

NATIONAL / LOCAL DEVELOPMENT PROGRAMME INFORMATION

Title of Programme:	Outreach Programme
National Squash Federation:	Jamaica Squash Association
Programme Organizer:	Gill Binnie
Programme Duration / Period:	September – June
<p>Programme Summary: The programme is designed to teach inner city kids from ages 9 – 18 the basic of squash. Each Saturday, the kids are exposed to coaches in the National programme to the basics of the game. Then throughout the year they play tournaments.</p>	
<p>Background / Reasons it was implemented: The Association wanted to widen the pool of players playing the game. Prior to the programme, it was children of former players or middle to upper income kids who played the game. It was important to widen the pool because Jamaica has such a pool of athletic talent who were not getting exposed to the game.</p> <p>The other objective is to get more girls playing the game. The game was suffering from a lack of girls overall playing.</p>	

Target Groups and Programme Scale:

Kids from Inner City Schools who would not usually be exposed to Squash.

Girls in the 10-17 age group.

Boys in the 10-17 age group

Key Working Force:

Level 1 coaches who volunteer their time to coach the kids on Saturdays.

Now one of the coaches will be doing an extra day with some of the kids to make it two days per week.

Approximate cost by component:

Coaches = Volunteers

Equipment = Donated

Courts = \$ 415

Transportation = \$1,153

Snacks/Drinks = \$ 300

Administration = \$3,460

Total = \$5,328 per year

All costs are in USD with an ROE of JAD\$130 to USD\$1.

Source of Funding:

- The JSA receives a monthly stipend from the government to run its programmes. (Each sporting body recognized by the Sports Development Foundation receives a stipend. Each stipend varies greatly according to the number of participants across all levels nation-wide)
- The stipend however is not enough to cover the programme.
- So the extra funds are attained through tournament entry fees and from the paying participants in our recreational and elite junior programme.

Main Outcomes:

- The main outcomes/objectives are to increase the pool of players exposed to the game.
- Potentially get some of these players good enough to represent the Country
- Expand the programme to include academics and expose these students to other opportunities in life.
- Exposing more kids to the great game of squash.

Issues to consider:

- Competing with all the other extra-curricular activities at the various schools.
- Changing the view of the sport as an elite sport
- Location of the courts. There are no "public" facilities for kids to utilize. All courts are located in private clubs. The good thing is that at the time the kids would use the facility it is very low usage.
- Having enough good and qualified coaches to really take the kids to the next level.
- Resources (Funds) to take the programme to the next level. So that all aspects of the programme would be funded including coaches, transportation, administration, etc.
- Expanding the programme islandwide, not just in the Kingston area.

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

- Currently there is no formal programme with materials, videos, etc. It is a programme that is just run right now by one administrator who coordinates the coaches and the players.
- The programme does need to be formalized and proposal done so as to attract sponsorship for the programme. There is a draft proposal which needs to be "fleshed out" to make more marketable.
- We have photos of the kids competing.

Evaluation Information / Reports:

- The programme started approximately 1 year ago in a very ad hoc manner. The Association wrote to various schools to try and get players to come out and try the sport. Initially we got 7 players, and have managed to retain 4 of those, all boys. The girls have all dropped out.
- A formal evaluation/report should be done to assess the viability of the programme. Does it make sense to continue, are the initial objectives the same or should they be re-evaluated?
- How to make the programme better? Is the recruiting of the students the kind of student?
- Why are the kids in the programme?
- All these questions need to be asked to determine the continuance of the programme.

Follow up plans / next stages (if any):

- Discussions have been had with the Administrator of the programme and I about introducing the academic component. Similar to NUSEA in North America.
- The programme should be used to get more kids involved in the game and expose other kids to the opportunities of the sport to raise yourself out of your circumstances. Squash is a great opportunity for that.

Final Key points / Comments not already covered:

- I love the direction that WSF is taking now in trying to develop the game from the governing body level and not leaving it up to each territory. The territories/countries with the most money will always do better and be able to effect greater changes. This is a step in the right direction.

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

YES X NO