

Reviewing the effectiveness of participation projects

The Australian Sports Commission-funded participation funding has now been in place for several years. This funding has been valuable in establishing new programs and is likely to have contributed to the substantial growth we have seen in overall participation over the last 5-6 years.

The funding has also given us the ability to experiment, and to commit to activities for a sufficiently long period to establish them. (The availability of external funding has also reduced the need for states to invest their own funds in developing participation). We know that some of the projects were not ultimately successful but would have known this without trying them.

The projects have now been going for long enough that we should be in a position to evaluate (at least for the earlier-established projects) which projects have been a success and which ones have not.

Evaluating participation projects now will enable us to have a better idea of which types of projects have the greatest likelihood of success. With the recent reduction in ASC funding from \$200,000 to \$100,000 per year, we will need to target funding more tightly than has been necessary in the last few years. We are also conscious that a lot of the “low-hanging fruit” has been part of projects which have been funded in the last few years, and that we may need to be more imaginative with future projects.

States are asked to be prepared to discuss the success of those projects which have taken place in their states. In this context, success can be considered in a number of forms, of which some could be:

- The number of people who took part in the activities covered by the projects.
- The extent to which people who entered the sport via the projects have transitioned to a deeper involvement in the sport (e.g. by becoming a member or participating in other types of events).
- The extent to which the activities have become self-sustaining and financially viable without requiring further external funding.

Those states which have carried out their own participation projects (e.g. new event series) outside the ASC-funded programs are also welcome to provide information on those projects.

States are also asked to give some thought as to where they see remaining unfulfilled needs in the area of supporting participation.

Blair Trewin
President
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