

## **COMMUNITY SPORTS COMMITTEE**

### **Proposal on Sport For All Day**

#### **Purpose**

This paper reports to Members programmes and related arrangements of the Sport For All Day to be held on 8 August 2010 by the Leisure and Cultural Services Department (LCSD).

#### **Background**

2. The State Council of the People's Republic of China promulgated the National Fitness Regulations (the Regulations), which came into effect on 1 October 2009, to further promote sport and physical activities for all, to protect citizens' rights to participate in these activities, and to enhance citizens' physical fitness. The Regulations designate 8 August of each year as the National Fitness Day. On that day, sports departments of governments at and above the county level shall provide free fitness guidance and free admission to public sports facilities for the public.

3. The Regulations are not directly applicable to the Hong Kong Special Administrative Region, but in order to support the Mainland's drive to promote national fitness, the LCSD will organise a Sport For All Day on 8 August 2010 (Sunday) to further promote Sport for All in the community. Through a series of free recreation and sports programmes to be organised by various District Leisure Services Offices (DLSOs) under the LCSD, the public will be provided with more opportunities to take part in sport and other physical activities.

#### **Recreation and Sports Programmes**

4. On the Sport For All Day, the LCSD will organise a great variety of free programmes in designated sports centres in 18 districts across the territory to encourage active participation in sports activities among the public. These programmes include a dance play-in, physical fitness assessments and consultations, health talks and exercise sessions, parent-child sports programmes, sports fun for the elderly/disabled, sports programmes with district characteristics and sports demonstrations.

5. To mark the occasion and enhance publicity, a launching ceremony of the Sport For All Day will be held in the Kowloon Park Sports Centre at 3 p.m. on 8 August, while similar ceremonies will also be conducted at the same time in designated sports centres in the other 17 districts. The programmes of the launching ceremony to be held in the Kowloon Park Sports Centre include appointment of sports ambassadors from 18 districts and experience-sharing by retired Olympic gold medallists and serving or retired local elite athletes, while inactive members of the public will be encouraged to take part in physical activities by making reference to the “baseline indicator” as a starting point. Arrangement will also be made in the 18 districts for participants to dance for three minutes at the same time with a view to creating a vibrant atmosphere throughout the city.

6. In order to encourage various stakeholders in districts to actively participate in and fully commit to the event, the LCSD will invite District Councils, National Sports Associations and District Sports Associations to organise different kinds of recreation and sports activities on the event day for public participation, with the aim of encouraging the public to exercise more in support of the Sport For All Day.

### **Community Publicity Programmes**

7. To publicise the programmes and arrangements of the Sport For All Day, the LCSD will hold a press conference in early July this year to announce the details and subsequent publicity plan for the Sport For All Day. Starting from the day after the press conference, the LCSD will promote this major event through various publicity channels including newspapers and radios, and on public transport including advertising panels in MTR stations and API broadcasts on KMB’s RoadShow. Posters and banners of this event will be displayed at DLSOs and leisure venues of the LCSD, schools and local organisations. Prospectuses will also be distributed via DLSOs to schools, local organisations and residents’ organisations in various districts for a wide publicity of the Sport For All Day.

### **Advice Sought**

8. Members are invited to comment on the arrangements of the Sport For All Day of the LCSD.

Leisure and Cultural Services Department  
June 2010