

About the Hong Kong Jockey Club Community Sustainability Fund - Cricket For All program.

September 2020 to July 2021

Background

Hong Kong has a large ethnic minority community of South Asian origin. Often ethnic minority youth are considered at risk. Cricket is the common interest to many people within the ethnic minority communities though very few are engaged in structured or organized cricket activities within Hong Kong. Many youths are not involved in any sport due to the costs involved or do not have the means to access the sport. Even for those youth hoping to play cricket, finding a suitable venue presented a major challenge. We hoped to remove the barriers to participation for Ethnic Minority/South Asian youth by aligning using their community centres / organizations as a platform to engage them in cricket activities.

We planned to start with come and try programme, fun days or even training sessions. We also identified members of communities to become qualified foundation level coaches, capable of delivering cricket coaching within. Our long term goal is for each community organisation to become a self-sustainable cricket organisation which can providing a cricket programme for their youths and adults

Combined with our Dragons Cricket Academy, we were able to target communities in Hong Kong who may or may not knew about the game but they were new participants to Cricket HK organised leagues and tournaments. Our aim was to engage, promote and enhance cricket activities among youths within Communities in Hong Kong. Moreover, build strong relationships between communities, clubs and the cricket network. We approached The Hong Kong Jockey Club which funded and supported the project through their Community Sustainability Fund.

Numbers

Communities Approached

1. Dawoodi Bohra's (Anjuman-E-Mohammedi)
2. Sikh Community – Khalsa Diwan / Punjab Lions
3. Nepali Community – Non Resident Nepali Association
4. Tamil Community - Tamil Cultural Association-Hong Kong
5. Indian Association of Hong Kong -
6. Bangladesh Association of Hong Kong
7. Sri Lankan Cricket Clubs
8. Sri Lankan Buddhist Centre
9. Philippines Community – SCC Divas
10. Pakistan Association of Hong Kong
11. Nepali Community - Ultimate United

Total Participation Numbers

Actual			
	No. of Session	Unique Beneficiaries	Total Attendance
Fun day	21	575	575
Coaching Course	5	80	80
Junior	5	96	768
Youth	5	37	296
Adult	6	128	1024
Community Team	12	20	240
Women	4	57	456
Cricket Tournament	3	180	180

Project Operational Summary

Our aim was to create more opportunities for Ethnic Minorities and other communities in Hong Kong to give them a greater sense of belonging and opportunity to play a sport which they do not have access to in Hong Kong. To engage, promote and enhance cricket activities among youths within community centres. We approached 11 different communities and 8 of them joined cricket sessions without any hesitation.

When we first approached those communities, 90% of them had played cricket in their home country and was very glad to get these opportunities in Hong Kong. Survey was conducted to over 150 participants and 100% positive feedback were given. Surprisingly 33% of the participants had no idea there was cricket activities happening in Hong Kong. 62% said they previously didn't play cricket before as they felt the club fees were too high as well as the equipment's were expensive

We found that that ethnic minorities in Hong Kong have a significantly greater interest in cricket rather than other sports with 70% stating Cricket was their preferred sport. The most important factors for them to play Cricket were equipment and cost of the sessions, time and location. We also found that getting Women players to participate was a bigger challenge due to culture, family opinion or other obstacles to girls playing cricket. However, the number of female participations kept increasing which shows that they are willing to play if they get more opportunities.

Due to Covid19 lot of our big scale "Fun Day" promotion events were held at a smaller scale and we had to depend on Word of Mouth to get our message across

Project Outcome

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We feel our project was a huge success in achieving our targets. 93% are fully satisfied and the rest were slightly satisfied reason given that they had conflict with other sports to attend a number of the sessions. The number in participant kept increasing especially in women centres which shows that they are willing to play the game if the opportunities were given openly.

Overall the availability of free equipment, ground, and coach, enabled them to feel privileged and they hope Hong Kong Jockey Club and Cricket Hong Kong to continue support provide the same opportunities in the future as well

The program has now led to creation of two Sri Lankan Community Women's Teams, a Bohra Community Men's and one Junior Team, a Bangladeshi Men's and a Junior team, two Punjab Lions teams and a Nepali Men's Team and a Junior teams taking part in various Cricket Leagues and tournaments organized by Cricket Hong Kong.

- Ravi Nagdev