

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2011

Purpose

This paper reports to Members programmes and related arrangements of the Sport For All Day 2011 to be held on 7 August 2011 by the Leisure and Cultural Services Department (LCSD).

Background

2. To promote Sport for All in the community and tie in with the National Fitness Day, the LCSD organised a Sport For All Day on 8 August 2010. The LCSD organised a series of recreation and sports programmes in designated sports centres in the 18 districts across the territory and provided free admission to and free use of various fee-charging leisure facilities for the public to encourage active participation in sports and other physical activities for fun.

3. The Sport For All Day held last year was well received by the public, with an attendance of over 190 000, of which over 27 000 and 164 000 participated in a wide range of free programmes and enjoyed free use of leisure facilities respectively. To further promote Sport for All, the LCSD will continue to organise the Sport For All Day 2011 on 7 August this year to provide different types of recreation and sports programmes, and free use of various fee-charging leisure facilities for the public.

Programme Arrangements

4. The main theme of the Sport For All Day 2011 is fitness walking and the key message is “Be Smart and Healthy. Let’s Take a Brisk Walk Daily”. With a view to promoting regular participation in fitness walking, the LCSD has designated 33 walking trails in the 18 districts across the territory at its venues and/or spacious road sections in the community. Information on physical fitness and energy consumption is provided on all those trails for reference in order to encourage members of the public, particularly the less active middle-aged and working population, to regularly make use of the trails for fitness walking or other physical activities for at least a cumulative 30 minutes every day, thereby cultivating a good habit of daily exercise.

5. Free recreation programmes will be organised for the public at designated sports centres in the 18 districts between 2 pm and 6 pm on the event day. The

programmes will include health talks and exercise demonstrations, fitness corners, parent-child sports programmes, sports play-in for the middle-aged, the elderly and the disabled, as well as sports demonstrations. In addition, the LCSD will open various leisure facilities for free use by individual members of the public on the same day. These facilities will include 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 crafts at water sports centres.

6. To mark the occasion, a launch ceremony of the Sport For All Day 2011 will be held at the Ma On Shan Sports Centre at 3 pm on 7 August. Officiating guests will launch the walking trails in the 18 districts at the ceremony. The Physical Fitness Association of Hong Kong, China will give a demonstration on fitness walking and will invite the guests and members of the public to take a stroll along the Ma On Shan Promenade. Moreover, similar fitness walking activities will be held simultaneously in Hong Kong Park, Po Kong Village Road Park and Tsing Yi Park to create a strong sporting atmosphere in the community.

7. In order to encourage various stakeholders in districts to participate actively in the event, the LCSD will continue to appeal to District Councils, national sports associations, district sports associations as well as privately-run sports clubs and health centres to organise various recreation and sports activities and open up venues and facilities on the event day for public use and participation, in support of the Sport For All Day 2011.

Community Publicity Programmes

8. In order to encourage active participation, the LCSD announced details of the Sport For All Day 2011 in local Chinese and English newspapers in early July, and created a dedicated web page at the LCSD website to facilitate public access to such information. The LCSD will also widely publicise the event via different publicity platforms, such as producing APIs for broadcasting on “RoadShow” in buses and at LCSD’s recreation and leisure venues throughout the territory, and placing advertisements at MTR stations. Posters, leaflets and banners on the activities have already been posted and mounted at various district leisure services offices and recreation and leisure venues of the LCSD, as well as schools, local organisations etc., for a wide publicity of the Sport For All Day 2011 to encourage active participation for experiencing the fun of sports activities and cultivating a healthy and active lifestyle.

Advice Sought

9. Members are invited to note and comment on the work arrangements for the Sport For All Day 2011 held by the LCSD.

Leisure and Cultural Services Department
July 2011