

COMMUNITY SPORTS COMMITTEE

Report on Sport For All Day 2023

Purpose

This paper reports to Members on the implementation of Sport For All Day (SFAD) 2023.

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 2023

3. The SFAD 2023 was held on 6 August 2023 (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 Pluss” 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. The SFAD 2023 promoted focal sports by adopting the theme of “fitness exercise for wellness”. The LCSD organised a series of physical fitness demonstrations and play-in sessions for public participation to encourage the public to build up physical fitness and relax body and mind through regular physical exercise. In addition, electronic battling ropes and flash-reflex equipment were set up, while wheelchair fencing experience activities, as well as those related to emerging sports and urban sports popular among youths such as sport climbing, were organised as part of the major events at the Sham Shui Po Sports Centre, where members of the public were able to have access to such new sports. Meanwhile, as the 19th Asian Games and the 4th Asian Para Games in Hangzhou were held from September to October 2023, the LCSD set up the Asian Games Hangzhou Live Zone and Asian Para Games Live Zone at the designated sports centres under management for live broadcasts and highlights of the two Games, enabling members of the public to fully enjoy the major sports events in Asia and cheer Hong Kong athletes on.

Publicity Work

5. This year the LCSD continued to advertise and promote the SFAD 2023 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 2023 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 2023 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 and buses. 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, with souvenirs being distributed to participants, for widespread publicity.

6. To encourage various stakeholders across districts to actively participate in the SFAD 2023, the LCSD wrote to the DCs, NSAs, district sports associations and tertiary institutions etc. appealing for their active support and participation. On another front, the LCSD invited Sports Ambassadors of the respective districts, DC Members 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

7. The SFAD 2023 was very well received by the general public with an attendance of nearly 200 000. Among them were over 21 000 who participated in free recreation and sports programmes; more than 160 000 who enjoyed recreation facilities free-of-charge; as well as over 15 000 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 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

8. Members are invited to note the implementation of the SFAD 2023.

Leisure and Cultural Services Department
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