

COMMUNITY SPORTS COMMITTEE

Report of the Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sport for All

PURPOSE

This paper reports to members the progress of the Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sport for All (the Working Group).

BACKGROUND

2. All along, the Leisure and Cultural Services Department (the LCSD), the sports sector, local organisations, schools, etc. have been committed to providing diversified community sports services for the public and encouraging active involvement of different sectors of the community in sports activities to promote a “Sports for All” culture. These services have been introduced for years and it is now an opportune time to put in place a systematic and objective mechanism to gauge the level of public participation in sports and the effectiveness of the relevant works. At the 10th meeting on 9 August 2006, the Community Sports Committee (CSC) endorsed the six major strategies on developing community sports, one of which was the formulation of indicators to measure the effectiveness of strategies for promoting community sports. The strategy aims at objectively measuring the level of penetration of “Sport for All” in Hong Kong society by collecting data such as the extent and frequency of public participation in community sports through conducting surveys of different scales so as to facilitate an effective assessment of the effectiveness of all works for promoting community sports and use the findings as reference for setting objectives for the future. In order to implement the relevant works, the CSC endorsed the setting up of a working group to handle the relevant matters. The appointment of Dr. LO Wing-lok as the convenor of the working group was endorsed at the 11th meeting on 22 November 2006. Apart from CSC members, members of the working group also include the representatives from the academic sector, Education and Manpower Bureau, Department of Health and the LCSD. Please see Annex 1 for the name list of the working group.

Progress Report of the Working Group

3. The working group held its first meeting on 25 January 2007. The terms of reference was discussed at the meeting and members agreed that the main objective of the working group should focus on the work of measuring the effectiveness of “Sport for All”. Thus, the primary task should be establishing objective indicators, with which study on measuring the effectiveness of “Sport for All” would be carried out subsequently. The working group would put forward feasible follow-up proposals based on the results and report to the CSC. Please see Annex 2 for the terms of reference that had been discussed

and agreed to by the working group.

4. The working group had a thorough discussion on the future scope of work and the proposed specific working directions and procedures are as follows:

(I) Establishment of Effectiveness Indicators

5. Members of the Working Group had made reference to the related studies conducted by overseas authoritative organisations such as the US Department of Health and Human Services. The findings revealed that the goal of maintaining good physical fitness could be achieved if a person did physical activity of medium intensity at least 3 times per week and spending 30 minutes or above in each occasion. Since this is a generally accepted international standard, the Working Group suggested to adopt this indicator as a reference for planning the study on measuring the effectiveness of Sport for All in Hong Kong.

6. In addition, members of the Working Group have also referred to other related surveys conducted by countries including Australia, Singapore and the European Union. The surveys conducted by most countries, apart from Singapore, were to collect information on the respondents' participation in physical activity, and not sports activity. Physical activity refers widely to all kinds of activities that consume physical energy. Activities such as climbing stairs, doing household chores, etc., are also included. Since the collected data on the participation of Hong Kong people in sports activities will help reflect the effectiveness of community sports development promoted by the LCSO and other major partners such as national sports associations, district sports associations and schools, members of the Working Group opined that the study to be conducted this time should collect, at the same time, information on the participation of Hong Kong people in physical and sports activities.

7. To affirm the representative of the proposed indicators mentioned above and to explore the feasibility of collecting data at the same time on the participation of Hong Kong people in physical and sports activities, the Working Group suggested prior to the conduct of survey on measuring the effectiveness of Sport for All, related consultancy study should be conducted first so as to establish a set of indicators suitable for local use. Such indicators will be used as the basis for carrying out further studies. The consultancy study will make a detailed collection of information on sports for all development from Hong Kong, its neighbouring countries and other related surveys. On the one hand, the results could be used to ascertain the indicators chosen and, on the other hand, the collected information could be used for further formulating the scope of study and contents of the questionnaire. Members of the Working Group hoped that the results of this study would enable them not only to understand objectively the situation of sports for all in Hong Kong but also to make comparison with other countries or cities which are of similar situation.

(II) Conducting a Questionnaire Survey to Measure the Effectiveness of Sport for All

8. To ensure that this study is representative, members of the Working Group opined that a large-scale questionnaire survey should be conducted to collect information on public participation in sports. The Working Group agreed that each household would be counted as one sampling unit and each sample should be drawn through random sampling. Besides, face-to-face interviews would be conducted by interviewers. To avoid the measuring results from being affected by seasonal variations, the survey would be conducted in two phases from September to October 2007 and from March to April 2008 respectively. A total of

1 500 samples would be drawn in each phase. For effective measurement of whether the public have participated in sports persistently and regularly, the Working Group suggested preliminarily that the frequency of public participation in physical activity to sports activity in the past 7 days and within a period of time (i.e. in one month or three months) would be measured so as to understand the extent of public participation in sports.

9. The survey conducted this time would collect information on the patterns of public participation in sports, such as the extent and intensity of sport participation, the motives of sport participation and preferences, etc. Furthermore, the results of the survey would indicate the number of people that could meet the basic requirement to gain health benefit through regular exercise. The Working Group would thus draw up recommendations for improvement to encourage more people to make reference to the established indicators and do exercise persistently and regularly for health benefit.

(III) Recommendation of Viable Follow-up Actions with regard to the Results of the Survey

10. The Working Group would analyse the findings collected in the survey and suggest viable follow-up actions to the CSC for the formulation of long-term goals in the promotion of sport for all in the future.

11. In addition, the Working Group considered that the results of similar surveys would be highly representative and the issue should be treated as a topic for continuous research. Hence, follow-up studies should be conducted at intervals to find out the progress of sport participation in Hong Kong. At the same time, the results of the survey conducted this time could be used as the basis for conducting further focus studies on the effectiveness of sport for all promotion. The Working Group would discuss the contents and schedule of the related focus studies at the next meeting.

ADVICE SOUGHT

12. Members are invited to note the progress of the Working Group and to comment on the implementation plan proposed in paragraphs 3 to 11 above.

Leisure and Cultural Services Department
February 2007

**The Working Group on the Formulation of Indicators for
Measuring the Effectiveness of Sport for All
Membership List**

Convenor:

Dr LO Wing-lok, JP
Community Sports Committee

Members:

Mr. YEUNG Hoi-cheung
Community Sports Committee

Mr. Francis CHAU Yin-ming, MH
Community Sports Committee

Dr CHOW Wah
Education and Manpower Bureau

Dr CHOI Hiu-yeung, Jacqueline
Department of Health

Patrick LAU Wing-chung, Ph.D.
Hong Kong Baptist University

Mr. CHAN Chi-ming
Leisure and Cultural Services Department

Ms LOK Kit-ha
Leisure and Cultural Services Department

**The Working Group on the Formulation of Indicators for
Measuring the Effectiveness of Sport for All**

Terms of Reference

To be responsible to the Community Sports Committee (CSC) on the following :

1. formulate a set of objective indicators and systematic evaluation methods to measure the effectiveness of Sport for All promotion in Hong Kong;
2. advise on how to use the related indicators to plan and launch the survey on the measurement of the effectiveness of Sport for All;
3. advise the commissioned professional contractor on areas such as the planning and execution of survey, and analysis and release of survey results;
4. review the survey results and recommendations, evaluate the feasibility of the recommendations and report to the CSC on the follow-up actions required in the future.