

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2014

Purpose

This paper reports to Members the programme arrangements of the Sport For All Day 2014.

Background

2. In a bid to promote Sport for All in the community on a sustainable basis and to tie in with the National Fitness Day, the Leisure and Cultural Services Department (LCSD) has been organising the Sport For All Day every August since 2009 to encourage members of the public to take part in sports and physical activity regularly.

3. The Sport For All Day 2013, held on 4 August last year, was one of the signature events of the city-wide “Hong Kong: Our Home” Campaign, under the theme “Vibrant Hong Kong”. The event was given the slogan “Stay active. Exercise every day with your family.” It sought to inspire the public and their families to nurture a habit of doing physical activity for at least 30 minutes a day. The programmes of the event were very well received, attracting an attendance of more than 220 000, of which over 29 000 participated in various recreation and sports programmes for free, while more than 198 000 enjoyed free use of recreation and sports facilities. Over 50 organisations, including District Councils (DCs), national sports associations (NSAs), tertiary institutions and property management agencies, also showed active support by presenting a variety of recreation and sports programmes or opening their facilities on 4 August for public participation and use, and drew an encouraging attendance of over 8 000.

Programme Arrangements for 2014

4. The Sport For All Day 2014 will be held on 3 August 2014 (Sunday). As last year, the LCSD plans to organise a wide range of free recreation and sports programmes in the 18 districts and open various fee-charging recreation and sports facilities for free for public participation and use on that day.

5. In the light of the recommendations of the study on the Physical Fitness Test for the Community, the LCSD proposes that the Sport For All Day 2014 adopt the theme of “Rope Skipping for Health” to promote the sport as one that can be played alone or in groups with minimal gear. Continued efforts will also be made to foster

parent-child participation in sport. Various sports activities (e.g. badminton, social dance, fitness walking, ultimate and rope skipping) will be organised on the event day to motivate people to lead healthy lifestyles.

6. An array of free recreation and sports programmes, including group skipping play-ins, sports demonstrations, fitness corners, parent-child sports programmes and sports play-ins for families, will be held from 2 p.m. to 6 p.m. on the Sport For All Day 2014 at designated sports centres in the 18 districts for public participation. The LCSD hopes to continue its previous arrangement of making available its various recreation and sports facilities (including indoor ones such as badminton courts, tennis courts, basketball courts, squash courts, table tennis tables, fitness rooms, activity rooms and dance rooms; outdoor ones such as tennis courts, bowling greens, archery ranges and golf facilities; public swimming pools as well as craft at water sports centres) for free use by individual members of the public on the event day so that they will have a chance to try different types of recreation and sports facilities, enjoy the fun of sport and cultivate the habit of regular exercise. The LCSD is consulting relevant departments on the above arrangements for free use of facilities.

Community Publicity Programmes

7. To publicise this major event widely and call for active participation, the LCSD will announce programme details of the Sport For All Day 2014 through various publicity platforms including different media (such as newspapers and radio) and major means of transport (such as via billboards at MTR stations and “RoadShow” on buses throughout the territory). Programme information will also be available at the dedicated web page created on the LCSD website. Meanwhile, the LCSD will promote the Sport For All Day 2014 by putting up posters, distributing leaflets and mounting large banners at District Leisure Services Offices (DLSOs), recreation and sports venues, schools, district organisations, etc.

8. To enhance the impact of the event on the community, the LCSD will also encourage various stakeholders in the districts to take part actively in the Sport For All Day 2014 and will again invite DCs, NSAs, district sports associations, schools, tertiary institutions, children and youth services centres, property management agencies as well as major privately-run sports organisations and fitness centres in the territory to show their active support by presenting a variety of recreation and sports programmes or opening their facilities on the event day for public participation and use.

9. In 2010, the LCSD began to appoint DC members, two from each of the 18 districts, as Sports Ambassadors (SAs) through their respective DCs to help promote the importance and benefits of regular participation in sport and other physical activities among local residents and encourage other DC members of their districts and the local community to engage actively in sport activities. The LCSD used to stage a large-scale launching ceremony for the Sport For All Day at a selected venue and invite all SAs to the ceremony. To help make the SAs’ call for public participation in district-based activities and regular exercising in their respective districts more effective, the LCSD is not going to hold a major launching ceremony at

a single venue for the Sport For All Day 2014. Instead, DLSOs will invite the SAs of their districts to attend the district-based free recreation and sports activities and share the fun with local residents so as to garner community support.

Advice Sought

10. Members are invited to comment on the work arrangements for the Sport For All Day 2014 of the LCSD.

Leisure and Cultural Services Department
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