

A Review of ATFCA Level 1 and Level 2 Coaching Course Attendance: 2008-2009

As a service provider, it is important for our ATFCA state branch to know who are our clients and by constantly reviewing course feedback and listening to participants, this helps to correctly structure and deliver courses close to candidate expectations.

Using data shown on all application forms, virtually all applicants noted their main association with the sport. These usually included schools, Little Athletics and Athletics Victoria. The few applications that left this section empty were not included in the total. The applicants listing other connections (i.e. fitness industry) were below 1 percent.

L1 Courses – 2008-09:

Schools/ PE staff:	4%
Senior club coaches and athletes:	49%
Little Athletics coaches:	47%

L2 Courses – 2008-09:

Schools/ PE staff:	11%
Senior club coaches and athletes:	62%
Little Athletics coaches:	27%

A Review of Attendance at the May 8-9 ATFCA Level 2 Course:

L2 Course – 8-9 May 10

Schools/ PE staff:	18%
Senior club coaches and athletes:	54%
Little Athletics coaches:	28%

Observations

The two main client groups for the Level 1 courses have been AV Clubs and VLAA centres at virtually 50-50. However for the Level 2 courses, this changes so that AV Clubs feature at about 2-1 compared to VLAA Centres. Both sources continue to be hugely important clients with schools a distant third. The recognised steady shift of VLAA coaches, along with their athletes, into the VLAA-AV transition may be reflected in these figures.

The most recent L2 (May 8-9) shows a significant decline in AV Club applicants (-8 percent) which may result from our limited advertising without AV's traditional support.

VLAA Centre applicants remain steady at about 28 percent with a sharp increase by applicants associated with schools.