

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2018

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2018 and seeks their views.

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 6 August 2017, had "Dance" as its theme and "Stay Active ★ Let's Dance" as its slogan. 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 36 000 participated in various recreation and sports programmes for free and more than 198 000 enjoyed free use of recreation and sports facilities. Over 500 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 up their facilities on or before 6 August for public participation and use and drew an attendance of over 37 000. To share the joy of the 20th anniversary of the return of Hong Kong to our Motherland and the establishment of the Hong Kong Special Administrative Region and in support of the theme of the Sport For All Day 2017, the LCSD choreographed "Easy Dance for All", a simple, easy-to-learn dance routine designed to encourage the public to incorporate simple dance steps into their daily life and develop the good habit of regular exercise. Furthermore, "Let's Dance", an outreach programme of dance demonstrations and play-in sessions, was launched between February and July. A total of 273 organisations

including schools, property management agencies, non-governmental organisations and residents' clubhouses participated in the programme. It was well-received and drew an attendance of over 13 000, creating a joyful and inviting atmosphere for dancing in the community.

Programme Arrangements for 2018

4. The Sport For All Day 2018 will be held on Sunday, 5 August 2018. A wide array of free recreation and sports programmes will be organised for public participation from 2 pm to 6 pm on the event day at designated sports centres across the 18 districts. The programmes include health talks and exercise demonstrations, fitness corners, sports programmes for parents and kids/children/youth as well as sports demonstrations and fun/play-in sessions for the elderly and people with disabilities. The LCSD will follow last year's arrangement and make 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 facilities, enjoy the fun of sport and cultivate the habit of regular exercise. Such 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 facilities such as tennis courts, bowling greens, archery ranges and golf facilities; and public swimming pools as well as craft at water sports centres. The LCSD is consulting relevant departments on the above arrangements for free use of facilities.

Theme and Slogan of Sport For All Day

5. Since the inception of the Sport For All Day in 2009, the LCSD has adopted different themes and slogans (see Annex) to promote the chosen sport for each year. The aim is to draw public attention to the event and step up promotion in the hope of encouraging members of the public to develop good exercise habits. To further reinforce the concept of the Sport For All Day and the awareness of sport participation in the community, the LCSD plans to adopt "Exercise" and "Stay Active, Healthy and Happy!" as the theme and slogan of all future editions of the annual Sport For All Day. It is hoped that the clear, catchy slogan would convey the idea that daily exercise not only keeps us fit but also makes us happy and relaxed. This will drive home the message and benefits of regular exercise in a more concrete manner.

Promotion of Focal Sport

6. The LCSD plans to focus on the promotion of one chosen sport every year to encourage active involvement of the community in sports. Shuttlecock will be the sport highlighted for promotion on the Sport For All Day 2018. Simple and easy to learn, it can be played alone or with family anytime, anywhere for the fun of the sport.

Publicity Work

7. We will strengthen the publicity of the Sport For All Day 2018 on electronic and social media through, inter alia, publishing news features on recently emerged Internet platforms and Facebook to attract wider participation from the public, in particular young people. Furthermore, a dedicated webpage for the Sport For All Day will be established on the LCSD's website providing hyperlinks to interactive games about sports promotion and healthy lifestyle. The Government Youth Portal will also be hyperlinked 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. This year, apart from sports-themed 3D photo panels at selected venues, the LCSD also plans to set up sports exhibitions with interactive photo-taking areas at key venues to help promote an awareness of sport participation among the public. Posters will also be put up at District Leisure Services Offices, leisure venues under the LCSD, schools, district organisations, housing estates, etc. To further promote Sport for All in the community, the LCSD will mount large banners and distribute leaflets. In addition, it will prepare souvenirs for distribution to participants in activities to publicise the event widely.

8. To enhance the impact of the event on the community, the LCSD will encourage various stakeholders in the districts to take part actively in the Sport For All Day 2018. DCs, national sports associations, district sports associations, community sports clubs, schools, tertiary institutions, non-governmental organisations, property management agencies (including the Hong Kong Association of Property Management Companies), as well as sports organisations, fitness centres, large-scale shopping malls or shopping centres (including shopping arcades under The Link) and holders of Private Recreational Leases in the territory will again be invited to show their active support by organising a variety of recreation and sports programmes, exercise demonstrations and fun/play-in sessions, or by opening up their facilities before

and on the event day for public participation and use.

9. 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 2018. Principal government officials will also be invited to share the fun with local residents so as to garner community support.

Advice Sought

10. Members are invited to comment on the work arrangements for the Sport For All Day 2018 organised by the LCSD.

Leisure and Cultural Services Department
January 2018

**Themes and Slogans
Adopted for Previous Editions of the Sport For All Day**

Year	Theme	Slogan
2011	Fitness Walking	Be Smart and Healthy. Let's Take a Brisk Walk Daily.
2012	The Olympics	Stay Active. Exercise for Half an Hour Daily.
2013	“Lifestyles in Sport” and “Parent-child and Family Sports”	Stay Active. Exercise Every Day with Your Family.
2014	Rope Skipping	Stay Active! Rope Skipping Keeps You Fit!
2015	Fitness for Health	Stay Active. Stay Healthy.
2016	Scale New Heights	Stay Active. Scale New Heights.
2017	Dance	Stay Active. Let's Dance.