



香港賽馬會
The Hong Kong Jockey Club

HKJC Supports Local Youth Football Development

The Hong Kong Jockey Club (HKJC) has long been committed to football development, and through football aims to impact society in a positive way that supports its purpose of acting continuously for the betterment of our society. Drawing on its business expertise and sporting event management experience, HKJC initiated the JC Youth Football Development Programme in collaboration with reputable partners like Manchester United, The Football Association of Hong Kong, China, and Tung Wah Group of Hospitals since 2012 on a number of programmes across elite, school and community levels. HKJC is keen to help young people grow physically, mentally and socially via football, help them realise their full potential and enable them put their best forward (「足」動潛能).

JC School Football Development Scheme

Introduction

Since 2013, HKJC has partnered with Manchester United to present JC School Football Development Scheme (the Scheme) 「賽馬會學界足球發展計劃」 under the JC Youth Football Development Programme. Aimed at developing the potential of local teachers and coaches by providing them with professional coaching training from Manchester United Soccer Schools' (MUSS) training model based on inspiration and encouragement, the Scheme brings benefits to different levels of education and helps young players grow their physical, mental and social skills. And through a series of cross-school activities engaging not only teachers and coaches, but also students and parents, the Scheme creates community connection and cultivates a happy football culture in the community.

Over the decade, more than 5,800 teachers, coaches, students and parents in over 190 kindergartens, primary, secondary schools and tertiary institutes were trained and mentored. Eighteen outstanding teachers and coaches earned a unique exchange experience in Manchester, UK. Eight coaches became MUSS accredited coaches to support on-the-ground programmes.

The 10th Phase in 2023/24

The Scheme entered its 10th phase in 2023/24 for the period of October 2023 to June 2024 covering six secondary schools, fourteen primary schools, two tertiary institutes and sixteen kindergartens.

Programme activities for primary and secondary schools:

- *Theory and Practical Workshops* for teachers and coaches
- *School Visits* to help teachers and coaches apply the training model for their school football teams
- *Team Building Football Activities* for teachers and coaches to share learnings and enjoy football together
- *Skill Challenge* training for students to enhance their technical skills
- *District Trainings* and *Inter-school Tournaments* for students to connect with the community and enhance football skills
- *Football Fun Day* for parents and students to build bonding
- *Football Development Day cum Graduation Ceremony*

Programme for tertiary institutes:

- Technology and Higher Education Institute of Hong Kong (THEi) – The programme includes 6 sessions for Year 1 students of Bachelor of Social Sciences (Honours) in Sports and Recreation Management as well as Year 3 students of Sports Coaching Specialisation.
 - Lingnan University – The programme includes 6 sessions for Year 4 students of Bachelor of Social Sciences (Honours) in Sports Coaching and Event Management.
- Programme for Kindergartens:
- The programme provides introductory football coaching workshop to teachers with skills and knowledge, enabling them to organise systematic football activities for k2-k3 students, organises school visits for football training as well as Parents-and-Kids Football FUN Day to help strengthen family bonds and create lasting memories through shared football experiences.

Partnership with Manchester United

HKJC is committed to local youth development and Manchester United is also renowned as an organization that supports and develops young talents. Both organizations have the same belief that widening the horizons of young people is essential to their all-round development. Since 2012, HKJC and Manchester United started the collaboration as Community Partners. The collaboration has thrived through the shared value of harnessing the power of sports to make a positive impact on people and the society.

The JC School Football Development Scheme with extensive programme activities, professional training model from MUSS for all levels of education, training kits provided to schools for continuous training and re-engagement of participated coaches to assist coaching continues its mission of creating sustainable football development in schools of Hong Kong.

Programme webpage:

https://campaign.hkjc.com/en/withyou/activities/yfd/index.aspx?b_cid=CSLDSPA_2122RU25A_ActivityHome_detail