

COMMUNITY SPORTS COMMITTEE

Proposal on the Sport For All Day 2023

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2023.

Background

2. In a bid to promote Sport for All in the community on a sustainable basis 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 relax their body and mind by taking part in sport and physical activity regularly.

3. On the Sport For All Day held by the LCSD on 7 August last year, most of the LCSD's recreation and sports facilities across the 18 districts were available for free use by members of the public and various free recreation and sports programmes were offered for public participation at designated sports centres in the districts. Meanwhile, live sports demonstrations were also broadcast on the dedicated webpage for the Sport For All Day and the "LCSD Plusss" Facebook page. The event was very well-received by members of the public, drawing an attendance of 188 000, of which more than 154 000 enjoyed free use of leisure facilities, over 19 000 participated in recreation and sports programmes for free at designated sports centres across the 18 districts, and more than 15 000 watched the online live sports demonstrations.

Programme Arrangements for 2023

4. The Sport For All Day 2023 will be held on Sunday 6 August from 2 pm to 6 pm. As planned by the LCSD, with the theme of "Fitness exercise for wellness", the event will introduce simple and easy fitness and stretching exercises to the public for build-up of physical resilience as well as relaxation of

body and mind.

5. To tie in with the theme, the LCSD plans to organise a series of fitness exercise demonstrations and play-in sessions such as circuit training, body-mind stretch and balance test, allowing participants to enjoy the fun of sports by exercising under the lively and gentle background music. Meanwhile, the LCSD will set up the E-battle rope corner and flashing lights equipment at the prime venue, while offering urban sports and new sports programmes, including sports climbing which is popular among youths, to members of the public, thereby allowing them access to the latest fitness training equipment and enhancing their understanding of and interests in such urban sports and new sports. In addition, an array of free recreation and sports programmes, such as health talks, fitness corners, sports programmes for parents and kids/children/youth as well as sports demonstrations and play-in sessions for the elderly and people with disabilities, will be organised at the designated venues across the 18 districts. Live sports demonstrations will also be broadcast on the dedicated webpage for the Sport For All Day and the “LCSD Plusss” Facebook page.

6. As in the past, the LCSD will make available most of the fee-charging recreation and sports facilities for free use by members of the public on the event day to sustain their good habit of exercising regularly. Such facilities will include badminton courts, squash courts, table tennis tables, fitness rooms, activity rooms, tennis courts, bowling greens, golf facilities, public swimming pools and craft at water sports centres.

Community Publicity Activities

7. We will continue to publicise the Sport For All Day on electronic and social media by, inter alia, publishing news features on various Internet platforms and the “LCSD Plusss” Facebook page, etc., setting up the dedicated webpage for the event and providing the hyperlink of such a webpage on the Government Youth Portal to facilitate public viewing and retrieval of information. In addition, the LCSD will publicise the event widely and raise public awareness of exercising through different media and channels such as newspapers, television, radio, publicity posters, large banners, information channels available in major transport systems and Announcements of Public Interest.

8. To step up promotion of the event in the community, the LCSD will send letters to such relevant stakeholders as District Councils (DCs), national sports associations, district sports associations and tertiary institutions, encouraging them to support and take part actively in the Sport For All Day 2023. We will also invite the Sports Ambassadors, DC members and outstanding athletes of the respective districts to attend the district-based free recreation and sports programmes on the event day. Principal officials of the Government will also be invited to attend the programmes for sharing fun with the public, thereby garnering greater support and momentum in the community.

Advice Sought

9. Members are invited to comment on the programme arrangements for the Sport For All Day 2023.

Leisure and Cultural Services Department
April 2023