



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 has been a Hong Kong Community Football Partner of Manchester United since 2012, launching the JC Youth Football Development Programme (the Programme) with a number of programmes to support youth development at school, community and elite levels. The Programme is now supported by donation from The Hong Kong Jockey Club Charities Trust to Tung Wah Group of Hospitals for programme operation. HKJC is keen to help young people grow physically, mentally and socially via football, help them realise their full potential and enable them to 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 inter-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 8,000 teachers, coaches, students and parents in over 233 kindergartens, primary, secondary schools and tertiary institutions were trained and mentored. 22 outstanding teachers and coaches earned a unique exchange experience in Manchester, UK. Eight coaches became MUSS accredited coaches to support on-the-ground programmes.

2025/26

The Scheme in 2025/26 covers 20 kindergartens, 15 primary schools, 5 secondary schools and 4 tertiary institutions.

Programme activities for Primary and Secondary Schools (Phase 12)

- *Theory and Practical Workshops* for teachers and coaches
- *School Visits* to help teachers and coaches apply the training model for their school football teams
- *Inter-school Training* and *Inter-school Friendly Match* let teachers and coaches guide their students to lift coaching skills and for students to enhance social skills
- *Family Football Clinic* for parents and students to build bonding
- *Football Development Day cum Graduation Ceremony* to conclude the Scheme

Programme activities for all partner Primary and Secondary Schools (Phase 1-12)

- *Advanced Practical Workshop* for alumni teachers and coaches to refresh football coaching skills and share learnings together
- *Challenge Cup* for all teachers, coaches and students to experience professional tournaments with cheering by parents

Programme for Tertiary Institutions

- 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
- Lingnan University – The programme includes 6 sessions for Year 4 students of Bachelor of Social Sciences (Honours) in Sports Coaching and Event Management
- Chinese University of Hong Kong (CUHK) – The programme provides taster sessions during their Physical Education Programme (Elective - Soccer) for Year 1 students from different faculties
- HKU SPACE – The programme provides taster sessions for Year 1 students of Higher Diploma in Sport Coaching and Sport Performance

Programme for Kindergartens

The programme provides introductory football coaching workshop for principals and 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 organisations 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 Football Partners. The collaboration has thrived through the shared value of harnessing the power of sports to make a positive impact on people and 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://charities.hkjc.com/en-us/about-us/community-projects/jc-youth-football-development/jc-school-football-development-scheme>