



**Gymnastics**  
Australia

KinderGym  
Start Here, Go Anywhere  
Building a More Active Australia through Physical Literacy

**Project Final Report**



The Move It AUS - Participation Grant Program provides support to help organisations get Australians moving and to support the aspiration to make Australia the world's most active and healthy nation.

The objectives of the Program are:

- Getting inactive people moving in their local community
- Building awareness and understanding of the importance of physical activity across all stages of life
- Improving the system of sport and physical activity by targeting populations at risk of inactivity, across all life stages
- Delivering ongoing impact through the development of sector capability

## Overview

In 2019 Gymnastics Australia (GA) was successful in receiving funding to further develop KinderGym program nationally.

KinderGym is a movement program for children 5 years and under and their adult caregiver. The program is designed to develop the whole child - socially, emotionally, cognitively, and physically and is conducted in a safe, structured, and multi-sensory environment.

The KinderGym philosophy is to:

- Positive movement experiences can influence a child's outlook on physical activity for life
- It is possible to assist in the development of the whole child by providing an environment where the child may creatively explore and practise skills safely in order to increase selfconfidence and self-esteem.
- The provision of a fun environment in which a child and caregiver may play together is worthwhile.

The KinderGym program aims to establish a physical activity 'mindset' and physical literacy understanding in parents of pre-school aged children, implement the physical literacy standard and set children on a lifelong path of physical activity and deliver on the Sport 2030 vision and plan to build a more active Australia

### Project Goals:

1. Establish a physical activity 'mindset' and physical literacy understanding in parents of pre-school aged children.
2. Implement the physical literacy standard and set children on a lifelong path of physical activity
3. Deliver on the Sport 2030 vision and plan to build a more active Australia

### Project Objectives:

1. Increase the awareness of KinderGym as a fundamental movement program for children from 0-5 years
2. Provide opportunities for coaches and clubs to grow KinderGym programs
3. Reduce the barrier of cost and location as a limiting factor of participation in physical activity programs
4. Create KinderGym advocates within childcare, maternal health, and physical activity environments
5. Upskill parents to be the champions of physical activity and physical literacy with their children



6. Review the coach accreditation framework for KinderGym
7. Develop a workforce attraction and development plan to increase the number of KinderGym deliverers
8. Deliver a national marketing and communication strategy and associated initiatives to increase the awareness of KinderGym as a fundamental movement program available to all children
9. Provide a pathway to physical activity in school
10. Build a network of organisations that specialise in providing services to pre-school aged children where Gymnastics Australia can promote the physical literacy message and associated programs.

#### Project Outcomes:

1. Deliver a licensed product and associated delivery frameworks at a subsidised cost
2. Deliver a marketing strategy that underpins the success of the program nationally
3. Increase the number and quality of coaches and instructors
4. Increase the number of participants in formal and informal KinderGym programs
5. Increase the number of physical literacy champions amongst the young-parent cohort

#### Funded Deliverables:

1. Engage at least 24,000 participants in the KinderGym program over a 6-month snapshot period (Jan – June 2021).
2. Provide resources to caregivers to increase their understanding of the importance of physical literacy including a web presence with a series of informational video's.
3. Provide resources to caregivers to increase their understanding of the importance of the KinderGym philosophy which includes the caregiver/s.
4. Provide a subsidy to existing clubs to deliver the program at a subsidised rate.
5. Increase the capability for additional affiliated clubs to adopt the KinderGym program.
6. Coach education and development opportunities linked to physical literacy standards.
7. Educator training and workforce growth including online delivery (increase reach and sustainability)
8. Marketing and communication strategy which includes a national digital campaign with a professional TVC.
9. Revised delivery frameworks for clubs to increase their exposure to potential and new KinderGym participants (and their parents).
10. Partnership opportunities to increase the awareness of the KinderGym program in early learning programs within local communities.

To ensure GA could deliver on the national funded objectives, the affiliated state and territory associations (STAs) were invited to submit funding applications based around the GA project objectives. The funding helped provide opportunities for state-based participation initiatives that contributed to the overall national KinderGym objectives. Whilst all states and territories supported the project, only seven (7) submitted funding applications aligned to the funded deliverables.

Initially this project was planned to be completed by June 2020, but due to the COVID-19 pandemic and subsequent closure of the sport of Gymnastics, the project duration and deliverables were postponed 12 months in consultation with Sport Australia.





### *Flyaway KinderGym – VIC*

With Flyaway Gymnastics Club's recent implementation of the KinderGym project they have recognised the importance and value of the program. Flyaway Gymnastics has approximately 100 participant families connected to the KinderGym program and have reached out to an additional 50 participants, encouraging them with the use of activity balloon balls and cards to get more kids and families connected to gymnastics and the club. KinderGym acts as the main drawcard for getting members into gymnastic clubs and subsequently growing other programs as well with a pathway which helps grow gymnastics as a whole.

Flyaway Gymnastics has made use of funding by having additional KinderGym coaches accredited as well as getting new equipment which relieved waiting lists for people wanting to join the program and helped make the program more engaging. The new equipment purchased has given a whole new look to the program, with the Flyaway KinderGym coach Goele suggesting "it's just not the same without it". Feedback received from families after Flyaway's KinderGym 'come and try sessions' was overwhelmingly positive with many families understanding first-hand the true value that gymnastics programs can offer. After these session many families then signed up for the ongoing program.

The connection that Flyaway KinderGym classes have with local day-care classes allows busy families to have their children enjoy the benefits of the program as part of their hours at day-care. KinderGym has helped Flyaway to connect with kids that have families that are of a low socioeconomic background. Flyaway's KinderGym funding has given families gym activity cards and balloon balls which can help these families stay connected to gymnastics from outside the club.

This strategy has helped relieve the stress on families that are unable to attend all gymnastic classes as well as those from lower socioeconomic backgrounds.

Additionally, Flyaway's KinderGym program has forged connections with family care centres which allow struggling families to seek financial help. The fact that 'word of mouth' was the most popular way people found out about the KinderGym program at Flyaway suggests that not only do people love the program, but they also recommend it to others to join.

Despite the significant impacts of COVID-19 on the community over the last two years, participation rates have still been rising since 2019 with the club now having 185 KinderGym participants.



## Funding Effectiveness on KinderGym Membership Nationally

Statistics over the period of 1 January to 30 June for 2019, 2020 & 2021.

The table below outlines the KinderGym membership numbers for 2019, 2020 & 2021. Due to the COVID-19 pandemic in 2020 and many affiliated clubs being closed for a significant portion of the year, the 2019 numbers are used in the final comparison.

STA	2019	2020 (COVID-19)	2021	Increase from 2019	Increase from 2020
ACT	987	615	1,277	29%	108%
NSW	7,777	6,340	12,082	55%	91%
NT	152	145	210	38%	45%
QLD	5,120	3,773	7,213	41%	91%
SA	3,521	2,990	3,543	1%	18%
TAS	677	380	618	-9%	63%
VIC	6,528	4,742	8,060	23%	70%
WA	1,560	1,573	3,324	113%	111%
<b>Total</b>	<b>26,322</b>	<b>20,558</b>	<b>36,327</b>	<b>38%</b>	<b>77%</b>

The percentage growth in the KinderGym program from 2019 to 2021 is 38% nationally, with 36,327 children participating in the program.



### *Circular Head Gymnastics Club – TAS*

Circular Head on the remote West Coast of Tasmania only started back up offering Gymnastics programs in 2018 and are located in an area of great social and economic deprivation. They attend the GT congress and signed a KG provider agreement and saw KG as a great program for young, struggling families. This KG program continued through the lockdown/closure period where the restrictions disproportionately impacted on lower socio-economic groups and they were able to continue to engage with this young families and children, many of whom would have been in a casual workforce and the strain felt. The providing of the collateral KinderGym T-shirts has great benefit for children and young families where new and dissertational clothing is a luxury.



## Gymnastics Australia Project Activities

Gymnastics Australia, as a national supporting organisation operates under the following guiding principles:

- **Enable:** We enable success at all levels within gymnastics, from the individual athlete and club, through to our technical members and volunteers. We support our State and Territory associations to deliver services and develop our sport at a local level.



- **Insight:** We provide insight into the sport, health and education sectors and the national and international gymnastics landscape for the development of gymnastics as a sport and providing physical activity and fundamental movement opportunities for people of all ages and abilities.
- **Oversight:** We provide oversight of our sport ensuring we align with gymnastics internationally and ensure alignment between States and Territories.
- **Govern:** We govern our sport at a national and international level and use our influence within the broader sport, health and education sectors to develop our sport and opportunities for our members.
- **Facilitate:** We facilitate opportunities for collaboration and alignment between GA and the States/Territories. We provide a framework to ensure national consistency of delivery.

These guiding principles ensures that Gymnastics Australia can develop national programs and initiatives and deliver on national projects that benefit sport whilst working collaboratively with the states and territories who deliver programs at a local level.

Gymnastics Australia focused on national interventions to achieve the project goals and funded deliverables through the following mechanisms:

- Marketing and promotions
- Programs and community awareness
- Education and accreditation

#### Marketing and Promotional

The KinderGym logo was reviewed and refreshed to ensure the brand was clearly associated with Gymnastics Australia. State and territory versions were also created to be used by the related associations.

GA engaged NewsCorp for a 3-month digital national marketing campaign via NewsXtend from 11 January to 27 April 2021. A series of KinderGym images and captions were provided for social media and a news story was developed each month to target young caregivers and provide information outlining the importance of early childhood development. The overall campaign had a total reach of 10,152,365 impressions/views by individuals on Facebook. Those impressions/views generated 147,313 clicks though to the GA website to find more information or to view the club finder looking for program locations nationally.

In December 2019, at the Melbourne Gymnastics Centre in Windsor, a promotional ad was recorded by CMS Australasia and a suite of photos taken by a professional photographer to ensure the availability high quality marketing collateral. These have been used as part of the digital marketing campaign.

A national marketing toolkit and a series of collateral outlining the importance physical literacy and fundamental movements was developed and is available for affiliated KinderGym clubs to access via the GA resource portal. The KinderGym marketing collateral was made available in in January 2021 and since then, 543 downloads have occurred by affiliated KinderGym clubs and state/territory staff.

10,000 KinderGym branded t-shirts were designed, printed, and distributed to state and territory associations for activations and promotional purposes to help build brand awareness of the KinderGym program in local communities. These were distributed based on the STA's percentage of 2019 KinderGym membership numbers.



Each affiliated KinderGym club has access to a participant booklet, the 'KinderGym Passport' each year for their members. The passport for 2019/2020 was completely redesigned, full of colour and with new characters and activities for children to complete. The passports are distributed free of charge to KinderGym clubs that request them for their members and can be used as participation records for attending classes.

The KinderGym URL ([kindergym.org.au](http://kindergym.org.au)) has been redirected to the refreshed and updated program page on the Gymnastics Australia website. The page provides details about the program and philosophy, alignment to the Physical Literacy framework, a club finder and the promotional advert developed.

### Programs & Activations

Gymnastics Australia provided a 50% subsidy on the national component of the participants membership fee which was \$12.34 and now \$6.17. The GA Board has resolved to retain this subsidy post the program completion to ensure the KinderGym program remains a leading program within fundamental movement and physical literacy.

GA established a specialist working group to review the KinderGym program, map it to the physical literacy framework and undertake a gap analysis. This important work has enabled the working group to review the guiding principles, program outcomes and levels to ensure a more holistic program for children and their parents.

The KinderGym delivery framework was reviewed and updated to encourage additional clubs to deliver programs under the KinderGym brand. The framework outlines the KinderGym philosophy and the minimum club requirements to be able to promote their programs under the overarching KinderGym brand.

### Education

GA developed an Advanced KinderGym accreditation focused on providing more specific information and skills to KinderGym instructors, particularly in the areas of leadership, program development and diversity and inclusion. This accreditation will be delivered online.

An online education series has also been developed and offered free of charge to all KinderGym instructors. This education series, in neuro-nastics is delivered by an internationally renowned early childhood developer.

During 2020, GA offered heavily reduced KinderGym accreditation courses to increase the workforce by diversifying the accreditations of existing gymnastics coaches thereby increasing the capacity of affiliated clubs to deliver the program in 2021.



#### *KinderGym Activations Funding – QLD*

The KinderGym activations funding that was provided to clubs couldn't have come at a better time for them as they began to gradually welcome back members to their club venues following the devastating impact of COVID-19. With the lockdown and restriction guidelines in place throughout most of 2020, clubs' ability to deliver gymnastics classes were significantly affected



and there was concern around how long it would take to build their membership numbers back to where they were prior to the pandemic. The activation funding provided clubs with the resources to promote and rebuild their KinderGym programs in a way that many of them, again after the impact of the pandemic, may have struggled to do so financially.

The gratitude for the support offered to our clubs comes through in the feedback that they provided. In addition to the support offered to clubs, the value of this initiative was particularly significant as it offered free gymnastics sessions to over 850 children in Queensland. Following the devastating financial impact that COVID-19 had on so many families in Australia, disposable income for sporting activities was likely to be limited. As a result, many children would not have been able to participate in this type of opportunity had this financial barrier not been removed. This funding enabled many families in Queensland to return to sport.



## State & Territory Association Activities

Operating under a federated structure, Gymnastics Australia has eight member associations who are responsible for delivering local opportunities to promote gymnastics, develop existing clubs, identify new club opportunities, and increase participation.

To achieve the funded deliverables, each state and territory delivered a series of initiatives aligned to the following:

- Marketing and promotions
- Programs, community awareness and education

Gymnastics Australia maintained detailed oversight of the activities and initiatives by assisting in project/program management, ensuring effective collaboration and cooperation between the states and territories and problem-solving barriers and issues, particularly because of the COVID-19 pandemic and its impact on the program and broader sport.

The following represents a summary of the local activities delivered within the states and territories to achieve the national project deliverables.

### Partnerships and Promotional

#### Australian Capital Territory

- The use of KinderGym T-shirts to clubs that signed KinderGym agreements helped to elevate the profile of being a KG provider against being a "BabyGym" etc provider as it demonstrated tangible branding and value.
- GACT also subsidized KG memberships or reduced them by 50% to encourage registration under this banner.

#### New South Wales

- NSW Partnered with Allied Health Group Everyday Independence to gain further assistance for coaches working with neurodiverse athletes and serve as a therapy location for Everyday Independence Clients. With clubs located within 10km of Everyday Independence's state-wide locations, we are excited for the many possibilities for this partnership. NSW funded the supply



of flyers and resources for clubs and administration support for clubs when selecting local businesses and health care partners.

- GNSW invested into rebuilding our State Landing Page, with 20,000 visits, 5,000 clicks to the GA club finder and an additional 1,000 clicks through to “find out more.” All clubs have received window decals to display that they are a KinderGym club in their cars and clubs, with further requests for more flyers and marketing. GNSW leveraged partners HART Sport to create a KinderGym Starter Pack and a Sensory Pack to encourage new club participation.
- GNSW blog posts were shared on the GNSW Website with the following hits: Benefits of Gymnastics for Toddlers | 800 page views 10 thoughts you have in your first KG class | 600 page views KinderGym images and videos from clubs were shared on the @gymnsw Facebook and Instagram approximately 50 times throughout the reporting period (average 1 per week).
- GNSW took a targeted approach to identifying Government Pre-Schools within proximity to KinderGym Clubs or within serviceable areas for School Providers and facilitate delivery. Clubs were provided with a marketing calendar and marketing flyers to distribute to their local community media centres.
- In addition, GNSW contacted KU Pre-schools, who service close to 11,000 preschoolers in NSW



### *Radio and Print Campaign – NSW*

The Radio and Print Campaign has been a fantastic way to engage with our members. Following the 2020 COVID-19 lockdown, clubs were excited to hear KinderGym mentioned on the radio, or a sponsored article popping up online. It provided joy and hope in a time that was tough for many clubs. The costs of these initiatives in a major city are costly, and the funding provided GNSW an opportunity to promote an essential program in a time that marketing funding may not have been there due to COVID-19.



#### Tasmania

- Through connections with the Northern and Southern Childcare Centre Networks all the promotional flyers were sent to (Southern) or provided in person (Northern) to be distributed amongst a range of childcare providers in their network. Club reported that phone calls and enquiries were received from the delivery of this collateral.
- Gymnastics Tasmania has used our close relationship with Gymnastics ACT to utilise skill sets across the states to come in and do bespoke one on one sessions with KG coaches, to idea share, talk about incorporating differing props and fun ideas. Clubs tend to be a less supportive of coaches/experts from intra-state coming in and doing club visits and offering advice but are more receptive to external advice. GT ran a session for all clubs with this external presenter and then offer follow up 1-2-1 sessions in clubs where coaches and staff feel more open to ask specific club related questions.

#### Victoria

- GV has delivered KinderGym branded t-shirts and promotional postcards to 49 KinderGym member clubs across Victoria, the team has personally delivered the promotional material through club visits. A remaining 21 clubs are to receive their t-shirts and postcards which will be delivered via post with a club visit to be scheduled later. Clubs we partnered with for larger KinderGym projects to be further details below: Flyway Gymnastics – Albury Palmers Tumble Tots- Bendigo Peninsula Gymnastics – Rosebud.



- Palmer's Tumble Tots developed promotional material to send to maternal health and childcare centres in Bendigo, Moama and Cohuna inviting them to their venues or to offer to travel to them with equipment to deliver a program at their centre. This is ongoing throughout 2021. In Term 1 of 2021, one kinder ran four sessions at Palmer's Bendigo with 20 children per session. In Term 2 of 2021, one kinder came to Palmer's for a once off excursion and 25 participants engaged in the KinderGym program. Peninsula Gymnastics were a virtual local connection hub for parents isolated through the COVID lockdown in 2020, over 6 months they delivered 16 online sessions to underrepresented/disadvantaged groups within their local community to connect families who were facing similar challenges. A total of 21 new families were engaged. Flyway Gymnastics delivered two "Family Day Care" sessions in April 2021 at Flyaway Gymnastics, both sessions engaged between 30 – 40 children available for 3 – 5-year old's
- As a direct result of the promotional material flyer drop, Palmer's Tumble Tots will be travelling to a small town to deliver six KinderGym sessions for 2 – 3-year-olds in Term 3 and 4. KinderGym sessions for 4–5-year-olds will take place in Term 4 at the community hall. The locals reached out to Palmer's and have asked for Palmer's TumbleTots to start the program with interest from a local school teacher and physio to become trained and gain their KinderGym coaching accreditation to continue to run the program for 2 – 5-year-olds and are interested in getting other people qualified to continue to run the program including more teachers and physios.

#### South Australia

- GSA has established a KinderGym Advisory Panel. This panel includes a Physiotherapist, Speech Pathologist, Program Director of the Human Movement University Degree an Occupational therapist, and a past Olympian/KinderGym parent. We are looking to additional add a Maternal health nurse to link the panel with maternal health outcomes. The objective is to create a panel of industry professionals to endorse and champion the benefits of KinderGym and to assist with innovative ideas to engage more South Australian children. The role of the KinderGym Advisory Panel is to:
  - Endorse and champion the benefits of KinderGym.
  - To provide advice to our KinderGym Leaders to assist the development of their programs to deliver beneficial and age appropriate and innovative activities for children.
  - Advise or provide ideas on how to engage more South Australian children in KinderGym.
- Established a pilot program with Good Start Early Learning. Gymnastics SA delivered 3 x sessions at Clovelly Park Goodstart Early Learning. This program consisted of 2 x Zoom Sessions and 1 x incursion. GSA also provided take home activity cards for children to do with their parents. The program involved:
  - 1 x Leader
  - 2 x Goodstart Early Learning Educators
  - 18 x Participants

#### Western Australia

- GWA localised marketing work for Gymnastics WA produced KG promotional videos at three different clubs namely, Northern Districts Gymnastics Club, Swan Districts Gymnastics Club and The Academy Gymnastics Club. These KinderGym videos and photographs have been used for social media and advertisement campaigns and have had an average reach on their social media posts online of 1000 and the KinderGym videos have had 1556 views to this date. The videos were used at the 2020 Gymnastics WA Festival of Gymnastics which had 190 Athletes competing over two days. The KinderGym videos were also shared across the live streaming component of the event to ensure they reached a wider audience than just the spectators at the event.



## Programs, Community Awareness and Education

### Victoria

- GV Palmer's Tumble Tots delivered an additional 16 KinderGym sessions across two terms on a Friday morning at their Bendigo facility allowing an additional 22 participants to participate in their KinderGym program. Palmer's Tumble Tots will introduce KinderGym sessions at their Moama NSW facility one day a week over Term 3 and 4 of 2021 to reach an extra 20 participants across the border in NSW. Peninsula Gymnastics delivered KinderGym sessions at two different early learning centers for children in 4-year-old kinder and provided three online sessions for both early learning centers with a total of 50 students and nine kindergarten educators engaged. There are a total of six sessions to still be delivered with the Goodstart Early Learning Centre in Rosebud for 3-year-old children at risk, sessions will be delivered when COVID-19 restrictions allow. Flyaway Gymnastics offered two come and try sessions for families who have children aged up to 2 years in the BabyGym program and children aged between 3 – 5 years in the KinderGym program in April and May 2021. Both BabyGym and KinderGym sessions allowed between 30 – 40 participants to try gymnastics.
- In 2019 when this project commenced there were 64 Victorian clubs running the KinderGym program. As of June 2021, there are 69 clubs running the KinderGym program. Gymnastics Victoria would have anticipated a higher number of clubs converting their existing 0-5 recreational gymnastics program to the KinderGym brand if it weren't for the 35 weeks (about 8 months) of closure that most Victorian gymnastics clubs have experienced during the last 18 months. The total number of KinderGym participants in Victoria is currently 7,843.

### New South Wales

- GNSW made personal contact with individuals that expressed interest within the starthere.org.au website to try KinderGym -linking 100 individuals with a GNSW club, with 92 subsequently following up. GNSW felt that with multi contact approach would lead to greater acquisition. KinderGym was promoted at the 2021 Senior's Expo, reaching over 3000 grandparents that would engage in their grandchild's KinderGym.
- Despite the pandemic, KinderGym was the largest area of growth for Gymnastics NSW in 2020, with 12,130 participants a 3% increase from 2019 at a time when overall membership decreased by 14% due to COVID shutdowns. Gymnastics NSW finished 2020 with 123 registered KG Clubs.
- The 2020 KinderGym Conference was sold out at 100 participants, with further education available when the resources are placed on LMS Flex for additional updating opportunities. The funding enabled a large subsidy of the attendance fee, leading to greater engagement and participation. A KinderGym Coach Facebook page was created to share ideas, with 114 members.

### South Australia

- GSA attend the Pregnancy, Babies and Children Expo in April 2021. We were scheduled to attend in 2020, however this expo was cancelled. Gymnastics SA had a stall with information about the KinderGym, a TV playing our KinderGym@Home videos and location information for Affiliated KinderGym clubs. The expo saw 8001 attendees across the two days. 170 attendees entered the 'Win a Term of KinderGym' competition, with the winner being announced and joining their local KinderGym. Attendees received KinderGym promotional material.
- GRA have had strong presence on Facebook with the 'Why go to KinderGym' stories, videos, and consistent posts. The "When I" campaign – which highlighted the importance of celebrating when children learn fundamental movement skills and the benefits. This included videos and social media posts. KinderGym 40 Year Campaign- This involved the creation of digital assets and videos that told the story of KinderGym. This also included a peer influencing campaign through She Digital. The 40 Year campaign had a member, club and stakeholder lens with different



activations and functions for specific targeted group. KinderGym@ Home campaign was targeted at engagement and activation during lock-down. This included a weekly YouTube interactive class series over 10 weeks to get kids moving and home with accompanying activity cards. Gymnastics SA has a 7% increase in KinderGym members in comparison with 2019.

- Gymnastics SA held 6 x KinderGym Intermediate Courses from the beginning of 2020/early 2021 (4 x Metro and 2 x Regional). - 35 new KinderGym Leaders have been trained. - Two New affiliated clubs running KinderGym, and two established clubs are now KinderGym providers.



#### Queensland

- GQ contacted all our affiliated clubs to inform them that funding had been available from Sport Australia to Gymnastics Australia to support the growth and development of the KinderGym program. With this, we were delighted to offer our clubs \$300 (+GST) to cover the cost of a KinderGym activation focused on promoting their KinderGym program and ideally attracting new participants. This offer was extended to clubs looking to start a KinderGym program at their venue.
- To apply for this funding, clubs were asked to complete an application form that requested details on what their activation would consist of, their expected costs and how they would promote the KinderGym program. To be eligible for this funding, clubs were required to:
  - Be an affiliated club this year with Gymnastics Queensland before 31st March 2020. Funding is available to all our clubs
  - Currently, deliver KinderGym at your club or have plans to start delivering KinderGym
  - Commit to delivering an activation session at a venue of your choice to engage new children/parents with KinderGym
  - Provide Gymnastics Queensland with the number of children who participated in your activation session
  - Provide evidence that you promoted KinderGym through your sessions (support with marketing materials will be provided upon request)
- Clubs were made aware that Gymnastics Queensland would provide clubs 50% of their funding prior to the activation session and the other 50% following its completion and the required information being submitted to Gymnastics Queensland. In addition to the funding, clubs were informed that they would receive a promotional teardrop banner as well as marketing resources and KinderGym branded t-shirts to give to their participants.
- Clubs were asked to submit their applications for these activations by mid-March. We received 21 suitable applications prior to the beginning of the unforeseen lockdowns because of the

COVID-19 pandemic. When clubs were able to return to delivering classes in a safe manner that abiding by the government guidelines, the clubs who had applied were contacted in November 2020 to ask if they were still interested in being part of this opportunity. Fortunately, all clubs were eager to still deliver these activations.

- Prior to the start of this project, Gymnastics Queensland had set a target of at least 40 KinderGym activations being delivered across our State as part of this project. To meet this, we offered each of the clubs who had applied the opportunity to deliver two activations instead of one. This was received very positively as clubs felt having two sessions would increase the reach of these activations. Therefore, each club we provided with \$600 (+GST) to complete their activations.
- Following the signing of an agreement between each club and Gymnastics Queensland, we began providing clubs with the first batch of their funding. Most of these activations took place across Term 1 of 2021, with a few during the holiday prior to Term 2.
- The general feedback from our clubs was that the activations were very successful, and they were thankful for the opportunity to be able to run these to bolster the KinderGym programs. To accompany the statistics, they provided Gymnastics Queensland with each club sent a range of photos and information on their activations that we will now be able to use as marketing collateral for the program in the future. Additionally, the clubs were grateful for the promotional teardrop banner that could be used at similar future sessions and for the KinderGym branded t-shirts that were given to the children that took part.
- The success of this initiative and the buy-in from the clubs who engaged with it has provided Gymnastics Queensland with an excellent case study for organising similar opportunities moving forward to bolster the profile of some of our other gymnastics' programs, particularly in the recreational space. Gymnastics Queensland and our affiliated clubs would like to pass on our thanks to Gymnastics Australia and Sport Australia for making this initiative possible.

#### Western Australia

- The 2020 Telethon Family Festival activation on the 25 October, 480 children under the age of five and promoted pathways to local clubs. There were 163 newly accredited Beginner Coaches in 2020 – Educated through six Gymnastics WA Hosted Education courses and through four Club Host-A-Courses, all face to face. This exposed many new coaches to fundamental movement skills expanding the reach throughout the state to more clubs and information was distributed to these members regarding KinderGym and the opportunities to become KinderGym accredited coaches.
- In 2021 a partnership with PCYC was developed and one of their head coaches has become an accredited presenter and assessor to enable their organisation to be able to train coaches to deliver KinderGym classes across their various PCYC facilities in house. There are two KinderGym workshops planned for the latter half of 2021 with 20 participants expressing interest. Education and club capacity through training, mentoring and professional development Gymnastics WA staff received a professional development (PD) on Tuesday 1 December and Abid Imam, Senior Participation Coordinator received an individual PD during September/October 2020. An additional staff session occurred in 2021 for one staff member. 1 x group PD has been decided to be offered to the GA Inclusion Advisory via webinar. A club webinar session will be undertaken in the latter half of 2021 and 3 clubs have expressed interest to have their staff attend.

#### Australian Capital Territory

- GACT has maintained our 100% of affiliated clubs delivering KG programs under the KG banner. Overall KG membership numbers grew from 1473 in 2019 to 1496 despite a difficult year for club registrations and the loss of one affiliated club who were 90% KinderGym members. 3 of our clubs introduced at home virtual KG classes to keep families and children involved in classes during shutdown periods.



## Tasmania

- GTAS used some of the funds to run additional congress sessions and to run a standalone KG/GfA Congress to clubs not already delivering KG. An additional 2 clubs became KG providers, and the KG participant numbers for KG rose by over 12%.



### *40 Years of KinderGym – SA*

This year KinderGym is celebrating 40 years of fundamental movement-based learning for children under five. The KinderGym program started in South Australia in 1980 after Dr. Carole Pinnock was inspired by a movement program for pre-schoolers that she attended with her son in Berkeley, California.

Supported by the community and allied services, KinderGym quickly grew and by 1986, 10 satellite programs were running across Adelaide. In 1984 communications between the Australian Gymnastics Federation and the KinderGym Association of SA commenced and by 1993 KinderGym became a national program embraced by Gymnastics Australia. The first KinderGym program in Australia was held in Unley, SA and catered for 47 children.

Today almost 40,000 Australian children participate in the program annually. Forty years on KinderGym continues to remain relevant to the community and is the second most popular activity for children aged 0-5, after swimming.

What makes KinderGym unique is the program is specifically tailored for children under 5, developing them socially, cognitively, emotionally and physically. At KinderGym parents and caregivers play an active role in each class. It's a great opportunity for you to connect with your child and share in their fun and development. "What I find most rewarding about KinderGym is the personal development of the kids. At the beginning of the term, they can be really shy but by the end of the term their personalities shine, and they become very social," says Next Generation KinderGym Leader, Thamsin Sharrad.

KinderGym Leaders are qualified and nationally accredited. Leaders are there to assist with your child's development and to tailor each activity to your child's age and developmental stage to ensure they get the best out of each class, all while having fun! It's the Leaders and the community spirit that have contributed to KinderGym's long history with many parents grateful for the long-lasting friendships that are made between children and other carers attending.

KinderGym parent, Commonwealth Games Gold Medallist and Physiotherapist, Sam Offord loves the fundamental movement skills that his daughter learns whilst in a play environment. "KinderGym is a great program to be able to develop those fundamental movement patterns because you do it as part of the program and you don't have to be taught,

it's all within what KinderGym offers. It's fun and engaging and it's with accredited and really qualified staff."

In the way that kids are taught to swim so they can survive in water, KinderGym teaches the skills children need for land, school and the big wide world. KinderGym gives children the building blocks they need for physical development and is a great basis for them to progress to their chosen sport once they turn five. For over 40 years, KinderGym has given Australian children the start they need for a full and active life.

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## Additional State and Territory Initiatives

Each state and territory was asked to identify a specific initiative that would contribute to the success of the program in their state or territory whilst aligning to the funded deliverables. Four states identified key initiatives:

New South Wales – state-based print & radio advertising

GNSW has purchased advertising space for 12 months within magazines in which competitors are currently gaining attention. In addition to Email banners and adverts, the following articles have been published referencing the benefits of KinderGym.

- Paid Article: <https://www.ellaslist.com.au/articles/at-what-age-should-i-enrol-my-child-into-gymnastics>
- Paid Ella's List Listing: <https://www.ellaslist.com.au/articles/best-gymnastics-classes-in-sydney-for-kids>
- Paid Advert – Offspring Magazine <http://www.offspringmagazine.com.au>
- Paid Article – Offprint Magazine <https://www.offspringmagazine.com.au/lifestyle/health/gymnastics-benefits-kindergym/>

KinderGym received 13,291 page views on the Ella's List Website, 617 Advert Clicks via their newsletter and 1000 website click throughs from Facebook advertising. - Offspring Magazine reaches 270,000 readers per publication. - Nova Radio delivered 109 ad spots on the drive time radio station, reaching 1,012,273 across the month-long campaign, with a hearing frequency of 3.8 listens per listener.

Queensland – production and implementation of stand-alone KinderGym web page

As part of the KinderGym funding provided Gymnastics Queensland was able to engage the services of marketing experts, Fresh PR, to create a landing page aimed at further promoting the KinderGym program in the state. Using WordPress, a user-friendly webpage was created that both Gymnastics Queensland and affiliated clubs could share publicly to direct people to learn more about the program, its benefits and where they could take part in classes.

The purpose of building this as a stand-alone page separate from the existing Gymnastics Queensland website was to decrease the bounce rate, GQ found people would visit our website's homepage but continue to other pages where information on programs, such as KinderGym, could be found.



On 1st April 2020, the KinderGym landing page went live and was accompanied by organic content posted on the GQ Facebook page which linked to the new site ([www.gymqld.com.au](http://www.gymqld.com.au)). On 10 April, to bolster the level of engagement with the new page, Gymnastics Queensland began a series of Facebook ads that focused on directing the audience to the new KinderGym landing page. These paid ads continued until 16 April, where during this period, 1,005 people visited the KinderGym landing page and 584 people used the 'find a club' function that provided details to the user of the nearest gymnastics' clubs delivering KinderGym and those clubs' contact details.

Moving forward, Gymnastics Queensland will continue to promote the new landing page to increase public awareness of the KinderGym program. This will consist of making minor changes and updates to the site to tie in with future campaigns. This template and information on which campaigns have provided the most engagement will be shared with other states who may wish to replicate this. Ideally, this will help with the promotion and growth of the program nationally.

#### South Australia – KinderGym T-Shirts (participants & coaches) and marketing for South Australian clubs

- South Australia is recognised as the 'home' of KinderGym and celebrated 40 years of the program in 2020. To celebrate and capitalise on this achievement, Gymnastics South Australia invested in the following:
  - KinderGym Member T-shirts
  - KinderGym Leader Polo and Name Badges
  - Dedicated Facebook and Instagram promotion
- KinderGym 40th Celebrations including Competitions, Political Function and Leader Function Brand presence was supported by Member T-shirts, consistent staff uniform across all clubs and specific KinderGym signage at each club further promoting a consistent brand and creating awareness.

#### Western Australia – Inclusion Solutions resource for development & education capacity for inclusive KinderGym programs.

Gymnastics Western Australia developed an inclusive KinderGym resource with Inclusion Solutions, which could promote social inclusion and the KinderGym program, both locally and nationally. Gymnastics WA engaged Inclusion Solutions to assist in the development of a KG resource which clubs could utilise to develop new inclusive programs within their own spaces and/or to re-energise and innovate on existing programs to make them more inclusive.

This resource was developed to also become a national resource and has been provided to Gymnastics Australia. The resource goes into detail around WHAT social inclusion is and its importance, the frameworks supporting the inclusion studies and evidence gathered, and provided avenue for clubs to create and write their own programs using the extensive tools listed within the resource itself.

Through the acquisition of specifically developed KinderGym T-Shirts, which were personally delivered across metropolitan and some regional clubs, the KG Inclusions Solution resource was also delivered in early 2021 to KinderGym Affiliated Clubs. This resource is also available on the Gymnastics WA website for all clubs to access as a member benefit.



## Research and Evaluation

Gymnastics Australia engaged the Centre for Sport and Social Impact (CSSI) from La Trobe University to deliver part of the evaluation for the KinderGym program. The evaluation sought to:

- Understand if the program had succeeded in increasing the physical activity of inactive Australians
- Determine the physical literacy benefits of KinderGym
- Explore the KinderGym experience and program satisfaction
- Investigate the coach support structures of the program

From the research the top three takeaways are:

1. KinderGym provided families with a valuable opportunity and foundation to be active together. Parents and carers rated enjoying being active with my child as their main program outcome and, more importantly, these results were sustainable with most (74%) intending to be active with their children at home, continue their child with gymnastics (86%) and start or continue with both organised (75%) and unorganised (80%) sport and physical activity.
2. Session plans that included free play with structured progressive activities provided a balanced program for child development (i.e. fundamental motor skills and self-directed play). KinderGym has seen positive outcomes across all four domains of physical literacy for children (physical (83% improved), psychological (76% improved), social (65% improved) and cognitive (69% improved)) and positive improvements for parents and carers. Targeting children during their foundation years, KinderGym has provided them the best possible foundation for leading an active lifestyle.
3. The quality of the experience for participants (children and parent and carers) influenced their engagement and intention to continue with gymnastics. Core to a quality KinderGym experience was the coach, creating a safe and welcoming environment, supporting participants to engage with activities, and an organised session with a range of enjoyable activities that lead to positive outcomes.

The research study also proposed a series of recommendations for the program relating to:

- The KinderGym framework, experience, and environment
- Supporting parent/carer and child engagement
- Diversity

Additionally, the research identified KinderGym 'non-negotiables' to support Gymnastics Australia and State Associations to develop the program and train coaches on those components that must be delivered as prescribed and those that can be modified (and potentially how they can be modified in different contexts for the target cohort).

- Balance and variety of activities (including free-play)
- Enjoyment and engagement
- Childhood development focus
- Family engagement and a welcoming environment
- The KinderGym coach
- Setting, program set-up, and safety

The full research report will be distributed to State/Territory associations and will inform future program development and education initiatives.





## *KinderGym: A Resounding Success – WA*

KinderGym an instant hit with parents and kids KinderGym has been a win-win for everyone. It's much more than a catchy name that better reflects the activities and the age group involved. PCYC participants now benefit from structured toddler gym activities as well as access to Gym WA's resources and programs. Plus, parents know that if they move to a different area, PCYC will offer exactly the same KinderGym as they're used to. The new affiliation between PCYC and Gymnastics WA, means that KinderGym replaces all other varieties of toddler gym activities at PCYC, including Camo Play Toddler Gym.

As well as a recognised pathway into gymnastics, for toddlers and children, KinderGym is packed with activities to develop motor skills, music and rhythm. KinderGym classes are designed to develop physical literacy in the whole child — socially, emotionally, cognitively, and physically. The program involves a fun mix of music, dance, hand apparatus like ribbons and scarves, musical instruments, obstacle courses, tumbling and age appropriate gymnastic skills. Five PCYC Centres – Kalgoorlie, Bunbury, Subiaco, Fremantle and Gosnells – launched KinderGym for term one this year. Across the five Centres, PCYC welcomed over 400 toddlers to KinderGym with numbers increasing in the first few weeks as word spread about the fantastic new program and Centres are already taking expressions of interest for term two.

The Academy of Gymnastics was excited to play host to Gymnastics WA on Wednesday September 23, 2020, for some KinderGym fun during our “Ball” themed lessons. The bright and vibrantly coloured shirts provided support to the colour and engagement of our theme and were well received by members who were excited to have their very own “newniform”. The opportunity to further showcase to parents and the wider community, the benefits of engaging in physical activity and physical literacy was appreciated and will provide a foundation for further development and exploration of this avenue for attracting new members to our club.

Parents were delighted to see their children involved in promoting a healthy and active lifestyle and were completely engaged with the philosophies underpinning our programs. The Academy hopes to widely promote the footage taken and is already using the content developed by Gymnastics Australia regarding promotion of KinderGym and the wide-ranging benefits it has, in conjunction with the content our marketing team develops to embed The Academy branding into our communications with members and potential members. The additional shirts that were subsequently provided were well received and a great way to further develop the knowledge and exposure of the KinderGym brand.



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