

COMMUNITY SPORTS COMMITTEE

Minutes of the 39th Meeting of the Community Sports Committee

Date: 3 March 2016 (Thursday)
Time: 10:30 am
Venue: Conference Room 401, 4/F, Leisure and Cultural Services Headquarters, 1-3 Pai Tau Street, Sha Tin, Hong Kong

Present: Mr TONG Wai-lun (Chairman)
Mr David YIP Wing-shing (Vice-chairman)
Mr Patrick CHAN
Mr CHENG King-leung
Mr CHEUNG Ki-tang
Mr CHU King-yuen
Mr Arnold CHUNG Chi-lok
Miss HON Sze-sze
Mr Daniel LEE Chi-wo
Ms LEE Ching-nga
Ms Peggy LEE Pik-yee
Ms TUNG Kin-lei
Mr WONG Wai-shun
Mr Kenneth FOK Kai-kong

Department Representatives in Regular Attendance

Mr Richard WONG Tat-ming (Representative from Leisure and Cultural Services Department)
Mr Sunny CHAN Park-sun (Representative from Home Affairs Bureau)
Dr Anne FUNG Yu-kei (Representative from Department of Health)
Mr HO Chun-ip (Representative from Education Bureau)

Absent with Apologies

Dr YUNG Shu-hang
Ms WAI Hoi-ying
Mr CHAN Pok-chi

In Attendance

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| Ms Michelle LI Mei-sheung | (Leisure and Cultural Services Department) |
| Mr Raymond FAN Wai-ming | (Leisure and Cultural Services Department) |
| Ms Joanne FU Lai-chun | (Leisure and Cultural Services Department) |
| Ms Fanny HO Sau-fan | (Leisure and Cultural Services Department) |

Secretary

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| Ms Winnie LEE Fung-ming | (Leisure and Cultural Services Department) |
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Opening Remarks

1.1 The Chairman welcomed all Members and representatives of various government departments to the meeting. He extended a welcome to six new Members: Mr CHENG King-leung from the education sector, Mr Daniel LEE from the sports sector, Mr Patrick CHAN and Miss HON Sze-sze from national sports associations (NSAs), Mr CHEUNG Ki-tang of the Kwun Tong District Council and Mr WONG Wai-shun of the Yuen Long District Council. The Chairman also welcomed Ms Fanny HO of the Leisure and Cultural Services Department (LCSD), who attended the meeting for the first time. The Chairman hoped that all Members would continue to voice their valuable opinions actively and work together to promote the development of community sports. He also expressed his gratitude to former Members Mrs Stella LAU, Prof. Stephen WONG, Dr Simon YEUNG, Mrs Cecilia WONG, Mr Philip LI and Mr Henry CHAN for their contribution to the Community Sports Committee (CSC) in the past.

Item 1: Confirmation of the Minutes of Last Meeting of the CSC

2.1 The draft minutes of the 38th meeting had been emailed to Members for comment on 25 January 2016 by the Secretariat. No proposals for amendments had been received so far. As no further amendment was proposed at the meeting, the Chairman announced that the minutes of the 38th meeting were endorsed.

Item 2: Matters Arising

3.1 The Chairman reported that there were no matters arising from the previous meeting, and directly moved on to Item 3 “Proposal on Sport For All Day 2016” (CSC Paper 01/16).

Item 3: Proposal on Sport For All Day 2016 (CSC Paper 01/16)

4.1 The Chairman invited Ms Winnie LEE of the LCSD to present CSC Paper 01/16 by PowerPoint.

4.2 Ms Winnie LEE presented CSC Paper 01/16. Members’ views on the paper and responses from the LCSD were summarised as follows:

- (a) Mr Kenneth FOK said that the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) was subject to restrictions on the use of the word “Olympics” and related terminology as well as relevant Olympic logos during the Olympic Games period. He suggested adopting the SF&OC’s slogan “Road to Rio” to show concerted support for Hong Kong athletes’ participation in the Olympic Games. In addition to posters and radio broadcasts, which were commonly used for publicity purposes, he proposed adding the QR-code to the publicity materials for more direct access to information relating to the “Sport For All Day”, so as to attract young people to participate in sports activities. Mr Kenneth FOK also said that as public consultation on the development of the Kai Tak Sports Park was about to be launched, he hoped that the LCSD and the Home Affairs Bureau (HAB) would explore ways to promote the public consultation exercise for the Kai Tai Sports Park on the “Sport For All Day”.
- (b) Mr Arnold CHUNG suggested creating a mobile application to promote the “Sport For All Day”. He believed that it took less time to design an electronic programme, but the advertising effect would be more desirable. Moreover, he suggested enlisting the help of Hong Kong athletes who were qualified to take part in the Olympic Games in spreading the message that the “Sport For All Day” would be held on 7 August 2016.

- (c) Mr CHEUNG Ki-tang said that the “Sport For All Day” allowed members of the public to use recreation and sports facilities free of charge and to take part in free recreation and sports programmes, thus fulfilling the purpose of encouraging them to do more exercises. He suggested making use of electronic media, such as Facebook, which were frequently used by youths to step up promotion of the “Sport For All Day”. Moreover, he suggested promoting exercises that could be done anytime anywhere, such as “No-Time Workout” on the “Sport For All Day” to encourage members of the public to keep on doing exercises.
- (d) Mr CHENG King-leung praised the LCSD for having a comprehensive plan for the “Sport For All Day”. To encourage school participation, he suggested inviting schools to hold sports activities on school premises for participation of parents and students, with activity photos being sent to the LCSD afterwards for uploading onto its website, so as to call for more public support, and these parent-child sports activities might become regular annual events held by schools in future. In addition, he proposed making life-sized die-cut cardboard portraits of elite athletes for members of the public to take photos with, which was an economical way to enhance the advertising effect.
- (e) Mr CHU King-yuen said that sustained efforts had been made by the LCSD over the years to enhance the “Sport For All Day”. Since the Olympic Games would be held that year, he hoped that the LCSD would clarify the role and positioning of Sports Ambassadors (SAs) in order to get better results in motivating the public to do more exercises. He added that some SAs might not be able to take part in the “Sport For All Day” as they had to prepare for the Legislative Council election.
- (f) Mr Patrick CHAN understood that the purpose of holding the “Sport For All Day” was to encourage the public to participate in sports and physical activities regularly. He said that the success of the event should hinge on whether it was able to encourage members of the public to keep on doing exercises, but not merely an increase in the number of participants. He suggested that the LCSD should promote other upcoming recreational activities,

such as badminton or Tai Chi classes, on the event day, so as to encourage those who were interested to keep on doing exercises after the event, thus fulfilling the objective of the “Sport For All Day”. Furthermore, he enquired about the reason for holding the “Sport For All Day” in August, a month that was not quite suitable for doing exercises. Apart from being the hottest month of the year, August was not the suitable time for certain sports like distance run. He therefore suggested that the “Sport For All Day” be held in another month in the coming year.

- (g) The Chairman believed that the LCSD would consider Members’ views on various aspects of the promotion exercise, such as the use of the “QR-code”, and would examine the viability of the proposals on enhancement of promotion efforts. Furthermore, the Chairman suggested that upon completion of the Olympic qualifying tournaments at the end of May, the LCSD could contact the athletes concerned, the SF&OC and NSAs, in the hope of using the portraits of these athletes to make promotional cardboards to publicise the “Sport For All Day”.
- (h) Mr Richard WONG of the LCSD thanked Members for their valuable comments and said that the LCSD would carefully consider their suggestions. Regarding publicity media, the LCSD would keep abreast of the trend and try to select popular media platforms that the public deemed convenient for promoting the event. He added that each district would pick a sports activity with local characteristics and a record of satisfactory achievement, e.g. cycling or windsurfing for Sai Kung District. As for Mr Kenneth FOK’s proposal to publicise the public consultation on the development of Kai Tak Sports Park on the “Sport For All Day”, the LCSD would discuss the matter with the HAB.
- (i) In response to Mr CHU King-yuen, Ms Winnie LEE of the LCSD said that SAs were indispensable to the “Sport For All Day”. They would be assigned to various districts on the “Sport For All Day” to guide members of the public who participated in the event. Moreover, she reported that the LCSD had written to District Councils (DCs) early this year, inviting them to nominate their SAs for the new term, and inviting SAs to participate in the “Sport For All Day”, so as to encourage the public to do more

exercises and spread relevant health messages in the community. As for Mr Patrick CHAN's enquiries about the date and sustainability of the "Sport For All Day", Ms Winnie LEE of the LCSD responded by saying that according to the Regulation on National Fitness promulgated by the State Council of the People's Republic of China, 8 August was designated as the National Fitness Day every year. To tie in with the national goal of promoting fitness for all and to further promote "Sport for All" in the community, the LCSD had been holding the "Sport For All Day" in August every year since 2009. If 8 August did not fall on a Sunday, the "Sport For All Day" would be held on the first Sunday of August to facilitate public participation, providing an opportunity for territory-wide participation in the event. Regarding sustainability, she said that members of the public who wished to continue to participate in sports activities could obtain information on the LCSD's recreation and sports programmes as well as relevant facilities through websites or other information channels.

- (j) The Chairman said that holding the "Sport For All Day" in whichever month would attract diversified views. He considered that although it was relatively hot in August, there was a great number of participants in the past, particularly those using the swimming pool facilities on the event day.

Item 4: Preparatory Work for the 6th Hong Kong Games (CSC Paper 02/16)

5.1 The Chairman said that the 6th Hong Kong Games (HKG) would be held in 2017 and invited Ms Fanny HO of the LCSD to brief Members on CSC Paper 02/16.

5.2 Ms Fanny HO briefed Members on CSC Paper 02/16. Members' views on the paper and responses from the LCSD were summarised as follows:

- (a) Mr WONG Wai-shun considered that the continuity of the HKG was not so strong as it was held biennially; moreover, there was room for improvement in the effectiveness of sports promotion and training of athletes, coaches and management talent. He suggested organising regional sports competitions during the interval between two HKG, one each on Hong Kong Island, in

Kowloon and in the New Territories, to facilitate sustainable development in the training of athletes, coaches and management talent as well as to raise public awareness of the HKG. At present, district sports associations (DSAs) in the New Territories organised inter-district sports competitions every year. Since DSAs played an important role in the organisation of the HKG at the district level, their workload would be relatively heavy during the HKG; if inter-district sports competitions could be held in alternate years, it would not only enhance the coordinating efforts but also facilitate an effective allocation of resources. Regarding the method of selecting district athletes for the HKG team events, he said that both individual technical assessments, which selected individual athletes to form the district team, and the knock-out mechanism, which selected the entire district team, had been adopted before. Considering that both methods had their shortcomings, he suggested refining the selection mechanism for the HKG. For instance, professional judgment of coaches could be included into the knock-out mechanism, so that apart from the winning team of the selection competition, which would be eligible to represent the district, outstanding individual athletes could be selected by coaches from the eliminated teams to join the district team; this would enable a more effective selection of outstanding athletes to join the district team and raise the standards of the competitions. In respect of promotion, Mr WONG Wai-shun said that the attendance of the HKG sports competitions was low, with the elderly being the majority of the audience. As public examinations would have been completed in May and June every year, he proposed making arrangements for spectators to attend the competitions via the area offices of the Hong Kong Schools Sports Federation, making use of their networks to mobilise more young people to take part in the HKG. Finally, he suggested setting up a sub-committee on sports competitions under the Organising Committee (OC) of the HKG for DSAs to express their opinions on the arrangements for the competitions more directly and accurately, with a view to fostering further development of the HKG.

- (b) Mr CHU King-yuen said that for every HKG, relevant fine-tuning and changes in respect of human resources and sports would be made for better arrangements of the event.

Regarding the eligibility requirement that participating athletes must reside in their respective districts, he considered that with high mobility in districts of residence among Hong Kong people, strict enforcement of this requirement would hamper the participation of athletes in the competitions; therefore, he suggested that the organiser consider other feasible measures that could enhance the athletes' sense of belonging and ensure the representativeness of district athletes, and at the same time avoid violation of the principle of fairness and engagement in secret dealings. He also suggested liaising with various district teams with the assistance of District Leisure Services Managers for the holding of friendly matches, with a view to enhancing team members' sense of belonging to and cohesion in their districts. Relevant expenses would be borne by the district teams themselves.

- (c) Ms LEE Ching-nga said that the sports of the HKG were mainly ball games. She suggested the organiser should include other sports for greater public participation, such as yoga and pilates. She also suggested leading spectators to do simple stretching exercises at the spectator stand during the HKG competitions in order to raise their physical activity level, and presenting awards to spectators to increase public attendance.
- (d) Mr CHENG King-leung understood that there should be a certain degree of sustainable development for every district after the HKG. He suggested that after enrolment, a district team should develop a 2-year district-based training programme for athletes who were going to participate in the selection competitions. As for proof of address, he proposed exempting athletes who had previously represented their districts from providing address proofs for two consecutive HKG, so as to extend the period of their continuous participation in the HKG, that is to say, athletes could represent their districts for up to four years. Furthermore, to enhance promotion, he suggested making video records of every HKG competition and uploading video clips to the dedicated website for athletes' review and public enjoyment.
- (e) Mr Richard WONG of the LCSD thanked Members for their valuable views. His replies to Members' enquiries and views

regarding matters such as the time of the HKG competitions, competition format, eligibility requirements for athletes, addition of competition events and promotion are summarised as follows:

- (i) He agreed that it was necessary to co-ordinate the dates of the HKG competitions with those of the sports competitions organised by DSAs and relevant NSAs, so as to ease the pressure on districts, NSAs, athletes, venues and manpower;
- (ii) The roles of DCs and DSAs in the OC had all along been clearly defined. Although some DSAs had a higher degree of participation, the proposal to set up a sub-committee accordingly for participation of DSA representatives to enhance their representativeness would be up to the OC to consider;
- (iii) The number of sports of the HKG had increased from four initially to eight at present. Given the existing venues, lead time and manpower resources, he found it difficult to increase the number of sports;
- (iv) He agreed that the number of spectators was relatively small at the beginning of the HKG. In the past, the organiser adopted different means to increase public attendance, which included mobilisation of the public and students to attend the HKG competitions through district channels and schools respectively, distribution of souvenirs to spectators, promotion through different media, etc. The organiser would continue to attract public attendance through different means;
- (v) Regarding the making of video records, some of the previous HKG events were recorded and uploaded to a dedicated HKG website for sharing with the public. He believed that this area of work would be continued and strengthened in the next HKG; and
- (vi) He said that the OC of every HKG expressed grave concern over the selection of district athletes and the

eligibility requirement on district of residence in the HKG. He thanked Members for understanding that every system had its own advantages and shortcomings. He believed that the next OC of the HKG would consider Members' views and suggestions carefully.

- (f) Ms Fanny HO of the LCSD thanked Members for their valuable views, and said that their views would be referred to the OC for consideration.
- (g) Mr Raymond FAN of the LCSD understood that Members hoped more recreation and sports programmes would be organised in the community for public participation in order to promote "Sport for All" in the community. At present, apart from the HKG, the LCSD was organising other types of sports games, such as the Corporate Games and the Masters Games, as well as other community-based sports programmes and competitions; moreover, various sports programmes and competitions were organised by the SF&OC and NSAs every year, such as sports festivals, resulting in a great demand for human resources and venues. An important issue facing the Committee was how to do the best with limited resources and to meet and balance the needs of various stakeholders. He proposed integrating different games in the future to cope with social changes such as changes in community and demographic structures so as to better meet the needs of the community, and organising different kinds of games, training as well as entertainment and participatory activities to continue promoting the development of "Sport for All" programmes.

5.3 The Chairman thanked Members for their valuable views. He said that with limited resources, it would be difficult to increase the number of sports. Taking venues and facilities as an example, adding one sport would require a significant increase in the provision of venues and facilities for the 18 districts to select athletes, conduct training and hold competitions, which would affect other sports organisations and members of the public since the number of venues and facilities available to them would be reduced as a result. Every OC of the HKG expressed grave concern over eligibility requirements for athletes and the ways to attract members of the public to attend the competitions. As the HKG was a "Sport for All" activity, elite athletes were prohibited from joining the HKG, thus making the HKG competitions

relatively less attractive. In the past, the organiser used different methods to increase public attendance, such as presenting the “District with the Strongest Cheering Squad” award to encourage formation of cheering squads to cheer on athletes of their districts, and holding live quiz games in which participants who were selected by ballot and answered correctly would receive T-shirts printed with artiste Andy Lau’s calligraphic inscription. He added that since the launch of the HKG in 2007, participating athletes and people participating in promotional activities and territory-wide activities had been gradually increasing. In terms of organisation and scale, the HKG had become a well-developed territory-wide sports event, which received increasing support from the community. After the formation of the OC of the 6th HKG, he would refer Members’ views to the OC for consideration. He hoped that the 6th HKG would build on past achievements and further promote a “Sport for All” culture in the community.

Item 6: Any Other Business

(i) Hong Kong and Shanghai Summer Sports Camp for Youth 2016

6.1 Ms Joanne FU reported that the Hong Kong and Shanghai Summer Sports Camp for Youth was one of the initiatives under the Sports Exchange and Co-operation Programme Agreement signed between the HAB of the Government of the Hong Kong Special Administrative Region and the Shanghai Sports Bureau in 2004. The programme aimed at promoting sports exchange between the youth of the two cities through summer camp activities. Since 2005, Hong Kong and Shanghai had been taking turns to host this event. Last year’s summer camp was held from 20 to 24 July 2015 in Hong Kong, and this year’s summer camp was scheduled to be held in mid-July in the Fengxian District of Shanghai. Major exchange activities would include joint training on relevant sports, friendly matches, visits to sports facilities, tours to local scenic spots, etc. Details of the sports exchange programmes and activities were pending further discussion with the Shanghai Sports Bureau.

6.2 The Chairman said that this year’s camp would be held in mid-July in Shanghai, and as before, the CSC would delegate two members to serve as Head and Deputy Head respectively, who would lead the young athletes of Hong Kong to Shanghai for taking part in exchange activities. Mrs Cecilia WONG and Dr Simon YEUNG served as Head and Deputy Head respectively in the previous camp held in Shanghai in 2014, while the Chairman and Vice-chairman Mr David YIP served as Head of the Hong Kong delegation in 2010 and 2012 respectively, to lead the athletes of Hong Kong to Shanghai for exchange activities. He invited Members to nominate the Head

and Deputy Head of the Hong Kong delegation for this year's camp.

6.3 Vice-chairman Mr David YIP nominated Mr CHU King-yuen and Ms Peggy LEE as Head and Deputy Head of the delegation respectively because of their long service in the CSC and rich experience in promoting community sports.

6.4 The Chairman thanked Vice-chairman Mr David YIP for his nomination. He believed that both Mr CHU King-yuen and Ms Peggy LEE were suitable candidates, as they had served the CSC for about five years and had provided a lot of valuable opinions on the promotion of community sports. Members raised no objection. Mr CHU King-yuen and Ms Peggy LEE accepted the invitation and would lead the delegation to Shanghai for this year's summer camp activities.

(ii) International Charter of Physical Education, Physical Activity and Sport

6.5 The Chairman said that the Secretariat had earlier forwarded via email the "International Charter of Physical Education, Physical Activity and Sport" from the International Olympic Committee for Members' reference. The Charter was adopted by the United Nations Educational, Scientific and Cultural Organization in 1978 and revised in 2015. The principles mentioned in the Charter confirmed that the sports policy currently implemented by government bureaux/departments such as the HAB and the LCSD was in the right direction. He said that the LCSD would adhere to this principle and direction and actively foster local sports development.

6.6 Mr HO Chun-ip of the Education Bureau (EDB) said that the EDB also received the Charter earlier, which was enclosed in a letter from the SF&OC, and that the EDB would continue to promote sports in schools. In addition, he shared his views on the Chinese translation of the Charter, saying that although it contained the phrase "體育教育" (literally means "physical education"), "體育" (literally means "sports") instead of "體育教育" (literally means "physical education") was commonly used in Hong Kong.

Adjournment of Meeting

7.1 The Chairman thanked Members for attending the meeting. The next meeting was tentatively scheduled for 28 July, and the Secretariat would inform Members of the date of the next meeting in due course.

7.2 The meeting was adjourned at 11:50 am.

Community Sports Committee Secretariat
March 2016