

COMMUNITY SPORTS COMMITTEE

Proposal on the Sport For All Day 2025

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2025.

Background

2. To promote Sport for All in the community on a sustainable basis 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, develop the habit of regular exercise and establish healthy lifestyles.

3. On the Sport For All Day held by the LCSD on 4 August last year, most of the LCSD's recreation and sports facilities across the 18 districts were available for free public use and various free recreation and sports programmes were offered for public participation at designated sports centres in the districts. Meanwhile, live sports demonstrations were also broadcast on the dedicated webpage for the Sport For All Day and the "LCSD Plusss" Facebook page. The event was very well-received by members of the public, drawing an attendance of over 210 000, of which over 170 000 enjoyed free use of leisure facilities, over 26 000 participated in recreation and sports programmes for free at designated sports centres across the 18 districts, and more than 17 000 watched the online live sports demonstrations.

Programme Arrangements for 2025

4. The Sport For All Day 2025 will be held from 2 pm to 6 pm on Sunday 3 August. Under the theme "Coalescing together for the National Games", the event aims to echo the 15th National Games (NG), the 12th National Games for

Persons with Disabilities and the 9th National Special Olympic Games (NGDSO), the first ever national multi-sports events co-hosted by Hong Kong alongside Guangdong and Macao. It will showcase the sports featured in these national games, encouraging public engagement and support for these national mega events.

5. To tie with the theme, the LCSD will organise an array of free recreation and sports programmes, such as sports demonstrations and play-in activities, at designated sports centres across the 18 districts to promote the competition events and mass participation events hosted by Hong Kong for the 15th NG. At the prime venue, electronic virtual sports and play-in activities will be set up to introduce sports such as golf, fencing, rugby sevens and triathlon, enhancing public understanding of the 15th NG. This will be complemented by a theme song written for Sports for All Day and cheerleading performance designed around the theme to engage the public and create an electric atmosphere for community participation. In addition, the LCSD will offer play-in activities of urban sports and new sports popular among youths on-site, allowing the public to gain firsthand experience while enhancing their understanding of and interests in these sports. Programmes such as health talks, fitness corners, as well as sports demonstrations and play-in sessions for the elderly and people with disabilities will also be available at designated sports centres.

6. In addition to teaming up with the China Hong Kong Paralympic Committee to organise table tennis play-in activities for the disabled and able-bodied alike at the prime venue, the LCSD will continue its collaboration with the Sports Federation & Olympic Committee of Hong Kong, China to introduce the Festival of Sports (FOS) activities at the venue, and plan to set up a Sports For All Day promotional booth at the FOS event to be held on 3 August, thereby further disseminating the message of “sports for all” across the community, as well as promoting the 15th NG and the NGDSO.

7. On the day of the event, the LCSD will make available most of the fee-charging recreation and sports facilities for free use by members of the public to encourage good habits of regular exercise. Such facilities will include badminton courts, squash courts, table tennis tables, fitness rooms, activity rooms, tennis courts, bowling greens, golf facilities, public swimming pools and crafts at water sports centres.

Community Publicity Activities

8. 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 the “LCSD Plusss” Facebook page, setting up a dedicated webpage for the event and providing the hyperlink of such a webpage on the Government Youth Portal and online platforms of social and welfare organisations to facilitate public viewing and retrieval of information. In addition, the LCSD will publicise the event widely and raise public awareness of exercising through different media and channels such as newspapers, television, radio, publicity posters, large banners, information channels available in major transport systems and Announcements of Public Interest.

9. To step up promotion of the event in the community, the LCSD will write to relevant stakeholders such as District Councils, national sports associations, district sports associations and tertiary institutions, encouraging their active support and participation in the Sport For All Day 2025. Meanwhile, private recreational venues will be invited and encouraged to organise free recreation and sports programmes at their venues or make available their facilities for free use on 3 August in support of the event. To garner greater support in the community, we will invite the Sports Ambassadors and outstanding athletes of the respective districts to attend the district-based free recreation and sports programmes on the event day. Principal officials of the Government will also be invited to attend the programmes to share fun with the public, encouraging public support for the 15th NG, the NGDSO and the Sports for All Day.

Sponsorship

10. The LCSD has extended invitations to various organisations, including property management firms, sports equipment suppliers, public transport operators and previous LCSD event sponsors, to provide sponsorship for Sports for All Day 2025 in the form of cash, souvenirs, or advertising. This aims to secure support from the business sector, strengthen community solidarity and optimise the use of public resources.

Advice Sought

11. Members are invited to comment on the programme arrangements for the

Sport For All Day 2025.

Leisure and Cultural Services Department
April 2025