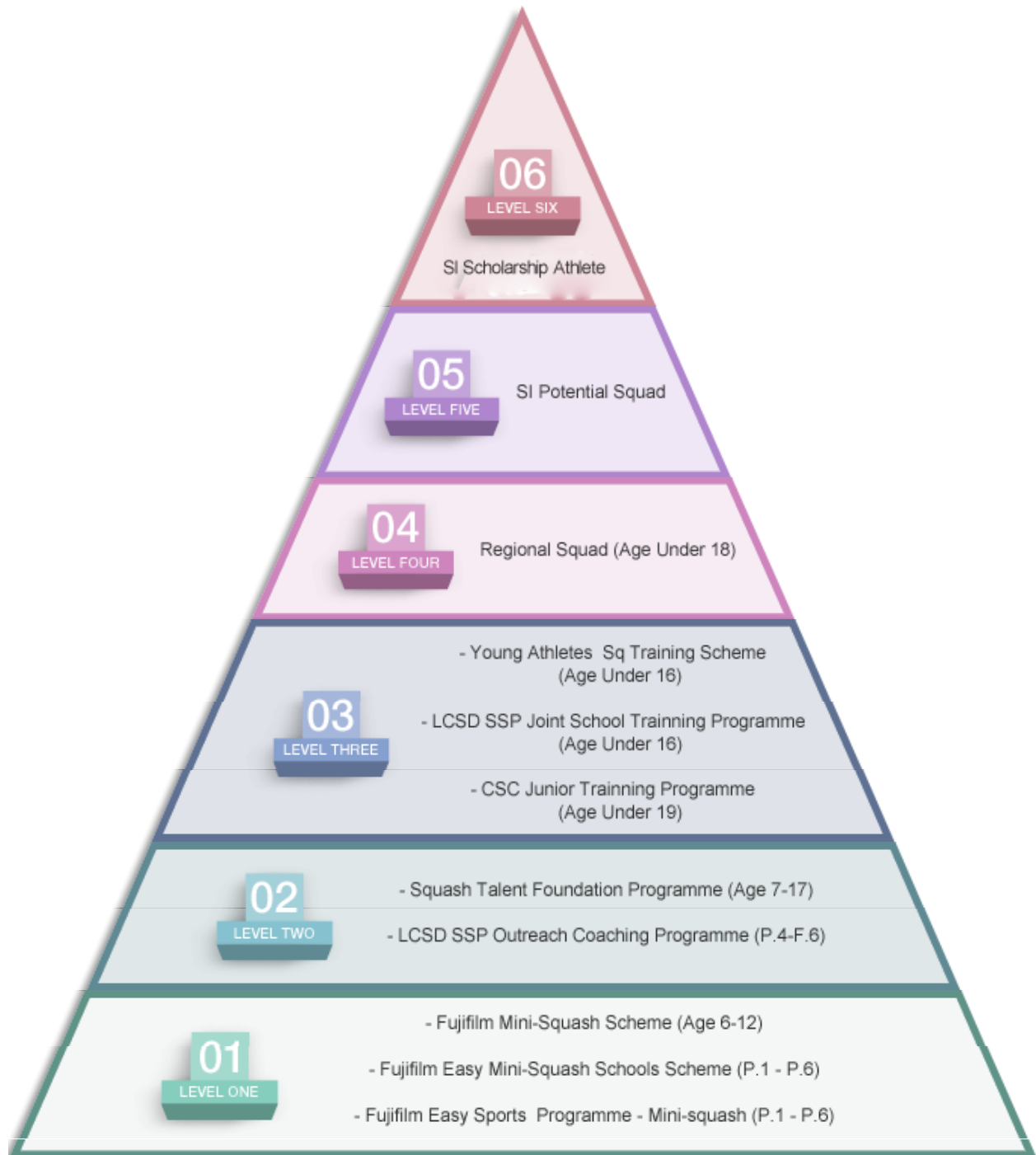


NATIONAL / LOCAL DEVELOPMENT PROGRAMME INFORMATION

Title of Programme:	Fujifilm Mini Squash Scheme
National Squash Federation:	Hong Kong Squash
Programme Organizer:	Hong Kong Squash
Programme Duration / Period:	July – March
Programme Summary:	
<p>This programme consists of 4 stages.</p> <p>Stage 1. Mini Squash Training Course – It aims to provide a chance for kids who aged 6-12 to taste the fun and arouse their interest towards mini-squash over the territory.</p> <p>Stage 2. Mini Squash Competition – To provide an opportunities for kids to try to compete and gain experiences after 12-hours training. It consists of 6 categories, Boys & Girls under 8, 10 & 13.</p> <p>Stage 3. Award Scheme & Parental Fun Day</p> <p>Award Scheme - The aim of this scheme is to provide children with incentives to continue their participation in mini-squash. Not only will this scheme give the participants an indication of the level they are at, it will also serve as a challenge for them to go from one to another. Once the participants have passed a certain level, badges and certificates will be awarded as an encouragement.</p> <p>Parental Fun Day - It aims to provide an opportunity for both kids and their parents to experience the fun of mini-squash through their participation in the tailor-made squash-related games.</p> <p>Stage 4. Carnival - the highlight of the whole campaign proves to be a great success as the number of participants increases every year. Last year, over 3,000 participants, including youngsters, school teachers, parents and families, turned up in our Carnival.</p> <p>The programmes including :</p> <ul style="list-style-type: none"> ✧ Game booths relating to mini-squash activities ✧ Playing fun games with squash players ✧ Fun Corners : A clown making balloon figures ✧ Mini-squash Novice Competition 	

Background / Reasons it was implemented:

Hong Kong Squash junior development structure is based on the 6 levels feeder system. Film Mini Squash Scheme is designed at the bottom level (Level 1) of Feeder System to broaden the base for the Junior Squash Development in Hong Kong starting from very young age. The aims of this Level is to give a chance for kids to taste squash through a series of FUN activities and arousing their interest in squash. As a result, we can attract more kids to play squash and become their regular sports activities.



Target Groups and Programme Scale:

Kids aged 6-12 years old.

Key Working Force:

Hong Kong Squash Staffs, Qualified Coaches and Volunteers from Affiliated Community Squash Clubs

Approximate cost by component:

Instructor US\$15,000
Venue Charge US\$10,000
Printing & Publicity Expenses US\$2,000
Equipment US\$2,000
Other Event-related Expenses US\$1,000
Total : approx. US\$30,000

Source of Funding:

- Government Funding
- Commercial Sponsorship

Main Outcomes:

To arouse the interest of kids toward squash and keep them in our Feeder System.

Issues to consider:

Courts booking, Competition from other sports, Effective promotion to public and parents

Links to Programme Information / Materials / Coverage / Marketing collateral (i.e. photos, video):

Hong Kong Squash Website Link: <http://www.hksquash.org.hk/en/training.php?id=53>
Facebook, Newspaper coverage, promotional poster, leaflet and banner

Evaluation Information / Reports:

The whole programme will be closely monitored by Hong Kong Squash and it will also be evaluated by the government in half-yearly basis.

Follow up plans / next stages (if any):

For those participant who has completed the Mini Squash Training Course, the participant can advance to the Level 2 of the Feeder System - "Squash Talent Foundation Programme" which is an all year-round training programme.

Final Key points / Comments not already covered:

Fun element is a key to success, so regular evaluation of the training content with inclusion of different fun elements and the effective recruitment of the coach with outgoing character would help to promote the sports. Plus, a close collaboration with different working partners (i.e. government, media reporters, teachers, etc.) is also vital for a successful development programme.

May we prepare programme information for the WSF website development section as a case study for national federation / development officer use:

YES



NO

