

## Did you know?

The CSIRO has identified the rise of Lifestyle, adventure and alternative sports (Action Sports) as the second biggest mega trend within the Australian sporting landscape. Particularly popular with younger generations, they are also characterised by a strong lifestyle element and participants often obtain cultural self-identity and self-expression through these sports.

## Q & A

- How many Skate Parks in Victoria?
- What's the average amount of time a young person spends at a skate park per visit?
- What's the average amount of visits per week?

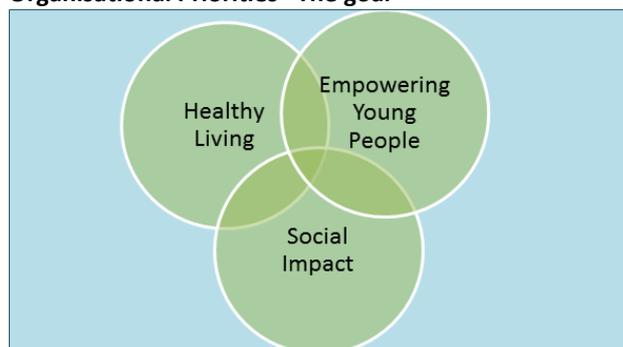
## About YMCA Action Sports

YMCA Action Sports (YAS) is a not-for profit a youth focussed social enterprise, that specialises in the innovation, development and delivery of youth programs and events at skate parks. We are passionate about skateboarding, BMX and scooter riding. We work with local councils and schools across Australia to empower young people, develop our sports and those who participate in them.

## History

YAS has been managing skate facilities and related programs and services since 1996. Over 20,000 young people participate in our programs each year and in 2014 more than 220,000 people visited our managed facilities. We have the skills and expertise to deliver diverse programs for young people that are meaningful and fun.

## Organisational Priorities "The goal"



## YAS program and partnership opportunities

The [Victorian Skatepark League](#) (VSL) is the largest and most established series of skate and BMX events in Australia. It's a combination of 5 individual series held throughout metropolitan and regional Victoria.

- North Western Metro Series (Sept-Dec)
- South Eastern Metro Series (Mar-June)
- Barwon South Western Regional Series (Jan-Feb)
- Loddon Mallee and Hume Regional Series (July-Aug)
- Gippsland Regional Series (Jan-Feb)



## Aussie context



## How does the YMCA Action Sports work with FReeZA groups?

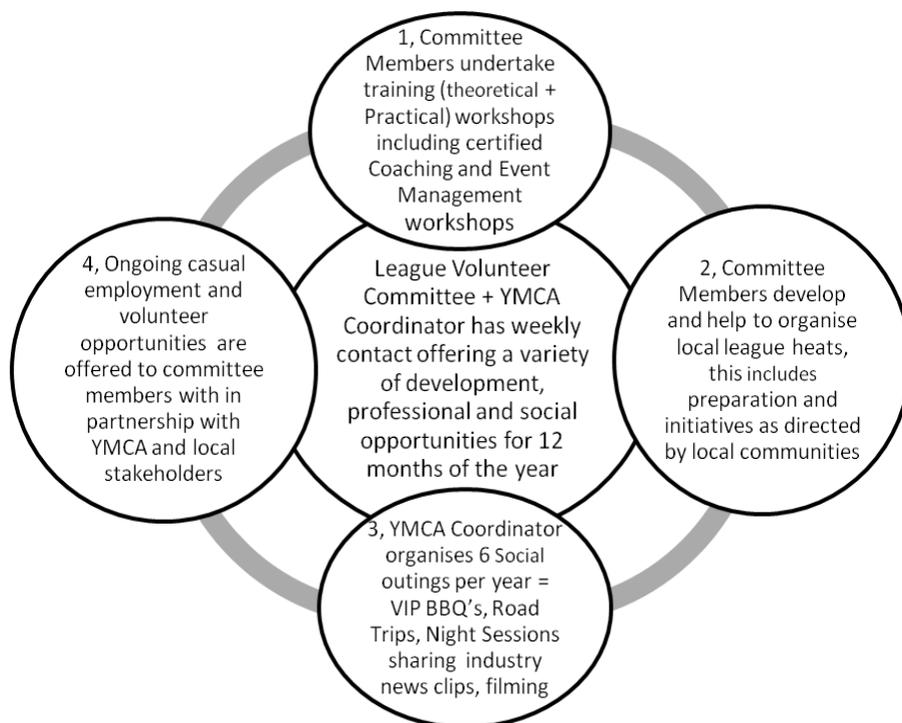
Committee consultation, program development and training

OR

Progressive engagement and opportunistic involvement

OR

An add on to other youth activities, events and festivals



## How to get involved

LGA's with skate parks can opt in by nominating a Skate Park and event date

YMCA coordinates the series management including:

- Event sponsorship and prizes
- Event insurance, health and safety process
- Marketing collateral and promotions plan
- Administration, event procedures and guidelines
- Social media updates and promotion
- Pre and post engagement of local young people

Local Governments must supply:

- Local events promotion support (via networks)
- Access and use of local Skate facility
- Support in engaging young people for training
- Value add activities such as local BBQ or stalls
- Support to cover selected programs costs (detailed in MoU)

## For more information contact:

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