

Media Release
18 October 2015

Aussie Hoops for Aussie Kids – getting kids off the couch and onto the court



In light of recent studies showing that the level of ball skills Aussie kids display is significantly lower than it was 30 years ago.

Skills researched included kicking, throwing, catching and jumping, which could be due to kids being too inactive and not getting the required two hours of activity per week.

Aussie Hoops may just be the answer to reversing this trend.

The Aussie Hoops program is a National Program and strongly supported by Basketball Queensland. It uses a 'game sense' approach where children learn basketball through playing games and activities, also involving the parents to encourage family support.

The program is for all boys and girls up to 12 years of age and all abilities. And the emphasis is on fun as well as learning.

"Movement is an innate part of learning and will always appeal to learners given the opportunity," says Basketball Queensland Aussie Hoops Co-ordinator, Peter Pollock.

"Skills are a function of repetition. With the increase in time spent by children on the Internet or playing Xbox and PlayStation games it is no wonder that basic skill proficiency will decline.

However the growth in participation programs like Aussie Hoops and across all sports is a testament to how children are wired to learn.

"Kids want to play. It's how they learn. They want to have fun. It is the number one reason why children play sport and the number one reason why they quit, which is when it's not fun," says Peter.

Aussie Hoops is ideal to get children outside and more active. It also offers a sound platform for these valuable learning skills.

"In addition to promoting healthy and active lifestyles and game skills, the program promotes strong social development and inclusion - fostering stronger and more vibrant communities and individuals," says Basketball CEO, Graham Burns.

There are over 900 children enrolled this year with the following clubs offering the program in Queensland:

- Toowoomba Mountaineers
- Southwest Queensland Regional Sport & Recreation - Toowoomba
- Gold Coast Rollers
- TSS Suns – Southport Gold Coast
- Ipswich Force
- South West Pirates
- Logan Thunder
- Bayside Basketball - Redlands
- Brisbane Capitals
- Northside Wizards
- Caboolture Suns
- Seahawks Gold Coast
- University of Sunshine Coast
- Caloundra Basketball

The benefits of the Aussie Hoops program are immense for both children and their parents:

- Children learn fundamental motor skills for future physical activity and sports participation
- Children learn the basics of fitness conditioning, muscle management and well-being
- Children learn the importance of health and nutrition
- Children learn how to show respect for others as well as social, team work and cooperation skills are developed
- Children have contact with coaches, ambassadors, older children and parents, providing a value role for the future
- Physically active children are more attentive, have a more efficient memory and better problem solving skills
- Children are coached and encouraged by accredited and periodically assessed coaches
- Children are exposed to the Australian Basketball pathway from Aussie Hoops through to the elite level
- Aussie Hoops provides a structured and federally endorsed program for children to participate in over a five-year period
- Parent involvement is encouraged

So to get your children off the couch and onto the court, contact Basketball Queensland for details of the Aussie Hoops program.

See <http://www.basketballqld.com.au/aussie-hoops>

Aussie Hoopers in action can be seen here: <https://www.youtube.com/watch?v=bPR2nQ6v2lw>

More information or interviews:

Jane Keighley
Senior PR Consultant
Outsource2Us
P: 07 5554 6034
M: 0403504624
E: janekeighley@outsource2us.com.au