

## **COMMUNITY SPORTS COMMITTEE**

### **Report on Sport For All Day 2019**

#### **Purpose**

This paper reports to Members the progress of Sport For All Day (SFAD) 2019.

#### **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 SFAD every August since 2009 to encourage members of the public to take part in sport and physical activity regularly, and form the habit of regular exercise, so as to establish healthy lifestyles.

3. To further enhance public awareness on the concept of the SFAD and promote the advantages of regular exercise, the LCSD has been using “Stay Active, Healthy and Happy!” as the slogan of the SFAD since 2018 to correspond with the promotional activities and let more people know about the event as well as its messages.

#### **Programme Arrangements for 2019**

4. The SFAD 2019 was held on 4 August 2019. A wide array of free recreation and sports programmes were organised for public participation on the event day at designated sports centres territory-wide. The programmes included 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 made available most leisure facilities for free use by individual members of the public on the event day so that they could try their hand at different types of facilities, enjoy the fun of sport and cultivate the habit of regular exercise. Such facilities included indoor ones such as badminton courts, volleyball 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.

### **Promotion of Focal Sport**

5. Wushu is the focal sport of the SFAD 2019. It has a long history and is a sport imbued with Chinese culture. Among all Wushu items, fist arts can be practiced barehanded, making it suitable for people of all ages to participate individually or in groups. Wushu play-in sessions were organised on the event day at designated sports centres territory-wide to promote this age-long sport to the public and encourage them to share the fun of the sport through active participation.

### **Public and Community Participation**

6. Although some leisure facilities were closed early due to mass gathering activities, the event still drew an attendance of more than 184 000, of which over 29 000 participated in recreation and sports programmes for free and more than 155 000 enjoyed free use of leisure 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 from June to August for public participation and use and drew an attendance of about 39 000.

### **Publicity Work**

7. The LCSD continued to use advertising tools proven to be effective for advertising and promoting the SFAD. For examples, electronic and social media were used to publish news features on recently emerged Internet platforms and Facebook to attract wider attention and participation from the public. Furthermore, a dedicated webpage for the SFAD was created on the LCSD's website and hyperlinked to the Government Youth Portal to facilitate public viewing and retrieval of information. Publicity was also carried out via new Announcements of Public Interest. The LCSD promoted 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 (such as the MTR and buses). Sports-themed 3D photo panels were set up at selected venues for photo-taking by the public; posters were also put up at District Leisure Services Offices, leisure venues under the LCSD, schools, district organisations, housing estates, etc. In addition, the LCSD mounted large banners and distributed leaflets. Souvenirs were also distributed to participants in activities to publicise the event widely.

8. To enhance the impact of the event on the community, the LCSD encouraged various stakeholders in the districts to take part actively in the SFAD. 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, large-scale shopping malls or shopping centres and holders of Private Recreational Leases in the territory were 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 DCs in promoting the importance and benefits of regular exercise among local residents, and encourage the local community to engage actively in sport activities. It therefore invited SAs of the respective districts and outstanding athletes to attend the district-based free recreation and sports activities on the SFAD 2019. Principal government officials were also invited to garner community support.

### **Submission of Document**

10. Members are invited to note the implementation of the SFAD 2019.

Leisure and Cultural Services Department  
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