

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2013

Purpose

This paper reports to Members relevant programme arrangements of the Sport For All Day 2013.

Background

2. In a bid to promote Sport for All in the community on a sustainable basis and to tie in with 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 sports and physical activities regularly.

3. The Sport For All Day 2012 was held on 5 August last year, featuring the theme of the Olympics in support of the 2012 Olympic and Paralympic Games in London. The 18 districts each picked an Olympic sport as its signature promotion programme with the aims of actively promoting Sport for All, enhancing public understanding of the Olympics, and showing support for Hong Kong athletes in the two games. The programmes of the event were well received by the public, attracting an attendance of more than 210 000, of which over 29 000 participated in various recreation and sports programmes for free, while more than 186 000 enjoyed free use of recreation and sports facilities. Over 30 organisations, including District Councils, some national sports associations (NSAs) and tertiary institutions, also showed active support by presenting a variety of recreation and sports programmes or opening their facilities on 5 August for public participation and use, with an encouraging attendance of over 4 000.

Programme Arrangements in 2013

4. The Sport For All Day 2013 will be held on 4 August 2013 (Sunday). Same as last year, the LCSD plans to organise 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 that day.

5. Findings of the study on the Physical Fitness Test for the Community were released at the end of last year. The findings reveal that physical activity level and lifestyle have a certain degree of correlation with fitness levels. Apart from doing regular exercise in their daily life, Hong Kong people should also observe a balanced diet and build a healthy lifestyle. The findings also show that most Hong Kong people do not have adequate physical activities to sustain a good health. The number of overweight/obese children and adults is on a steady rise, while hypertension, which is a risk to health, is found in people at younger ages. As all these are related to the culture and people's attitudes to living, knowledge and preferences, it is of vital importance that lifestyle as well as personal/family values should be changed. As the physical activity level and lifestyle of parents and children are interrelated, parents should act as role models and seize every opportunity to engage in sports and physical activities with their children, while children can also serve as incentives to inspire their parents to do exercise with them. With mutual encouragement, doing exercise can become part of their daily lives, thereby promoting a family sporting culture and building a healthy lifestyle.

6. In the light of the recommendations of the study and for further enhancing public awareness that exercise should be part of daily lives, the LCSD proposes that the theme for the Sport For All Day 2013 should focus on "Lifestyles in Sport" and "Parent-child and Family Sports", with the organisation of family-based parent-child activities (e.g. badminton, social dance and ultimate) to encourage family members to take part in sports and physical activities together for the promotion of healthy families. Moreover, the LCSD also plans to adopt "rope skipping" as one of the promotion programmes this year. Since rope skipping requires minimal space and gear, poses no restrictions on the number of participants, and can be played alone or together with the whole family, it is hoped that the promotion of the activity will further encourage the inclusion of simple sports in daily activities.

7. An array of free recreation and sports programmes, including sports demonstrations, fitness corners, rope skipping play-in, parent-child sports programmes and sports play-in, will be held from 2 to 6 p.m. on the Sports For All Day 2013 at designated sports centres in the 18 districts for public participation. The LCSD hopes to continue its previous arrangement of making available its various recreation and sports facilities (including indoor ones such as badminton courts, tennis courts, basketball courts, squash courts, table tennis tables, fitness rooms, activity rooms and dance rooms; outdoor ones such as tennis courts, bowling greens, archery ranges and golf facilities; public swimming pools as well as crafts at water sports centres) for free use by individual members of the public on the event day for them to have a chance to use different recreation and sports facilities, enjoy the fun of sports and cultivate the habit of regular exercise. The LCSD is consulting the relevant departments on the above arrangements.

8. To enhance publicity, a launch ceremony will be held by the department at one of its sports centres on the event day for guests, athletes and members of the public to share the fun of sports.

Community Publicity Programmes

9. The LCSD will announce programme details of the Sport For All Day 2013 through various publicity platforms to call for active participation. The major event will be widely publicised through different media (such as newspapers and radio) and on major transportation means (such as via billboards at MTR stations, and “RoadShow” on buses throughout the territory). A dedicated web page will also be created at the LCSD website for the public to acquire programme information. The department will also publicise various programmes of the Sport For All Day 2013 by posting posters, distributing leaflets and mounting large banners at various district leisure services offices and recreation and sports venues, schools, local organisations, etc.

10. To encourage various stakeholders in various districts to play an active role in and give staunch support to the Sport For All Day 2013, the LCSD will continue to invite District Councils, schools, NSAs, district sports associations, tertiary institutions, children and youth services centres, property management agents as well as major privately-run sports organisations and fitness centres in the territory to take corresponding action on that day by organising various types of recreation and sports activities or opening their facilities for public participation and use, with a view to enhancing the impact of the event on the community.

Advice Sought

11. Members are invited to comment on the work arrangements for the Sport For All Day 2013 of the LCSD.

Leisure and Cultural Services Department
February 2013