

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2017

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2017.

Background

2. In a bid to promote Sport for All in the community on a sustainable basis and in support of 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 sport and physical activity regularly.

3. Last year's Sport For All Day, held on 7 August 2016, had "Scale New Heights" as its theme. On the day, most of the LCSD's recreation and sports facilities were available for free use by members of the public, and an array of free recreation and sports programmes were offered at designated sports centres under the LCSD across the 18 districts. The programmes of the event were very well received, attracting an attendance of more than 230 000, of which over 35 000 participated in various recreation and sports programmes for free, while more than 200 000 enjoyed free use of recreation and sports facilities. Over 300 organisations, including District Councils (DCs), sports organisations, schools, non-governmental organisations and property management agencies, showed active support by presenting a variety of recreation and sports programmes or opening their facilities prior to and on the event day on 7 August for public participation and use, and drew an attendance of over 30 000.

Programme Arrangements for 2017

4. The Sport For All Day 2017, to be held on Sunday, 6 August, is themed "Dance". This year is the 20th anniversary of the return of Hong Kong

to our Motherland and the establishment of the Hong Kong Special Administration Region. To share the joy with the whole community, the LCSD has made the slogan of this year's programme "Stay Active ★ Let's Dance". The department has choreographed a theme dance, a simple dance routine that can be set to a variety of music. A video of the dance will be uploaded to the departmental website for the public to view, learn and practise in their own time. Furthermore, the LCSD is organising "Let's Dance", an outreach programme of dance demonstrations and play-in sessions, from February to July. It includes a series of "Outreach Demonstrations" and "Follow-up Sessions". Applications are open to community organisations such as schools, property management agencies, non-government organisations and residents' clubhouses. The LCSD will provide instructors for free, while the community organisations will arrange the venues and recruit participants. Members of the public interested in participating in the activities of the programme may approach relevant community organisations for application. This programme hopes that, through experiencing the fun of dancing together in the community, people will develop the habit of regular exercise for all-round well-being. The LCSD will also consider inviting participating organisations to the Sport For All Day 2017 on 6 August to share their experience of dance practice.

5. A wide array of free recreation and sports programmes will also be organised for public participation from 2 pm to 6 pm on the Sport For All Day 2017 at designated sports centres across the 18 districts to encourage people to make exercise a habit. In addition to performances of the newly designed, simple theme dance and play-in activities, the programmes also include health talks and exercise demonstrations, fitness corners, sports programmes for parents and kids/children/youth as well as sports demonstrations and participation activities for the elderly and people with disabilities. The LCSD will follow last year's arrangement of making available various recreation and sports facilities for free use by individual members of the public on the event day so that they may try their hand at different types of recreation and sports facilities, enjoy the fun of sport and cultivate the habit of regular exercise. Such facilities 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; and public swimming pools as well as craft at water sports centres.

Publicity Work

6. The Sport For All Day 2017 is one of the highlight events in celebration of the 20th Anniversary of Hong Kong's return to the Motherland. Event information will be uploaded to the dedicated website created for the celebration of the 20th Anniversary of the establishment of the HKSAR to gain wider publicity. The LCSD will continue to publicise the event through the Internet this year. Programme information will be available at the dedicated web page created on the LCSD website, which will be hyperlinked to other websites such as the Government's youth portal to facilitate public viewing and retrieval of information. Publicity will also be carried out via Announcements of Public Interest. The LCSD will promote public participation in the activities of the event through different media (such as newspapers, television and radio) and information channels available in major transport systems. To attract wider participation by the public, in particular young people, the LCSD will step up publicity this year by publishing news through electronic networks and on the social networking platform Facebook. Sports-themed 3D photo panels will be set up at selected LCSD venues as backdrops for photo-taking. Posters will also be put up at District Leisure Services Offices, recreation and sports venues, schools, district organisations, housing estates, etc. To further promote sport for all in the community, the LCSD will mount large banners and distribute leaflets. Posters will be displayed on temporary mail storage boxes in collaboration with Hongkong Post. In addition, the LCSD will prepare souvenirs for distribution to participants in activities to publicise the event widely.

7. 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 2017 and will again invite DCs, national sports associations, district sports associations, community sports clubs, schools, tertiary institutions, non-governmental organisations, property management agencies, as well as sports organisations, fitness centres and holders of Private Recreational Leases in the territory to show their active support by presenting a variety of recreation and sports programmes or opening their facilities before and on the event day for public participation and use. Certificates will be issued by the LCSD to collaborating parties to encourage active participation and support.

8. Moreover, the LCSD would like to facilitate the Sports Ambassadors (SAs) appointed by the 18 DCs in promoting 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. It therefore suggests that, as in the past, SAs of the respective districts and outstanding athletes be invited to attend the district-based free recreation and sports activities on the Sport For All Day 2017 and share the fun with local residents so as to garner community support.

Advice Sought

9. Members are invited to comment on the work arrangements for the Sport For All Day 2017 of the LCSD.

Leisure and Cultural Services Department
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