

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2015

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2015.

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 presenting 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. The Sport For All Day 2014, held on 3 August last year, had rope skipping as its theme. On the day, an array of free recreation and sports programmes were offered at designated sports centres under the LCSD across the 18 districts, and most of the LCSD's recreation and sports facilities were available for free use by members of the public. The programmes of the event were very well received, attracting an attendance of more than 220 000, of which over 31 500 participated in various recreation and sports programmes for free, while more than 195 000 enjoyed free use of recreation and sports facilities. Over 186 organisations, including District Councils (DCs), national sports associations (NSAs), tertiary institutions and property management agencies, also showed active support by presenting a variety of recreation and sports programmes or opening their facilities on 3 August for public participation and use, and drew an attendance of over 7 800.

Programme Arrangements for 2015

4. The Sport For All Day 2015 will be held on Sunday, 2 August 2015. As in the past, the LCSD plans to offer a wide range of free recreation and sports programmes in the 18 districts and open various fee-charging recreation and sports facilities for free for public participation and use on the day.

5. The LCSD proposes that “Fitness for Health” be made the theme of the Sport For All Day 2015 to promote simple physical exercises and encourage members of the public to incorporate simple physical activities into their daily life. Various sports participation activities will be presented on that day to encourage people to make exercise a habit. Exercise demonstrations and participation activities specially organised for people with disabilities will be held in some LCSD’s sports centres to promote active participation in recreation and sports programmes. By offering inclusive activities for the disabled and the able-bodied, we seek to encourage the former to pursue a healthy lifestyle through regular physical exercise.

6. A wide array of free recreation and sports programmes will be organised for public participation from 2 pm to 6 pm on the Sport For All Day 2015 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 participation activities for the elderly and people with disabilities. The LCSD hopes to continue its previous arrangement of making available its various recreation and sports facilities for free use by individual members of the public on the event day so that they will have a chance to try different types of recreation and sports facilities, enjoy the fun of sport and cultivate the habit of regular exercise. Such facilities include indoor ones such as badminton courts, tennis courts, basketball courts, squash courts, table tennis tables and fitness rooms, activity rooms and dance rooms; outdoor ones such as tennis courts, bowling greens, archery ranges and golf facilities; and public swimming pools as well as craft at water sports centres.

Community Publicity Programmes

7. To publicise this major event widely and call for active participation, the LCSD will announce programme details of the Sport For All Day 2015 through various publicity platforms and produce Announcements of Public

Interest. Programme information will also be available at the dedicated web page created on the LCSD website. Meanwhile, the LCSD will appeal for public participation through different media (such as newspapers and radio) and major means of transport (such as via billboards at MTR stations and “RoadShow” on buses throughout the territory). It will also promote the Sport For All Day 2015 by putting up posters, mounting large banners and distributing leaflets at District Leisure Services Offices, recreation and sports venues, schools, district organisations, etc.

8. To enhance the impact of the event on the community, the LCSD will also encourage various stakeholders in the districts to take part actively in the Sport For All Day 2015 and will again invite DCs, NSAs, district sports associations, schools, tertiary institutions, non-governmental organisations, property management agencies as well as major privately-run sports organisations, fitness centres and holders of Private Recreational Leases in the territory to show their active support by presenting a variety of recreation and sports programmes or opening their facilities 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 2015 and 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 2015 of the LCSD.

Leisure and Cultural Services Department
March 2015