

Planning Strategies for the Development of Community Sports Programmes of Leisure and Cultural Services Department

Purpose

This paper outlines the planning strategies for the development of community sports programmes of the Leisure and Cultural Services Department (LCSD).

Objectives of the Community Sports Programmes of Leisure and Cultural Services Department

2. With the establishment of a new sports administrative framework and the setting up of the Sports Commission shortly, the LCSD will, other than providing a wide range of recreation and sports programmes for public participation to promote sports-for-all, take up the funding role for providing one-stop subvention service to National Sports Associations (NSAs). At the same time, the Department will also strengthen its support for the promotion and development of sports in the community. The planning objectives for the community sports programmes of LCSD are -

Sports promotion

- i. to enrich the life of Hong Kong people;
- ii. to foster a strong sporting culture in the community;
- iii. to arouse public awareness of the benefit of regular participation in sports;
- iv. to provide more opportunities for public participation in physical activities;
- v. to raise the standard of sports in the community;
- vi. to enhance social solidarity;

Sports Development

- vii. to improve the quality of students sport; and
- viii. to strengthen the support for NSAs to develop sports in Hong Kong.

Planning Strategies of LCSD Programmes

3. LCSD will provide a wide range of recreation and sports services for the community in order to achieve the above objectives on sports promotion and development.

Sports Promotion

Community Recreation and Sports Programmes

4. In order to foster a strong sporting culture, arouse public awareness of the benefit of regular participation in physical activities and facilitate public participation in such activities, LCSD organizes through its district offices a wide variety of community recreation and sports programmes such as sport training courses, fitness programmes and competitions at elementary level to promote sports-for-all. In 2004/05, LCSD will organize about 28,000 community recreation and sports programmes for 1.65 million participants (including people with a disability and elderly), with a budget of around \$80 million. In order to enhance social solidarity, some of these programmes will be jointly organized with the district sports associations in respective districts.

5. The Department will also work in partnership with other Government departments and organizations in concerted efforts to implement campaign programmes to enhance the impact and effectiveness of the community programmes. An example is the Healthy Exercise for All Campaign co-organized with the Department of Health. The Campaign aims to convey the message of “exercise-for-all” to people of all walks of life and to encourage them to perform physical exercise regularly. Under the campaign, a wide range of programmes including fitness training programmes, hiking and walking schemes will be organized to meet the needs of different strata of the community.

Through the organization of community recreation and sports programmes, it is anticipated that more people will participate in physical activities regularly.

Community Sports Club Project

6. To help promote continuous participation in sports, develop sports and raise the standard of sports in the community, LCSD implements in partnership with NSAs the Community Sports Club (CSC) Project. CSCs are sports clubs mainly based at public sports venues and affiliated to NSAs. Most clubs have a membership of 50 – 100 persons. These clubs provide a strong base and the necessary cohesion for the development of sport at the community level. They are also a nurturing ground for volunteers, coaches, athletes and other sport-related professionals. There are good arguments for the establishment of a wide network of CSCs in the territory. The strategy of the LCSD is to help NSAs establish more CSCs in districts. Subsidies will be provided for the CSCs to organize intermediate level sports training for youths. Up to 31 December 2003, 25 NSAs with 176 CSCs had joined the Project. Around 660 sports programmes for over 16,000 participants were organized with the subsidies of the scheme in 2003-04.

7. In developing CSCs, it is important to emphasize that such clubs should not seek to cater just for people wishing to compete or play at a high standard. On the contrary, the value of such clubs is that they can appeal to people of different ages and levels of ability, from those who are aiming to take part in tournaments and competitions to people who simply wish to practise sport for interest or exercise in a friendly and relaxed atmosphere. As in other parts of the world, such clubs can foster regular social contact among members and encourage an interest in sport in the community, thus contributing to development of a sustainable and community-wide sporting culture.

8. To improve the capabilities of CSCs in organizing community sports activities and to encourage sports volunteerism, LCSD also organizes in partnership with the Agency for Voluntary Service a series of management development courses for members of NSAs and CSCs to enhance their management capability.

9. With the implementation of the strategy, our target is to increase the number of CSCs established to around 300 in 2006-07. We also expect that the number of activities subsidized per annum will be increased from 660 to 1,000, and the number of members participated from 18,500 to around 30,000 in the same period. LCSD will be spending \$5 million to drive the CSC project in 2004-05.

Sports Competitions for the Community

10. With the objectives to attract actively participation in sports and to meet the needs of different age groups of the community, LCSD organizes the Masters Games for people aged 35 or above and the Age Group Competitions for public participation. Under the Age Group Competitions, participants are grouped according to their ages as youth, adult and masters. The main objective of the two programmes is to provide opportunities for participants to compete with contestants of similar ages in order to arouse and sustain their interest in sports.

11. In 2003/04, the Masters Games and the Age Group Competitions attracted about 2,200 and 16,500 participants respectively in the competitions for badminton, table-tennis, tennis, tai chi and lawn bowls (the Age Group Competitions covers badminton, table-tennis and tennis only). LCSD will continue to organize the two programmes in 2004/05 with a budget of \$2.6 million.

Corporate Games

12. In order to provide more opportunities for people in employment to participate in sports and to enhance their sense of belonging to their organizations, LCSD organizes a wide range of competitions for 9 sports, namely badminton, basketball, distance run, track and field, snooker, table-tennis, volleyball, 7-a-side mini soccer and 11-a-side soccer under the Corporate Games. In 2003/04, the Games have attracted over 9,000 participants from 210 firms. In view of the good effect of the programme, LCSD has reserved an amount of around \$1 million for organizing the Corporate Games in 2004/05 to sustain the interest of people in employment in sports.

District Sports Team

13. To arouse community interest in sports and to enhance a stronger sense of belonging among residents in 18 districts, LCSD implemented the District Sports Team (DST) Training Scheme for four sports, namely table tennis, badminton, basketball and football in 2000. Training and competitions are organized for participants of the DST Training Scheme. In 2003/04, over 400 activities have been planned for about 4,000 participants. Having considered the long term effect to drive community building, LCSD has reserved \$1.5 million in 2004/05 for organizing the scheme and work in partnership with the 18 District Councils to organize inter-district sports competitions. Through the scheme, it is anticipated that more sports enthusiasts will be nurtured and talented athletes will be identified for referral to respective NSAs for further training.

Sports Development

School Sports Programme

14. To improve the quality of student sport and encourage continuous participation in sports, LCSD organizes the School Sports Programme (SSP) in partnership with 30 NSAs. To meet the needs of schools, tailor-made programmes are provided for students under the following five subsidiary programmes -

(a) Sport Education Programme

This programme provides a platform for students to learn new types of sports and issues relating to nutrition and safety in sport. Sport-related talks, seminars, exhibitions and visits to major sport facilities are organized for schools.

(b) Easy Sport Programme

Modified sports are introduced to primary schools to help students develop basic sports skills and cultivate interest in sports.

(c) Sport Captain Programme

Schools are invited to nominate students at senior secondary

level to attend training courses on organizing sports programmes, coaching and officiating of sports competitions. Opportunities will be provided for trainees to assist voluntarily in the delivery of sports programmes in schools.

(d) Outreach Coaching Programme

This programme introduces systematic sport training to students with the aim to arouse students' interest in sports and to encourage them to participate in sports continuously. NSAs will deploy coaches to schools to train their sports teams.

(e) Joint School Sports Training Programme

The programme aims to select potential athletes for intensive training and refer them to respective NSAs for further training.

15. In 2003/04, more than 5,000 SSP activities would be held for about 360,000 students from 900 schools. In order to meet the needs of students better and serve more schools, LCSD will expand the services of SSP by introducing more new programmes and organizing more SSP activities in 2004/05. Specifically, we target to increase the number of schools covered from 900 at present to 1,100 in 2006/07. The number of students to be benefited will be increased to 550,000, and the number of SSP activities per annum will increase to 9,000 in 2006/07. To implement the SSP programmes, LCSD has set aside a provision of \$13 million for 2004/05.

Young Athletes Training Scheme

16. To help identify sports talents, LCSD implemented the Young Athletes Training Scheme (YATS) in partnership with NSAs for table-tennis, football, badminton, swimming and basketball. Programmes organized under the scheme include assessment days, training courses, training camps, competitions, award schemes, coaching days and sports stars demonstrations. In 2003/04, about 750 activities would be held for 20,000 young participants. Since the launching of the YATS in 1998, 825 young athletes with potential in sports have been successfully referred to respective NSAs for further training. In 2004/05, LCSD will expand the scheme to cover more sports. We target that the number of sports covered will increase from 5 currently to 25 in 2006/07.

The number of activities per annum will increase to 2,250 and the participants each year will increase from 20,000 to 70,000 in the same period. It is anticipated that more sports talents will be identified through the scheme. The provision earmarked for implementation of the YATS in 2004/05 is \$4.8 million.

Manpower Implications

17. All along, community recreation and sports programmes of LCSD are provided through its district offices and the sports sections in its headquarters. Due to budget constraint, there is little scope for the LCSD to obtain new manpower resources to strengthen its sports sections. To take a more proactive approach in supporting community sports development and to cope with the workload generated from the tasks elaborated in the preceding paragraphs, LCSD will rearrange work priority and redeploy existing manpower resources in districts and other areas of leisure operation to strengthen the sports sections in the headquarters to ensure that the Department will be able to provide adequate support to drive the development of community sports in Hong Kong.

Financial Implications

18. LCSD has reserved an amount of around \$100 million in 2004/05 for implementation of community recreation and sports programmes.

Advice Sought

19. Members are invited to comment on the planning strategies of community sports programmes to be organized by LCSD as set out in this paper.