

Australian Sports Commission Sports Leadership Program

Case Study- Young Women Leading the Way



Australian Government
Australian Sports Commission

In 2005 CMYI applied to the Australian Sports Commission to secure funding for a Sports Coaching Program for young women from CLD backgrounds. The aim of the program was to target young women who were already actively participating in sport and equip them with skills to become sports coaches and peer leaders in their local community.

After contacting a number of schools to see who would be interested Pascoe Vale Girls Secondary College were keen to implement the program.

The issues

Research conducted by CMYI (Sport: Creating a Level Playing Field, Wilson 1998) found that young women want to be active, however lack of appropriate programs and coaches present as a barrier to some communities who view gender specific programs as culturally necessary.

A lack of culturally sensitive staff in State Sporting Associations and Clubs also mean that programs often struggle to engage newly arrived communities.

Sporting environments can often seem unfamiliar, at times unwelcoming and sometimes perceived by new communities as discriminatory.

The strategy

It was decided to engage 3 sports for the program. These were Soccer, Basketball and Netball. Soccer and Basketball were chosen because they are sports that are well known within CLD communities. It was decided to include a sport like Netball, which needed to increase its profile within ethnic communities.

We anticipated that our target audience would come from the school environment, and that the program would be run at school and during school hours. This made it easier to engage the young women as it meant that young people were not expected to find transport to a separate venue either after school or on weekends. Parents also felt comfortable with the fact that the school was supporting the program.

We did not want the young women to miss out on too much of the school curriculum so we set a 2 day time frame for the delivery of the program.

We contacted SportEd who came in on the first day to deliver the General Coaching Principles, which was based on invasion sports. On the second day each sport had two school periods to deliver and assess the sport specific content.

At the end of the program the young women were presented with a Level 1 in Soccer Coaching and a Level 0 in Basketball and Netball.

Centre for Multicultural Youth Issues

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Quite unintentionally the City of Moreland contact CMYI to assist them with their project. The City of Moreland applied to the Australian Sports Commission and received funding to the Get Active Program (GAP). GAP is designed to engage young women who are inactive in physical activity.

CMYI and the City of Moreland approached Pascoe Vale Secondary College as joint partners with two programs that complimented each other.

The newly trained coaches will now assist the City of Moreland to deliver the GAP program in the school.

The Challenges

- Most schools have a full curriculum and program schedule so it was difficult to try and find a date that suited everyone.
- While we felt that the General Coaching Principles delivered by SportEd was sufficient, Basketball and Netball were not able to give the participants a Level 1 Coaching Certificate because they did not complete their own General Coaching Principles.
- We also found that 3 sports in one day were too many.
- While we would have like to add in a first aid component we found that this would have made the program too long.

The Outcomes

- 20 young women all qualified as coaches.
- A good relationship was developed between the school and the organisations involved in the program.
- The young women enjoyed the program.
- The young women gained new leadership skills and confidence.
- The participants were able to receive a qualification from the program.
- The school has now implemented a "Sports Leaders" role. These young women will be responsible for the loaning of sports equipment to students during lunchtime.
- The participants gained an understanding of the coach's role in a team.
- The young women received coaching knowledge in more than one sport.
- The participants were linked into another ASC funded project, which is also running at the school.

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