

COMMUNITY SPORTS COMMITTEE

Report on Sport For All Day 2024

Purpose

This paper reports to Members on the implementation of Sport For All Day (SFAD) 2024.

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, with “Stay Active, Healthy and Happy!” as the slogan, to encourage members of the public to take part in sports and physical activity regularly, and develop the habit of regular exercise, so as to establish healthy lifestyles.

Programme Arrangements for 2024

3. The SFAD 2024 was held on 4 August 2024 (Sunday). To encourage the public to take part in sports regularly to relax the body and mind, the LCSD organised a wide array of free recreation and sports programmes for public participation on the event day at designated sports centres across Hong Kong. The programmes included fitness corners, health talks, exercise demonstrations, sports programmes for parents and kids/children/youth as well as fun/play-in sessions for the elderly and persons with disabilities. On another front, the LCSD hosted live webcasts of sports demonstrations on the event’s website and the “LCSD Plusss” Facebook page for public viewing and participation at home via online platforms. Moreover, 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, 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, sport climbing walls, archery ranges and golf facilities; and public swimming pools as well as craft at water sports centres.

Promotion of Focal Sports

4. Themed the “parent-child exercise for fun and fitness”, the SFAD 2024 was held to highlight and promote sports events, introducing to the public the family physical activities to encourage parents to exercise with children. Besides, promotion events were also organised at the arena of Tung Cheong Street Sports Centre including e-racing for kids, electronic virtual dodge games, virtual cross harbour swimming, the booth of the Festival of Sport organised by the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) to promote the Olympics, as well as boccia play on sessions. In addition, members of the public were offered a chance to try and experience those new sports popular among youths and urban sports such as Kabaddi and 3-on-3 basketball. On another front, the SFAD activity booths were set up by the LCSD in collaboration with the SF&OC from 5 to 7 April at Discovery Park, Tsuen Wan and on 3 and 4 August at the Free Space of Kwun Tong Town Centre, in a bid to further disseminate the message of “Sport for All” across communities.

5. Given that the Paris 2024 Olympic Games (“the Olympics”) and Paralympic Games were held in Paris from last July to September, the “Sport for All Day” activities at the designated venues across 18 districts were organised to highlight and promote some of the Olympics events, augmenting the public’s understanding of the Games. The Olympics Focal Sites were also set up at 18 designated sports centres under the LCSD across Hong Kong for broadcasting of the Olympics programmes, allowing members of the public to feel their huge excitement and cheer national and local squad members on to great success at the Olympics.

Publicity Work

6. This year the LCSD continued to advertise and promote the SFAD 2024 through various channels, including release of news features via online platforms and “LCSD Plusss” on Facebook and Instagram to draw wider attention and participation from the public. Furthermore, a dedicated webpage for the SFAD 2024 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 conducted by means of Announcements of Public Interest and videos of local elite athletes invited to appeal for participation in the SFAD. The LCSD encouraged active public participation in the SFAD 2024 by extensive publicity through a wide range of mass media including newspapers, television and radio, as well as information channels available in major means of transport such as the MTR, buses and trams. Posters were also put up at District Leisure Services Offices and leisure venues under the LCSD, District Councils (DCs), national sports associations (NSAs), schools, district organisations and housing estates, etc. In addition, large banners were displayed at the LCSD's venues. E-posters were also shown at restaurants with relatively high patronage and over 20 shopping malls, while promotional displays of the SFAD were put up at the Wan Chai entrance of the Cross-Harbour Tunnel, flower beds at the Pedder Street Roundabout and Tamar Park, with souvenirs being distributed to participants for widespread publicity.

7. To encourage various stakeholders across districts to actively participate in the SFAD 2024, the LCSD wrote to various parties including the DCs, NSAs, district sports associations, tertiary institutions and private recreational venues appealing for their active support and participation. The LCSD received overwhelmingly positive feedback, with over 10 organisations, for the first time in the event's history, agreeing to organise a number of free activities or make available their recreational facilities for free public use at the same time on 4 August, thereby achieving synergy and further promoting the event across communities.

8. On another front, the LCSD invited Sports Ambassadors of the respective districts and outstanding athletes to attend the district-based free recreation and sports activities on the event day to achieve greater promotion in the community. Principal government officials were also invited to attend and enjoy such activities with the public, with a view to creating an atmosphere of fun and harmony.

Public and Community Participation

9. The SFAD 2024 was very well received by the general public with an attendance of more than 210 000. Among them were over 26 000 who participated in free recreation and sports programmes; more than 170 000 who enjoyed recreation facilities free-of-charge; as well as over 17 000 who viewed live webcasts of sports demonstrations on the dedicated website and the "LCSD

Plusss” Facebook page on the event day. Interested members of the public may revisit the sports videos on the dedicated website to have the fun of sports whenever and wherever they are. The SFAD activity booths were set up by the LCSD in collaboration with the SF&OC at Discovery Park, Tsuen Wan and the Free Space of Kwun Tong Town Centre, attracting an attendance of around 1 200 and 700 respectively. Besides, about 1 700 participants either attended the free recreation and sports activities organised by supporting organisations or used those venues and facilities made available by them free-of-charge. The LCSD will continue to promote “Sport for All” in the community, in a bid to encourage people of all ages and abilities to engage in sports activities and develop the habit of regular exercise.

Submission of Document

10. Members are invited to note the implementation of the SFAD 2024.

Leisure and Cultural Services Department
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