

## **COMMUNITY SPORTS COMMITTEE**

### **Proposal on Sport For All Day 2020**

#### **Purpose**

This paper reports to Members the programme arrangements for the Sport For All Day 2020.

#### **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, so as to relax their body and mind, enjoying the fun and benefits of sports.

3. Last year's Sport For All Day was held on 4 August 2019. On the event 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 for public participation at designated sports centres under the LCSD across the 18 districts. Although some leisure facilities were closed early due to mass gathering activities on that day, 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 or use and drew an attendance of about 39 000.

#### **Programme Arrangements for 2020**

4. The Sport For All Day 2020 will be held on Sunday, 2 August 2020. 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 play-in sessions for the elderly and people with disabilities. As in the past, the LCSD will make available most of the 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 and enjoy the fun of sports. Such facilities will include 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.

### **Theme and Focal Sport**

5. “Physical Fitness Exercise” will be adopted as the theme and focal sport of this year’s Sport For All Day to encourage the public to exercise regularly for relaxation of body and mind. Physical fitness exercise is suitable for practice by people of all ages and abilities at any place and any time. They can do it with just simple equipment or even none to enjoy the fun and health benefits of sports anytime and anywhere. To promote physical fitness exercise, live webcast in addition to demonstrations and play-in sessions will be arranged this year to facilitate participation by members of the public at home or anywhere.

### **Community Publicity Activities**

6. We will continue to publicise the Sport For All Day on electronic and social media by, inter alia, publishing news features on various Internet platforms and Facebook to achieve extensive publicity. Furthermore, a dedicated webpage for the Sport For All Day will be established on the LCSD’s website to encourage active public participation in the Sport For All Day 2020. It will be hyperlinked to the Government Youth Portal to facilitate public viewing and retrieval of information. Publicity will also be carried out via other channels including Announcements of Public Interest and through different media (such as newspapers, television and radio) and information channels available in major transport systems. Posters will also be put up at District Leisure Services Offices, leisure venues under the LCSD, schools, district organisations, housing

estates, etc. Besides, the LCSD will mount large banners, distribute leaflets and prepare souvenirs for distribution to participants in activities to publicise the event widely.

7. 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 2020. 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 will again be invited to show their active support by organising a variety of recreation and sports programmes or by opening up their facilities before and on the event day for public participation or use.

8. 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 will therefore continue to invite SAs of the respective districts and outstanding athletes to attend the district-based free recreation and sports activities on the Sport For All Day 2020, so that they can engage residents in the district activities, promote the message of regular exercise, and garner community support by sharing fun with the residents.

### **Advice Sought**

9. Members are invited to comment on the work arrangements for the Sport For All Day 2020 organised by the LCSD.

Leisure and Cultural Services Department  
April 2020