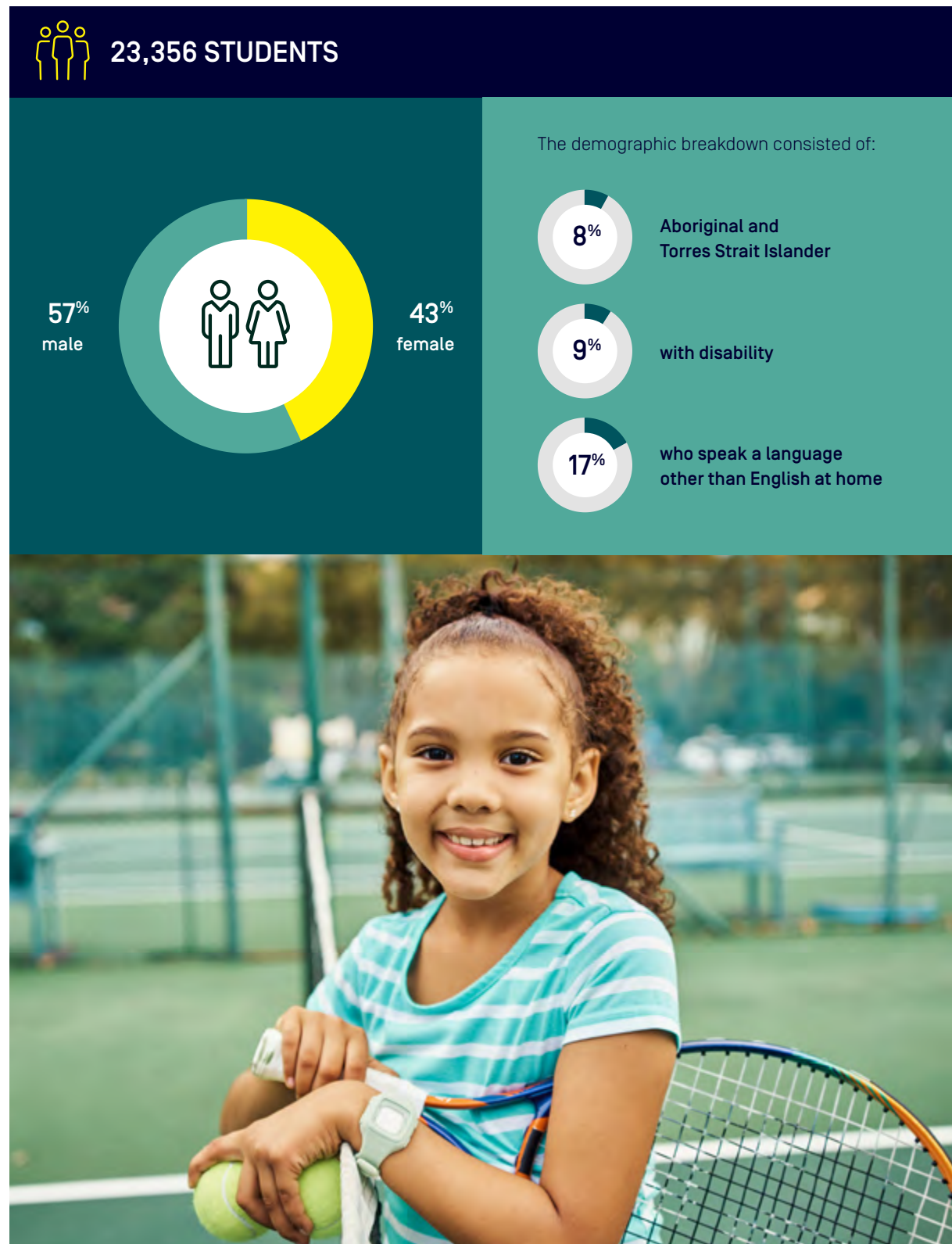
delivered a program

[27% were impacted by COVID-19 or the chosen sport couldn't fulfil the booking]

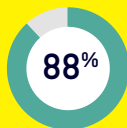


Note: Total funding excludes GST

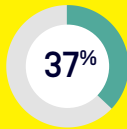
PROGRAM REACH



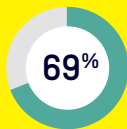
PROGRAM DELIVERY



of programs delivered
after-school



of schools offered
more than one sport



booked directly
through NSO

Those who engaged directly with a club did so primarily because they had a pre-existing relationship with the club.

TOP 5 SPORTS (2021-2022):

1

Football (soccer)



2

Netball



3

Aussie rules



4

Tennis



5

Cricket (2021)



5

Basketball (2022)



of students had experiences that exceeded their expectations

Schools reported that Club Connect had a strong impact on:



increasing physical activity



improved sport skills



student wellbeing and
mental health



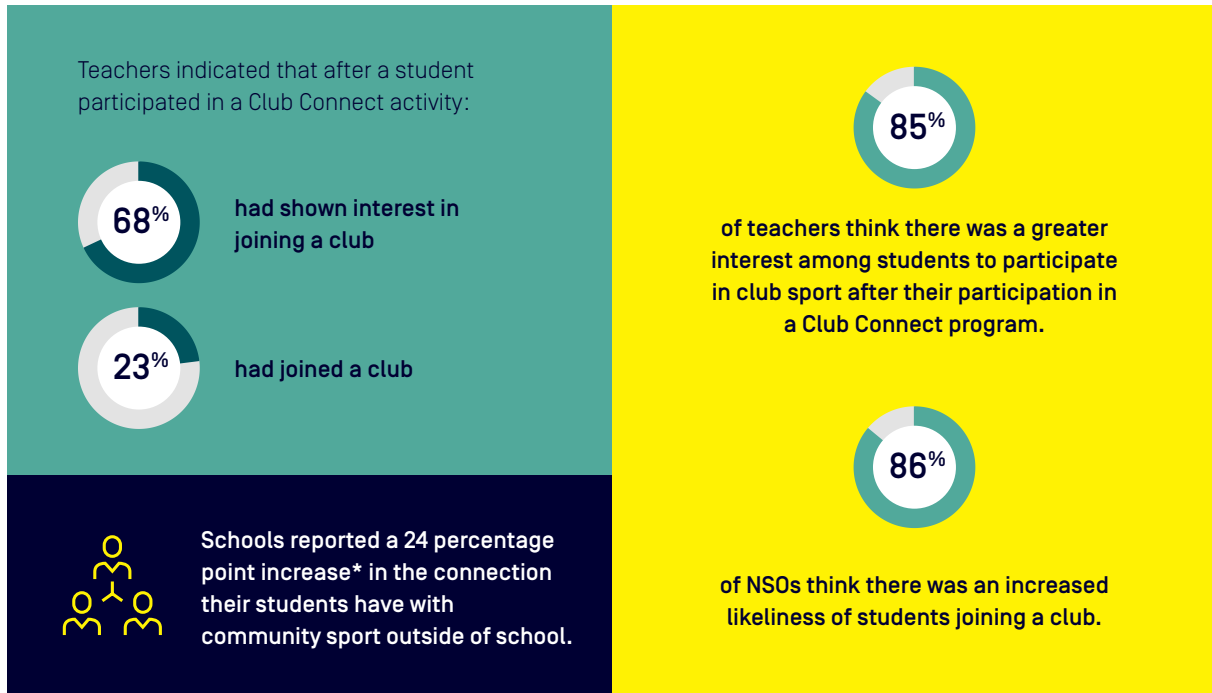
better school attendance



access to sporting equipment



THE PROGRAM HELPED TO INCREASE THE NUMBER OF CHILDREN PARTICIPATING IN CLUB SPORT






BARRIERS TO TRANSITION

NSOs reported the following barriers to transitioning from a school-based sporting program to participating at their local sporting club:

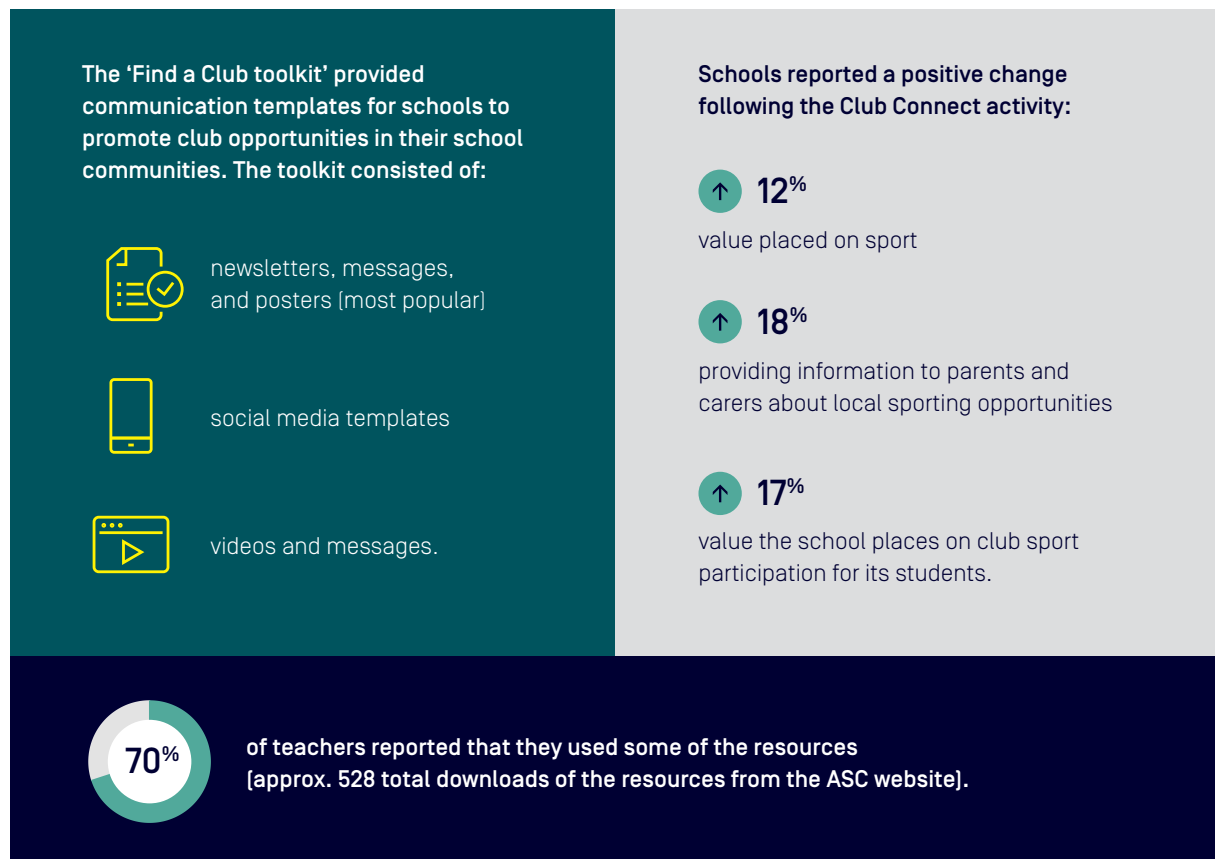
- Club Connect activity being delivered outside of the sport season
- limited opportunities at their local club to accept new members
- effectively communicating with parents.

WHAT IMPACT DID CLUB CONNECT HAVE ON STUDENT PARTICIPATION IN CLUB SPORT (AS REPORTED BY THE TEACHER)

% of students participate in club sport	Pre-delivery	Post-delivery
31-60% [average]	35%	39% 
61-80% [high]	13%	18% 
81-100% [very high]	2%	4% 

*increase is calculated on difference of schools reporting 7 or higher on a 10-point scale, before and after the program.

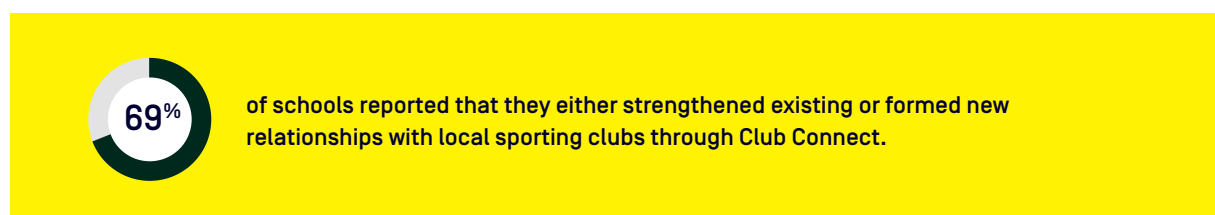
THE PROGRAM AIMED TO RAISE AWARENESS OF LOCAL CLUB SPORT OPPORTUNITIES AMONGST THE SCHOOL COMMUNITY AND PROMOTE THE BENEFITS OF SPORT TO PARENTS AND CARERS



THE PROGRAM AIMED TO BUILD RELATIONSHIPS BETWEEN SCHOOLS, PARENTS AND CARERS, AND LOCAL SPORTING CLUBS

NSOs confirmed that delivery out of school hours supported parent engagement, albeit limited, and club connection as it enabled:

- students to be introduced to and access their local club; and
- direct communication with parents (during pick up/drop-off) and opportunities to get them involved in the sport.



*increase is calculated on difference of schools reporting 7 or higher on a 10-point scale, before and after the program.

THE PROGRAM INVOLVED ENGAGING LOCAL CLUBS IN THE DELIVERY OF CLUB CONNECT ACTIVITIES

Clubs reported that Club Connect supported students to join or show interest in club opportunities, and the primary factors that supported this were:



positive coaching experiences



clubs being able to access a school network



developing an in-person connection with schools and parents.

Teachers, NSOs and clubs reported two key factors that influenced transition:



Quality coaching



Club involvement



Feedback from schools

- 1 Due to location and low socio-economic area, there are little to no opportunities for our students to partake in after school sports opportunities. Club Connect allowed them to do so. It also allowed parents to connect with other parents who discussed options for car-pooling to get students to 'town' for competition, training opportunities in the future.
- 2 The program was a huge success from our end. We had an incredible response with over 50% of our school being involved in the after-school AFL program. The most pleasing result was by the end of the program, we had 14 students from our school join the local football club.
- 3 We applied for surfing and mountain biking. Through this we were able to expose lots of students to a sport that they had never participated in before. The kids loved the sports they participated in, and lots have gone from having never even considered the sport to wanting to participate in it on a regular basis. Through this program we formed a connection to the surfing club and strengthened our relationship to the mountain bike club. This has led to other collaborative programs between our school and the mountain bike club, and I am confident our relationship will continue to grow resulting in more opportunities for our students.



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