

COMMUNITY SPORTS COMMITTEE

Report on the Work of the Community Sports Committee in 2007-08 and Future Main Concerns on Community Sports under the Policy Address

Purpose

This paper reports to Members the work of the Community Sports Committee (CSC) in 2007-08 and seeks Members' views on the main concerns on the promotion of community sports in the future under the 2008-09 Policy Address.

Background

2. Since its establishment in October 2003, the CSC has advised the Government on the strategies and initiatives to promote community participation in sports. To further promote Sport for All, the CSC formulated six major strategies in 2006 for long-term development of community sports. Those strategies were supported by the 18 District Councils (DCs). The Leisure and Cultural Services Department (LCSD) started to implement the related work in 2007 to further promote community sports activities and foster a sporting culture.

Report on the Work in 2007-08

3. In 2007-08, the CSC held six meetings to study and discuss in depth the ways to implement the work related to the six strategies and in other aspects. Exchange programmes with the Mainland were also organised with a view to promoting community sports in the territory. The work included conducting the Study on the Participation Patterns of Hong Kong People in Physical Activities; organising the 1st Hong Kong Games (HKG) and preparing for the 2nd HKG to be held in May 2009; intensifying the scope of the School Sports Programme (SSP) and better utilising school sports facilities; developing district sports activities with local characteristics; streamlining the sports funding mechanism and granting additional subvention for national sports associations (NSAs); organising community promotional programmes in support of the Beijing 2008 Olympic and Paralympic Games; participating in the Hong Kong and Shanghai Summer Sports Camp for Youth and Beijing 2008 Olympic Games Co-host Cities – Sports Exchange Programme. The major items are reported in detail as below:

Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities

4. In August 2006, the CSC endorsed the formation of the Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sport for All (the Working Group) to conduct an in-depth study for assessment of the effectiveness on promotion of Sport for All. Seven meetings had been held by the Working Group since its formation. The policies and work of eleven countries/areas on the promotion of Sport for All were studied for formulating a set of systematic and objective indicators to assess the effectiveness of the work in promoting community sports. In early 2008, a large-scale Study on the Participation Patterns of Hong Kong People in Physical Activities was launched to collect data on the participation patterns of Hong Kong people in physical activities. This was done to assess the effectiveness of the promotion of Sport for All in the territory and for reference for formulation of specific work plans and direction of long-term development. The Consultant had analysed the findings of the Study and presented a report at the CSC meeting held at the end of December.

Hong Kong Games (HKG)

5. In August 2006, the CSC endorsed the formation of the 1st Hong Kong Games Organising Committee (HKGOC) to supervise and organise the 1st HKG, which was subsequently successfully held from 21 April to 6 May 2007. A total of 1 287 athletes participated in the competition events of four sports, namely athletics, badminton, basketball and table tennis. Various publicity and public relation activities held for the Games attracted over 100 000 participants from the community. In order to allow sufficient time for organising the 2nd HKG and launching various publicity programmes, the 2nd HKGOC was formed in February 2008 and the 2nd HKG was scheduled for 9 to 31 May 2009. Three meetings were held by the HKGOC to discuss various specific arrangements, including the competition events, competition rules and regulations, eligibility requirements, methods of selecting athletes at districts, and publicity and sponsorship programmes, etc. On top of the competitions events of four sports held in the last HKG, two sports, i.e. swimming and tennis, which are more popular and with competition events held regularly in the 18 districts, will be added to the 2nd HKG. The HKGOC will continue to oversee the organisation work.

School Sports Programme (SSP)

6. In order to facilitate a thorough and systematic promotion of sporting culture in schools, the CSC set up the Student Sports Activities Coordinating Sub-Committee (SSACS) in May 2004 to strengthen the cooperation between schools and the Education Bureau (EDB). In 2007 to 2008, the SSACS finalised the promotional strategies and major work for the intensification of the SSP and put forward feasible suggestions for better utilisation of school sports facilities. As at 2008, a total of 50 schools have opened up their facilities for community use.

Regarding school sports promotion, 1 006 schools participated in the SSP in 2007, with over 540 000 participating students. In 2008, it is estimated that 1 035 schools would have joined the SSP with a school participation rate at about 85% and 598 000 participating students. The LCSD will continue to refine the SSP and its mode of operation to meet the needs of schools and students. It will also encourage more students to participate in sports with a view to increasing the school participation rate to 90% in 2010.

Organisation of District Sports Activities with Local Characteristics

7. To strengthen the cooperation of the DCs with the NSAs and District Sports Associations (DSAs) and better utilise local facilities of various districts, the 18 DCs have confirmed the development of district sports activities with local characteristics from 2007/2008 onwards. With the technical support from the NSAs, the LCSD has jointly planned with the DCs and the DSAs to actively develop and promote district sports activities with local characteristics. Please refer to Annex I for the number of development programmes and activities of various DCs. In order to further promote district activities with local characteristics, the LCSD has reached consensus with the Sports Federation & Olympic Committee of Hong Kong, China and the related NSAs to arrange for, as far as possible, various sports promotional activities and competition events of the annual Festival of Sport to be held in districts already chosen to develop the respective sport as the district sports activities with local characteristics.

Others

8. Apart from the above work, the CSC has also discussed and advised on the arrangements for streamlining the sports funding mechanism and granting additional subvention to the NSAs, and the community promotional programmes held in support of the Beijing 2008 Olympic and Paralympic Games.

Future Main Concerns on Community Sports

9. In the 2008-09 Policy Address, the Chief Executive suggested capitalising on the public enthusiasm for the Beijing 2008 Olympic and Paralympic Games to promote Sport for All through a number of measures. The Home Affairs Bureau has drawn up the major tasks in the coming year according to the Policy Address to continue to implement the target of promoting community sports.

10. To consolidate work done in the past two years and keep up the public enthusiasm for the Beijing 2008 Olympic and Paralympic Games, future main concerns on community sports are suggested as follows:

- (a) The CSC should refer to the recommendations made in the Report on the Study on Sport for All — the Participation Patterns of Hong

Kong People in Physical Activities to further devise long-term development plans for Sport for All and collaborate with all stakeholders, including the DCs, DSAs, NSAs, district organisations, etc. to organise more sports activities to meet the needs of different people and encourage members of the public to participate in physical activities / sports through various channels, thereby increasing the rate of participation in physical activities in Hong Kong. It is also suggested that the LCSD should discuss with DCs on how to adjust the types and combinations of district recreation and sports programmes appropriately in accordance with the changes in population and needs of members of the public. The LCSD should also develop and upgrade the existing recreation and sports facilities to cater for needs of various districts.

- (b) To further strengthen the contact and cooperation among all major partners in promoting community sports, it is suggested that the CSC should hold meetings with the Chairmen of 18 DCs and Chairmen of the District Facilities Management Committees / Culture and Recreation Committees under the DCs to exchange ideas on and share experience in promoting community sports activities and introduce to major partners the tasks of the CSC and future development plans for Sport for All through various platforms. Besides, the LCSD will continue to update the contact information of all DCs, NSAs, DSAs and all District Leisure Services Offices under the LCSD biannually for district major partners' reference.
- (c) The 2nd HKG will be held from 9 to 31 May 2009. The HKGOC will continue to oversee the relevant preparation and organisation work and make reference to the comments on the arrangements and other related areas of the 2nd HKG to further improve the 3rd HKG, hoping to further promote the culture of Sport for All at the community level and enhance the senses of harmony and belonging in the community through the event.
- (d) To achieve the ultimate objective of “One Student, One Sport”, the LCSD will continue to work with the EDB to encourage more schools to participate in various activities under the SSP through different channels with a view to raising the school participation rate to 90% by 2010. Furthermore, the LCSD will strengthen its communication with representatives of school councils to encourage the opening up of more school sports facilities for the use of other schools or community organisations.
- (e) Regarding the identification and nurture of athletes with potential, the LCSD will continue to cooperate with the NSAs to identify such athletes for further training through the SSP and various sports

development programmes. The LCSD, together with the NSAs, will review the relevant sports development programmes for youngsters on a regular basis to make appropriate integration and modification in order to meet the development needs of different NSAs.

- (f) The 18 DCs have chosen and actively developed and promoted the sports activities with local characteristics. It is suggested that the DCs, DSAs and NSAs should join hands to enhance their cooperation in the development of the chosen sports activities under the theme of “Selected Sports in Selected Districts”. In order to extensively promote and publicise the district sports activities with local characteristics, it is suggested that a series of promotion strategies be formulated, including printing posters, pamphlets and banners for the 18 districts; publicising the sports activities with local characteristics in various districts and encouraging active public participation. In 2009-10, the District Leisure Services Offices under the LCSD will organise a wide variety of fun days, training programmes and goodwill games, etc. to attract more members of the public to take part in district sports activities with local characteristics.
- (g) The 2009 East Asian Games (EAG), the first international multi-event sports competition in Hong Kong, is scheduled to be held from 5 to 13 December 2009. The EAG will have a record high of 23 sports with more than 280 competition events. It is expected that more than 4 000 athletes and regional representatives will participate in the EAG. In order to involve the whole community in the EAG, the LCSD will, in the following year, encourage the community to provide assistance and actively participate in the EAG preparation and various relevant activities to ensure wide public participation and further strengthen the sporting culture in the community.

Advice Sought

11. Members are invited to comment on the future main concerns on community sports as proposed in paragraph 10 above.

Community Sports Committee Secretariat
December 2008

District sport activities with local characteristics of various DCs and their respective numbers

Districts	Items for development	Number of activities	
		2007/08	2008/09
Southern	Indoor Lawn Bowls	46	53
Central and Western	Badminton	70	68
Wan Chai	Dance and Fitness Activities	38	44
Eastern	Archery	12	24
Sham Shui Po	Gateball	20	24
Yau Tsim Mong	Sports Climbing and Hockey	8	13
Kowloon City	Dance Activities	7	11
Wong Tai Sin	Wushu	27	9
Kwun Tong	Canoe Polo	3	5
Islands	Soccer	15	21
Tuen Mun	Lawn Bowls	39	25
Yuen Long	Swimming	8	9
Tsuen Wan	Dance Activities	70	72
Kwai Tsing	BMX Cycling and Air-gun Shooting	3	8
North	Table Tennis	74	98
Tai Po	Hiking and Table Tennis	35	47
Sha Tin	Wushu	7	7
Sai Kung	Water Sports Activities	91	80
Total:		573	618