

Position Paper on Public Funding used for Community Sports Programmes in Recent Years

Purpose

To brief Members on the present position on promotion of community sports programmes in Hong Kong.

Role of Home Affairs Bureau (HAB) in Recreation and Sport

2. HAB formulates policy on recreation and sport in Hong Kong, and co-ordinates the planning for organizing recreational and sports projects. The principal objectives for promoting recreation and sport are :-

- to raise the profile of sports and physical recreation in the community so as to enhance the link between exercise, physical fitness and a healthy lifestyle;
- to encourage the provision of high quality recreational and sport facilities;
- to raise the international standard and profile of Hong Kong sports; and
- to work with the Leisure and Cultural Services Department (LCSD), the Sports Development Board (SDB) and other sports organisations in promoting physical recreation and sports at all levels of the community.

Role of LCSD in Recreation and Sports

3. LCSD is responsible for promoting the concept of "Sport-for-All" and encouraging wider community participation in recreation and sports through a wide range of community sports programmes delivered through its 18 District Leisure Services Offices (DLSOs). The provision of these community

sports programmes caters for all walks of life with due regard to the needs of people of different ages, genders, abilities and those with disabilities.

Community Sports Programmes provided by LCSD

● District Community Recreation and Sports Programmes

4. In 2002, over 20,000 community recreation and sports programmes were organized by the 18 DLSOs for over 1,200,000 participants from all walks of life. We plan to provide around 21,000 community recreation and sports programmes for over 1,200,000 participants in 2003/04 with a budget of nearly \$80M.

● School Sports Programme

5. The School Sports Programme (SSP) is a partnership programme co-ordinated by LCSD and the Education and Manpower Bureau (EMB), with the assistance of 30 National Sports Associations (NSAs). SSP aims to arouse students' interest in sports and to provide opportunities for students to participate continuously in sports. In order to ensure that SSP meets the needs of schools, an advisory panel comprising representatives from EMB, schools and district councils has been formed to advise LCSD on the best way to implement SSP. Tailor-made activities are organized for students under the following five subsidiary programmes :-

(a) Sport Education Programme (運動教育計劃)

This subsidiary programme provides a platform where students can learn new types of sports and related issues such as nutrition and sports safety. Sport-related talks, seminars, exhibitions and visits to major sport facilities are organized.

(b) Sport Captain Programme (運動領袖計劃)

This scheme targets at senior secondary school students and aims at encouraging students to participate in voluntary services related to sports administration, coaching and officiating work.

(c) Easy Sport Programme (簡易運動計劃)

This scheme targets at primary school students. Modified versions of sports will be introduced to younger students to help them develop basic skills and to cultivate their interest in various types of sports.

(d) Outreach Coaching Programme (外展教練計劃)

The sports training courses of the Outreach Coaching Programme target at secondary school students. Local NSAs will deploy qualified coaches to provide sports training for the students. The involvement of professional coaches will help raise the students' standard in sports.

(e) Joint School Training Programme (聯校專項訓練計劃)

Launched in 2003, this programme aims to select school students with potential in sports. Students identified with talent will be referred to NSAs for further training as members of the Hong Kong Team. The ultimate objective of the programme is to raise students' standard of play in sports.

6. There has been an overwhelming response from schools. In 2002/03, more than 65% of schools and 360,000 students had participated in over 4,000 SSP activities. The actual expenditure for 2002/03 was around \$12M. A budget of \$16M has been reserved in 2003/04 for provision of SSP activities for about 450,000 students.

● **Community Sports Club Project**

7. The Community Sports Club (CSC) Project aims to broaden the base of sports development in Hong Kong; improve the standard of sports at community level; and cultivate a culture of active living through lifelong participation in sports. Its strategy is to encourage NSAs to establish as many CSCs as practicable and to provide technical and funding support for NSAs and CSCs to organize sports development programmes in districts. Management development programmes are also organized for clubs' members to promote volunteerism and strengthen their capabilities in club management.

8. As at 1 May 2003, 151 CSCs with over 12,000 members from 21 NSAs had been formed under the project. It is anticipated that another 40 CSCs will be formed in 2003/04. In 2002/03, an amount of \$2M under the CSC Subsidy Scheme was granted to 71 clubs for organizing more than 250 activities for over 13,000 participants. Over 500 sport volunteers were trained in the year to become coaches, judges or club leaders to help strengthen the support and management of CSCs. For 2003/04, an amount of \$3.9M has been earmarked to subsidize the training programmes of CSCs. It is expected that about 16,600 participants will be benefited from the programmes.

● **Healthy Exercise for All Campaign**

9. To enhance public awareness of the importance of doing regular exercise in pursuit of healthy lifestyle, LCSD and the Department of Health (DH) have joined hands to launch the Healthy Exercise for All Campaign since April 2000. In 2002/03, over \$7M was allocated for organizing a wide range of activities including large-scale promotion events, roving sports demonstrations, dance activities, rope skipping activities, roving exhibitions, walking schemes for general public. Fitness programmes were also organized for over-weight children, senior citizens and people with disabilities.

10. The campaign slogan - “Daily Exercise keeps us fit, people of all ages can do it” (日日運動身體好，男女老幼做得到) is widely publicized to encourage the public to carry out 30 minutes of moderate physical activity on regular daily basis for the benefit of their health. The campaign has successfully aroused the public’s awareness on the benefit of doing exercise regularly.

● **Young Athletes Training Scheme (青苗體育培訓計劃)**

11. The main objective of the Young Athletes Training Scheme is to enhance the training of young people in some selected sports at district level with a view to identifying talented athletes for referral to relevant NSAs for further training and participation in competition. At present, selected sports include badminton, table-tennis, football, basketball and swimming.

12. The scheme was first launched in the New Territories in 1998 and then extended to the urban area in 2000. About 800 talented youngsters have

been referred to relevant NSAs for further training. In 2003/04, more than 800 activities will be organised for over 30,000 youngsters. The estimated expenditure for the scheme is \$6.45M.

● **District Sports Teams Training Scheme**

13. Apart from providing more training and competition opportunities for athletes, another objective of the District Sports Teams Training Scheme is to promote a stronger sense of belonging and better cohesion between the athletes within the district.

14. In 2000, district basketball and football teams were set up in 18 districts as one of the new initiatives. Badminton and table-tennis were also included in the scheme in 2001. 88 players from the district basketball teams have become junior squad members of the Hong Kong Basketball Association. In addition, 11 district football teams, which are financed by the District Councils, have participated in the Third Division Football League organized by the Hong Kong Football Association in 2002/03. Over 400 training courses and inter-district competitions will be organized for 4,000 youngsters in 2003/04. The estimated expenditure for the scheme is \$3.6M.

● **Territory-wide Age Group Competition**

15. The Territory-wide Age Group Competitions provides more opportunities for people of similar age groups to exchange skills in sports and to sustain their interests in sports. Participants are divided into eight to nine age groups under three main divisions (youngsters, adults and masters) to compete in the events. A total of five sports competitions, i.e. table-tennis, tennis, swimming, badminton and squash have been organized for 35,300 participants from May 2002 to January 2003 at a total cost of about \$4.8M.

● **Master Games**

16. The Masters Games aim to encourage people aged 35 or above to keep up their physical and mental health through participation in sports competitions. In 2002/03, a total of 10 sports competitions have been organized, including dancesport, ten-pin bowling, archery, lawn bowls, canoeing, tai chi chuen/sword, orienteering, gateball, shooting and distance run,

at a total cost of about \$1M for 2,100 participants. Winners of the Masters Games were selected to represent Hong Kong in the 5th World Master Games last year, and had achieved very good results.

- **Corporate Games**

17. The Corporate Games are a major promotional activity to encourage the building of an energetic and healthy community. The main objective is to promote relationship and a sense of belonging amongst employers and employees through participation in recreation and sports events. In 2002/03, a total of 16 competitions were organized, including Chinese chess, basketball, snooker, tenpin bowling, swimming, badminton, table-tennis, tennis, 7-a-side mini-soccer, indoor rowing, volleyball, track & field, 11-a-side soccer, canoeing, aquathon and photo contest, at a total cost of \$1M. About 11,200 employees from nearly 240 organisations participated in the competitions.

- **Healthy Elderly Scheme (活力長者計劃)**

18. The Healthy Elderly Scheme aims to promote healthy living of aged people and to improve utilization of leisure facilities in off-peak hours. LCSD have worked in collaboration with Non-Government Organisations to organize free recreational and sports programmes for senior citizens during off-peak hours at sports centers. The programmes will enlist Elderly Ambassadors and volunteers to organize recreational and sports activities for the enjoyment of senior citizens.

- **Programmes for the People with a Disability**

19. In order to promote “Sport-for-all”, a wide range of recreation and sports activities are tailor-made to cater for the special needs of the people with a disability. The aim is to ensure that people with a disability, like all members of the community, have the equal opportunity to enrich their leisure time, to improve their physical fitness and to enhance their quality of life through active participation in these activities. In 2002/03, LCSD jointly organized with seven organizations more than 80 programmes for over 2,500 participants.

● Sports Subsidy Scheme

20. The Sports Subsidy Scheme (SSS) provides financial assistance to local sports associations for organizing sports events to promote “Sport-for-All”, to raise the standard of the athletes and to generate spectator interest. Subsidy is allocated through the scheme on a deficit-financing basis and takes the form of financial grant on a project basis.

21. The following sports associations are eligible to apply for subsidies under SSS :-

- (a) NSAs;
- (b) Sports Federation & Olympic Committee of Hong Kong, China and her affiliated members; and
- (c) Other recognized sports associations, which are active in the promotion of sports events.

22. In 2002/03, LCSD spent \$40M (including \$23M net subsidy and \$17M notional venue charge) for subsidizing 6,217 sports programmes for nearly 600,000 participants. Major events include 2002 McDonald’s Youth Football Scheme, Youth Windsurfing Promotion Scheme 2002, Bank of China (Hong Kong) Hong Kong Badminton (Award) Training Scheme, Youth Wushu Training Scheme 2002/03, Hang Seng Table Tennis Academy-Hang Seng “New Generation” Table Tennis Training Courses, Adidas Streetball Challenge 2002 (Basketball), 2002 Pacific Century Insurance FIVB World Grand Prix Final (Volleyball) and the Hong Kong Ladies Challenge 2003 (Tennis).

District Councils (DCs)

23. DCs have also provided subsidy to support local organizations to promote community sports programmes in the district. A total of 1.9M has been granted as administration subsidy to 19 District Sports Associations to promote sports in their respective districts in 2002/03.

District Sports Organisations (DSAs)

24. Formed by the Home Affairs Department, the main objective of DSAs is to organize district recreation and sports activities as a means of

achieving community building purposes. DSAs are registered under the Societies Ordinance or Companies Ordinance and therefore are at liberty to conduct their own affairs independently. With the financial assistance from DCs, DSAs are also responsible to promote sports at their respective districts.

Way Forward and Advice Sought

25. Members are invited to comment on the existing provision of community sports programmes as set out in the above paragraphs.

Leisure and Cultural Services Department
October 2003