



PARENT INFORMATION

An international sport and movement programme coaching children around the world



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www.playball-london.com

WELCOME..

Thank you for your interest in the PLAYBALL programme

Before we give you some information on why we feel that your child will benefit from participating in the PLAYBALL programme I would like to take this opportunity to give you some background on the history of PLAYBALL and where it all began.

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CEO STATEMENT



Thirty years ago as a teacher of young children, I became more and more convinced that the value of sport and what it does in the overall development of children was underestimated by my fellow educators. I noticed that children who were good at sport were largely more outgoing, more popular and were generally more assertive than the ones who weren't.

I realised that sport is a valuable tool, which can be harnessed to not only find competence in sport, but also to develop confidence, moral values and life skills. Every year I would be confronted with young beginners of tennis - and every year I was shocked at their growing lack of physical development. I recognised that a programme was necessary to lay the foundation of good gross motor skills to begin their journey of competent participation, positive interaction with other children and an overall development of their self-worth. This programme that taught movement skills in association with sport skills, with a positive and non-competitive goal in mind, became the **PLAYBALL** programme.

I appointed a panel consisting of teachers, occupational therapists, child psychologists and sport professionals to assist in the creation of the programme that has since become a forerunner in foundation phase sport and movement development.

PLAYBALL was the first sport programme for children, which recognised the importance of life skill development alongside sport skill development.

PLAYBALL was thus the original programme which based its coaching on a holistic approach, where the total development of a child was addressed.



RUSSEL WOBBE
CEO Kidinme Corporation

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Ireland
Mexico
Australia
Singapore

Switzerland
Netherlands
New Zealand
Botswana
Canada
Mauritius
United Arab Emirates

ABOUT US



OVERVIEW OF THE KIDINME CORPORATION USA INC

Our business is about using sport and movement to enhance the overall development of each child we coach. We have over 400 franchises around the world, and teach over 150 000 children every week in over 4000 schools.

We are truly an international business with our programme being taught in America, England, Ireland, Southern Africa, Israel, Australia, New Zealand, UAE, Canada, Switzerland, Mexico and Mauritius.

Specialising in Foundation Phase Sport, our goal is to introduce young children to constructive and enjoyable movement and sport through a multi-activity programme.

We believe that creating a positive attitude towards sport and physical activity at an early age is the key to a solid foundation in movement, which will improve learning and cultivate a life-long participation in sport.

MISSION AND VISION



OUR MISSION

Using sport as the means, we provide children with a sound base from which to develop every aspect of their lives.



OUR VISION

At **PLAYBALL**, we don't just coach. We Educate!

Children thrive in our fun-filled, high-quality sport lessons. Creating a learning environment that boosts confidence and self-esteem is paramount in all the **PLAYBALL** programmes. The children will be coached to engage confidently in a wide range of sport skills, preparing them for years of positive and competent sport participation.

By the end of the **PLAYBALL** programme, we can confidently state that **PLAYBALL** and its unique teaching methods will have made an active contribution to your child's overall development. Our programmes will help your child develop the fundamental building blocks of sport: agility, balance and co-ordination.





PLAYBALL OVERVIEW

PLAYBALL is a specialised foundation phase sport and movement programme, offering six different age appropriate year-long programmes for children between the ages of two and nine.

- Our goal is to have your child achieve a level of sport competency that will allow them to participate in all sport programmes confidently, happily and successfully.
- The **PLAYBALL** programmes, with 30 years of foundation phase development, are specifically designed to facilitate the best possible sport introduction and development for your child.
- The **PLAYBALL** programmes cater for boys and girls of all abilities.



Why is it so necessary for children to participate in an enrichment programme such as ours?

- Competent sport participation does change children's lives. Children are born with an infinite ability to experience the world around them and our programmes play a huge role in that process.
- Movement is the child's first "language" and the more proficient they become, the better they will develop other powers of expression, exploration and development.
- Positive movement and sport participation enable children to learn and grow in an environment that is rich in wonderful experiences. As we know, success-orientated experiences empower young children. This establishes confident and competent children, who are both motivated and persevering, and who are able to take suitable risks in all areas of their learning and development.

The programmes are all curriculum based

Every lesson in every programme follows a curriculum

There are 30 lessons broken up into three sections of 10 lessons each: beginner, intermediate and advanced

BEGINNER BLUE

MANIPULATION

DINKIES


Hockey push pass

LEARN SECTION

- 1 METHODOLOGY**
Copyright protected methodology
- 2 METHODOLOGY**
Copyright protected methodology
- 3 METHODOLOGY**
Copyright protected methodology
- 4 METHODOLOGY**
Copyright protected methodology

PRACTICE SECTION

EQUIPMENT REQUIRED



Shapes
Hockey sticks
Small balls
Tennis bats

1 METHODOLOGY
Copyright protected methodology

DEVELOPMENT
Description of developmental benefits

SKILL

PLAYBALL Methodology

Equipment to be used

Skill explanation

Developmental benefits

2-Beg 2.1

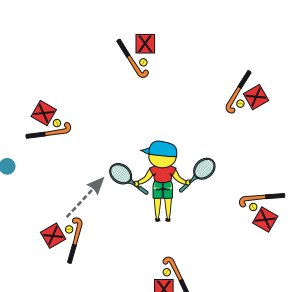
DINKIES

MANIPULATION

DINKIES

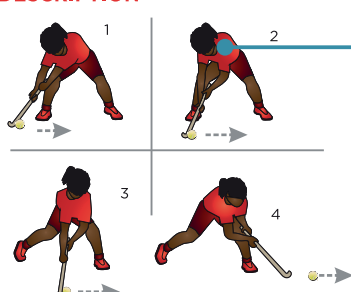
Hockey push pass

DESCRIPTION



METHODOLOGY
Copyright protected methodology

DESCRIPTION



DESCRIPTION
Description of skill is provided

SKILL

Diagram of court layout

Diagram of skill

Explanation of court layout

Skill explanation

2-Beg 2.2



COACHING METHODOLOGY

We strive for a positive, unintimidating and non-competitive environment where results are achieved while having fun.

PLAYBALL programmes do not deal with only one aspect of a child's development. Each programme has as its core value a commitment to addressing the whole child, following a holistic approach, which recognises that children have social, emotional, physical and cognitive needs.



In line with all current educational trends, we subscribe to the teaching creed which embraces the belief that as competency in motor skills improve, children improve their self-concept, which in turn affects all other areas of their lives.

With **PLAYBALL**, your child will extend their basic movement experience. We are confident that they will improve their physical skills to an extent which will enable them to participate in sport with confidence. More importantly - they will be exposed to certain developmental skills, which will assist them in achieving improved results in the classroom!



OUR CURRICULUM

Every programme is curriculum-based. Our development team which consists of sport coaches, teachers, occupational therapists and educational psychologists have created a sport programme that runs parallel to your child's curriculum.

Every lesson in every programme follows the curriculum. In ANY lesson, a parent can ask the Coach presenting the programme to produce the **PLAYBALL** Coaching Card (our Coaching System) for the lesson that is being taught, and to see where it fits into the overall year plan (the curriculum).

Each of our programmes is divided into 3 blocks of 10 lessons (Beginner, Intermediate and Advanced) with lesson plans, coaching aids, coaching cards and reports for each.



OUR LESSONS

All lessons are designed to ensure maximum learning, are lots of fun, unthreatening and genuinely enjoyed by all the children.

YOUR CHILD WILL RECEIVE



Coaching in all of the basic sport skills played at school with the emphasis on the development of competence involving all the manipulation, stability and locomotion skills required.



Guidance in sixteen different life skills that have been formalised as part of the **PLAYBALL** objective for personal development. These include skills such as courage, persistence, confidence, independence and respect.



Specific coaching methods and teaching strategies which favour positive reinforcement. We believe in actively developing socialisation, good self-esteem and self-actualisation - the top three components of Maslow's Hierarchy of Needs, the model on which we base our philosophy of life skill development.



PLAYBALL REPORTS

PLAYBALL WATCH ME PLAY REPORT
BEGINNER

A Movement Program for Children

My name is _____

I do PLAYBALL at _____

This is my PLAYBALL report.

- It tells you how I am growing, developing and learning in this environment.
- I am very proud of WHAT I learn and HOW I learn taught by my PLAYBALL Coach.
- When you read my report you will find an account of I am able to do
- and also how my PLAYBALL Coach assists me.
- When I improve my MOVEMENT EXPERIENCE and how to perform SPORT SKILLS it helps me with ever else in my life.
- It gives me a solid foundation to build on for sport participation as well as all other areas of learning.
- It gives me an "I can" attitude and helps me become COMPETENT. As a result, I will do better when I am in classroom, when I play sport or even when I do daily like riding my bicycle.

A note from the Coach

- Assessment is an important part of the teaching and learning process.
- The most important reason why we assess is so that we can gather information to improve learning.
- When we assess, we evaluate progress and achievement so that all adults in the parents, coaches and teachers can help the child reach maximum potential.
- Our report is also an instrument that provides valuable feedback about the PLAYBALL Coaching Methodology which is HOW we help your child master skills so what is correct for HIS/HER.
- PLAYBALL is holistic - we teach and assess MOVEMENT but also guide the SOCIAL development.

www.playballkids.com

DINKIES
MANIPULATION / OBJECT CONTROL SKILLS
BEGINNER

SOCCER THROW-IN

Sport skill I am learning... Soccer throw-in

At my age, this is the way I should do it... (CAN DO IT) (I AM STILL LEARNING)

What I look like when doing the skill... (Illustration of a child performing a throw-in)

COACH regularly INSTRUCTS and I DO the components of the skill FREQUENTLY

- Grip, Stance, Head Position - Hands held on either side of ball, front on Power Stance, head facing target
- Reaction (when) - In reaction to the Coach's command, "Throw"

I also enjoy other types of throwing: Basketball chest pass, soccer throw and underarm throw. We throw small balls, big balls and bean bags.

I like kicking when playing: Soccer / Basketball / Hurling / Rugby

BASKETBALL CATCH WITHOUT A BOUNCE

Sport skill I am learning... Basketball catch without a bounce

At my age, this is the way I should do it... (CAN DO IT) (I AM STILL LEARNING)

What I look like when doing the skill... (Illustration of a child catching a ball)

COACH regularly INSTRUCTS and I DO the components of the skill FREQUENTLY

- Hand Position, Stance, Head Position - Hands apart at chest height, front on Power Stance, eyes focused on ball
- Reaction (when) - In reaction to the Coach's command, "Catch"

I also enjoy other types of catching: Basketball catch, catching a small ball, catching a high ball, bean bag, beanbag kicking.

I like catching when playing: Basketball / Hurling / Soccer / Rugby / Baseball

RUN AND KICK A BALL

Sport skill I am learning... Run and kick a big ball

At my age, this is the way I should do it... (CAN DO IT) (I AM STILL LEARNING)

What I look like when doing the skill... (Illustration of a child running and kicking a ball)

COACH regularly INSTRUCTS and I DO the components of the skill FREQUENTLY

- Foot-part Position, Stance, Head Position - Inaction top of big toe, front on Power Stance, eyes focused on ball
- Reaction (when) - In reaction to the Coach's command, "Run & Kick"

I also enjoy other types of kicking: Soccer (into the target or to goal), basketball kicking.

I like kicking when playing: Soccer / Rugby

PREPS
LOCOMOTION & STABILITY SKILLS/Body Management Skills
BEGINNER

JUMP

Locomotion skill I am learning... Jump

At my age, this is the way I should do it... (CAN DO IT) (I AM STILL LEARNING)

What I look like when doing the skill... (Illustration of a child jumping)

It is good to learn because... It is a LOCOMOTOR SKILL which teaches my feet to move. This will help me in many of the areas activities, like sport and dance.

- Action is more rhythmic than before, the take-off leg is used to generate force, arm starting to use arms in opposition to lead leg when jumping

I also enjoy other activities developing locomotion: Galloping, running and sliding

HOP ON ONE LEG

Stability skill I am learning... Hop on one leg

At my age, this is the way I should do it... (CAN DO IT) (I AM STILL LEARNING)

What I look like when doing the skill... (Illustration of a child hopping)

It is good to hop on one leg because... Hop on one leg requires the child to use the muscles in the legs to generate force to move the body. It is a good way to learn to use the muscles in the legs to generate force to move the body. It is a good way to learn to use the muscles in the legs to generate force to move the body.

- Hop 8 to 10 times on same foot
- Hop distance of 15 meters in 11 seconds
- Arms are used for balance and to produce force. Balance and rhythm have improved but may not yet be a fluid movement. The raised leg leads the hop

I also enjoy other activities developing stability: Galloping, running backwards

SKIP

Locomotion skill I am learning... Skip

At my age, this is the way I should do it... (CAN DO IT) (I AM STILL LEARNING)

What I look like when doing the skill... (Illustration of a child skipping)

It is good to learn because... Skipping requires the child to use the muscles in the legs to generate force to move the body. It is a good way to learn to use the muscles in the legs to generate force to move the body. It is a good way to learn to use the muscles in the legs to generate force to move the body.

- Skilled skipping for most of the time, rhythmic weight transfer, rhythmic use of arms, do not land flat-footed but land on toes
- Skip and hop co-ordinated effectively. Co-ordinated arm and leg movement

I also enjoy other activities developing locomotion: Galloping, running backwards

REPORTS AND ASSESSMENT

You can be presented with up to three reports a year (a minimum of two per year is recommended). These reports are of the highest standard and will afford you the opportunity to follow the progress of your child.

- **PLAYBALL** assessment occurs continuously (informally) during every lesson as the Coach will regularly evaluate and judge a child's strengths/weaknesses/abilities.
- The **PLAYBALL** method is about teaching and not just testing, thus, evaluation is always seen as a reflection of a curve of learning and not as a final statement judging success or failure.
- A selection of skills is evaluated in order to give you an overview of the pupils' total progress and ability regarding movement, sport and social skills.
- Examples of the reports are shown above.



PLAY THIS WAY

from as early as 12 months
up to 35 months old

PLAY THIS WAY programmes are all about developing a solid BASE. This foundation paves the way for skill acquisition and sport specialised refinement of skills in later years.

The programmes offer other developmental benefits that will support children with everyday tasks and will prepare them for formal learning.

In **PLAY THIS WAY** children are taught according to the critical periods/windows of development.

Fun2B1 - 12 to 24 months old

The aim of this programme is to enable the early walker to develop and maximise motor skills. Motor development contributes to social and cognitive development. An example of this is facilitating crawling and exploring. When a child crawls the movement will stimulate the formation of early mathematical concepts. Motor development is the springboard to all learning.

Early 2 - A programme for tots who have turned 2 early in the school calendar year

This programme is a worthy forerunner to the **PLAYBALL I CAN DO** programme as it lays the foundation in stability, locomotion and manipulation (the basic categories of movement). Young toddlers also learn to abide by a structured routine, co-operate with the facilitator and learn to follow instructions.

THE EMPHASIS OF THESE PROGRAMMES ARE:

- Motor development (We offer a wide variety of stability, locomotion and manipulation tasks and experiences)
- Social and communication development (We teach the basic conventions of a learning environment, like listening to instructions and following a routine)
- Perceptual and Cognitive development (We teach basic concepts like size, texture, space, colours and shapes)

All the activities are based on SCIENTIFICALLY ACCEPTED and WIDELY RESEARCHED age norms.





I CAN DO A Movement Programme for Children

I CAN DO is **PLAYBALL**'s introductory programme for 2 and 3 year olds. It focuses on laying the basic foundations of movement in order to enable your child to accomplish more challenging sport related skills as they get older.

2 year olds are still discovering the wonderful things that their bodies can do and need a lot of practice in basic skills through fun but structured sessions.

Using exploration and discovery, we work in a creative way to encourage children to move more freely, understand their balance and stability, stretch their physical boundaries, develop spatial awareness with object manipulation, perform big movements with confidence, develop counting, colour recognition and word familiarisation.

I CAN DO will help your pupils reach essential physical milestones. The emphasis is on participation rather than competence, and ensures that your child's first experience of sport and **PLAYBALL** is positive and exciting.

THE PROGRAMME FOCUSES ON:

- Delivering an active start to structured, fun and formalised lessons
- Enrichment of movement experience by developing physical boundaries and spatial awareness
- Improving motor planning, core strength development, stability, locomotion, formation and object manipulation





WATCH ME PLAY

A Movement/Sport Programme
for Children

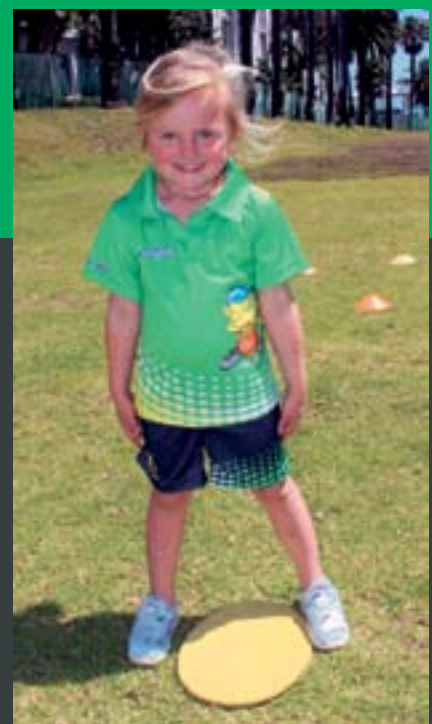
The **WATCH ME PLAY** programme recognises and develops the growing skill set of your 3 and 4 year old child. Our focus here is on participation within a group and teaching children in a friendly, caring and supportive environment through carefully structured lessons.

A healthy balance is maintained between fun and learning, as your child is introduced to basic movement and sport development skills that will lay the foundation for future successful sports participation.

Between the ages of 3 and 4 the child reaches a stage called the "elementary stage" of movement. In this stage the child has greater control and a basic sense of co-ordination and spatial awareness.

THE MAIN EMPHASIS OF THE PROGRAMME IS:

- Each child achieving a measure of competence in the "foundation" of the various manipulation and ball skills in all the popular sports
- Development of a child's confidence and enjoyment of sport
- Social integration with other children
- Introduction of concentration and listening skills
- Supporting you in nurturing an active and happy lifestyle for your child at a crucial time in their earlier life





DINKIES

A Sport Programme for Children

The **DINKIES** programme is specifically designed for 4 and 5 year olds and is perfect for children just starting school. Using a series of structured lessons, your child is given the opportunity to practice skills which will develop their confidence to begin the exciting journey into sport participation.

In this stage children begin the process of reaching the "mature stage" of movement development. They are ready to cope with putting the foundation skills together and ready to tackle more advanced skills.

Our **DINKIES** programme develops a wide variety of ball skills, places an emphasis on individual participation, and gives the necessary confidence to overcome any fears or anxieties about playing sport.

THE MAIN EMPHASIS OF THE PROGRAMME IS:

- Honing confidence to participate in sporting activities and games
- Guiding children to integrate socially with their peers
- Developing concentration and listening skills through organised activities
- Continually developing your child's enjoyment of sport





PREPS A Sport Programme for Children

The **PREPS** programme covers more demanding ball skills that will form the essential base for the most popular sports that are covered in the school environment.

As with every **PLAYBALL** programme, the **PREPS** sessions are structured and age-appropriate. The programme deals with the refinement of sport skills; including an introduction to basic team work, the development of skills needed in a basic game situation and an introduction to partner work. It's here where we encourage getting it right, which develops persistence and does away with the fear of "can't catch", therefore "can't play".

With **PLAYBALL PREPS** you can really see all the individual sport skills coming together. Growing competency, confidence and motivation enable the kids to work together towards a common goal.

THE MAIN EMPHASIS OF THIS PROGRAMME IS:

- The refinement of the "foundation" skills component of the popular sports played at school
- The development of when, where and how to move in the execution of a skill
- The technical development of the skills relating to "direction, distance and positioning"
- Introduction to teamwork and continued development of partner work





PLAY SPORT For children 6 years and older

It is in this age group that children are actually involved in sport. Successful completion of the **PLAY SPORT** program provides all the skills a child needs to play the game.

The **PLAY SPORT** programme covers all of the most popular school sports: football, netball, hockey, rugby, tennis, volleyball and basketball - an introduction to the basic rules of each game, development of specific skills related to each sport, as well as development more complex team work, like attack and defence.

Children who have done **PLAYBALL** for years are confident working with sports equipment and handling any type of ball. By supporting youngsters through multi-sports activities, they are able to quickly adapt to new rules and new sports. A genuine enthusiasm for sport participation is established at **PLAYBALL**.

THE MAIN EMPHASIS OF THIS PROGRAMME IS:

- Development of skills needed in a game situation
- The refinement of when, where and how to move in the execution of a skill
- The continued development of skills relating to “direction, distance and positioning”
- Introduction to teamwork and continued development of partner work
- Development of decision-making in a game situation
- Playing small-sided sports games





CAMPS

The most exciting camps for your child

The purpose of our **PLAYBALL** holiday camps is to provide high-quality, age-appropriate and fun holiday activities for boys and girls aged 3 and above.

Every day will be busy with a wide and varied schedule of sport skills and games. Children participate in a range of instructor-led activities including fundamental skills for tennis, hockey, cricket, football, rugby, athletics, basketball, baseball and volleyball - just about any ball sport you can imagine!

It's Holiday Time!

Your child is in safe hands

When you are looking for something active for your kids to do during the school holiday, or an activity filled kids' summer camp, why not consider **PLAYBALL** sport holiday camps? Full of fun-filled games, skills and drills!

The camps cater for a mixture of ages from 3-9, are gender agnostic and provide your children with a concentrated period of activity and social interaction with a high emphasis on having fun!

Playball with a Fun Twist

We take all of our most exciting and entertaining **PLAYBALL** skills and drills and create activities and games that will keep your children entertained for hours, while still focusing on achieving competency in sport and movement.

Still the PLAYBALL you know and trust

We use our same top coaches, as well as all the **PLAYBALL** equipment and more

What makes our camps special?

The **PLAYBALL** programme is based on a curriculum maintained over 30 years by a consortium of child development specialists, teachers and sports professionals.

Our teacher-pupil ratios never exceed 1:10, which makes us entirely unique - our teachers are able to spend more time working with each individual child, offering confidence-boosting praise and ensuring each child has a positive experience!



BIRTHDAYS

PLAYBALL gives your child the birthday of a lifetime!

PLAYBALL parties are offered as an additional service at most of our centres. These are tailored for your child's fantasies: whether they wish to fly like a superhero, enter the enchanting world of Disney characters, or have the most awesome sport-themed birthday. We will present games and adventures that will make your party a roaring success!

It's Party Time!

Parents, you just have to sit back and relax...

Our **PLAYBALL** parties are always a hit with parents. But why?

Because our **PLAYBALL** coaches take the reins, handle all the games and activities, while you and your guests sit back and watch your party peeps have a blast!

PLAYBALL with a Fun Twist

We take all of our most exciting and entertaining **PLAYBALL** skills and drills, and create activities and games according to a theme that will give your child the best birthday that they could dream of.

Still the PLAYBALL you know and trust

We use our same top Coaches, as well as all the **PLAYBALL** equipment and more.

What makes our birthday parties special?

PLAYBALL has been delivering the most exciting children's birthday parties for over 20 years, and because of this we have a large variety of unbelievable games and adventures to offer. So if you want your boy or girl to feel like they are walking onto the pitch of their favourite football team, or exploring the depths of the Amazon jungle, or simply want to leave it to us to provide an amazing mix of sports and games that will engage both boys and girls alike, we can do it!

Don't forget about our famous treasure hunts...

Our special **PLAYBALL** party formula, which has been proven for years, ensures that everyone has a fantastic experience on your child's BIG DAY!



OUR COMMITMENT

We are committed that all the PLAYBALL programmes:

- are age appropriate, curriculum based and designed to ASSIST in giving your child a sound base from which to develop their full potential both on the sports field and in the classroom
- are independent of each other and are taught accordingly, offering each age group a completely different sporting experience and learning environment
- will provide your child with a solid platform for confident sport participation IN A PRESSURELESS ENVIRONMENT
- take into account the developmental windows of opportunity, and facilitate a wide range of suitable movement skills and physical activities, in a safe and secure environment perfect for optimal learning
- are developed and maintained by leading foundation phase experts in order to bring you the most current and appropriate sport programme for your child



FRANCHISE STATEMENT

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It is a privilege to do something that you believe in. Teaching **PLAYBALL** is knowing that you are making a difference.

As a **PLAYBALL** Coach, I know that I change the lives of children for the better. When children are more competent “movers”, they are also more competent “learners”. Having a strong core and good posture enables children to sit at a desk for longer, and affords them the ability to pay attention and to work more effectively.

One of our major goals is to ensure your child’s involvement in sport. Children are meant to move and I motivate and facilitate this process. When a child moves, they learn and they explore. Each time a baby crawls, the neurological network in the brain expands and the midline is crossed. If this does not happen, a child may find it difficult to read or write.

As a **PLAYBALL** Coach, I believe in a positive approach. We are committed educators who understand how to motivate the shy child and the child who is struggling with their competence. At **PLAYBALL** we understand that development is integrated. If a child is good at something, it will have a positive influence on all other aspects of their lives. Unfortunately, the reverse is also true. This is one of the most crucial motivations for teaching competency: the more competent, the more confident a child will become, resulting in a happy and well-rounded person who is willing to participate and who believes that they CAN!

I am proud to dedicate my life to improving the lives of children. I am proud to be a part of **PLAYBALL**.



PLAYBALL LONDON

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 Playball London

