

COMMUNITY SPORTS COMMITTEE

Report on the Introduction of the Paper on “Strategies for Promoting Community Sports” to District Councils

Purpose

This paper aims to report to Members on the results of the introduction of the paper on “Strategies for Promoting Community Sports” to 18 District Councils and the subsequent follow-up actions to be taken.

Background

2. To further promote sports for all, the Community Sports Committee (CSC) has proposed that strategies for promoting community sports be formulated in six major directions. The paper on “Strategies for Promoting Community Sports” was endorsed at the meetings of the CSC and Sports Commission (SC) on 9 August and 16 August respectively. Introduction of the paper to 18 District Councils by the Leisure and Cultural Services Department (LCSD) has started since September, in order to gradually implement the related work.

Results of Consultation

3. During 7 September and 7 November, the LCSD has introduced the paper on “Strategies for Promoting Community Sports” to the committees handling recreation and sports matters under the 18 District Councils and consulted their opinions. The 18 District Councils generally agreed to promote sports development in Hong Kong on three fronts - “Sports for All”, “Elite Athletes” and “Major Sporting Events” and support the six major strategies to promote community sports formulated by the CSC. Apart from being concerned about allocation of resources and supporting venue facilities, the District Councils have also expressed their views on the detailed implementation of the strategies. The major opinions of the 18 District Councils are summarized below for Members’ reference.

- (a) *Strategy 1 : Formulation of Indicators to Measure the Effectiveness of Strategies for Promoting Community Sports*

The 18 District Councils supported the formulation of a set of systematic and objective indicators for sports for all in order to measure the effectiveness of the strategic work for promoting community sports. They would like to be briefed on the outcome in due course.

- (b) *Strategy 2 : Coordinating and Strengthening Liaison and Collaboration amongst Major Partners Involved in Promoting Community Sports*

The District Councils agreed that it was necessary to strengthen liaison and

collaboration amongst major partners so that the promotion of sports for all would be implemented more effectively. They have also put forward the following specific proposals:

- (i) The CSC should enhance communication with the District Councils through various means. It was suggested that more representatives from District Councils should join the CSC in order that the needs of districts could be reflected more effectively.
- (ii) There were inadequacy in communication and support among certain national sports associations (NSAs), District Councils and district sports associations (DSAs). For instance, some NSAs have failed to provide adequate number of referees for district sports competitions and charged high fees for lending equipment, which the district sports organisations could hardly afford to pay. It was hoped that improvement would be made in this respect in the future.
- (iii) Some District Councils were relatively less aware of the work of DSAs or other district sports organisations in the past. It was hoped that the LCSD could help them to understand the work of the district sports organisations and upload the contact details of the District Councils, NSAs, DSAs and District Leisure Services Offices onto the internet to facilitate communication in the future.

(c) *Strategy 3 : Organisation of the Hong Kong Games (HKG)*

The 18 District Councils strongly welcomed the idea of organising the HKG. They also opined that the staging of the event could not only enhance public interest in participating in sports, but also foster communication and collaboration amongst the 18 districts and major partners. However, some District Councils were concerned with the positioning of the HKG as to whether elite sport or sports-for-all should be made the objective of the Games. Besides, the 18 District Councils in general proposed increasing the competition items. Some considered that competition events should be arranged for disabled persons and different age groups so that people from all walks of life could take part in the Games.

(d) *Strategy 4 : Intensifying the Scope of School Sports Programme and Better Utilising the School Sports Facilities*

The District Councils unanimously agreed that promotion of sports-for-all should start at schools and school sports facilities should be better utilized so as to meet the demand for venues in the development of sports-for-all. Some District Councils also proposed that appropriate adjustment should be made to the educational system in order to tie in all aspects with the strategies to encourage students to take part in sports activities regularly and to identify elite athletes.

(e) *Strategy 5 : Development of District Sports Activities with Local Characteristics in Various Districts*

The District Councils supported the strategies to develop district sports activities with local characteristics in various districts to encourage public

participation. But individual District Councils were concerned that the existing facilities might not be able to cope with the development in this aspect and suggested that the Government should speed up the construction of community sports facilities.

(f) *Strategy 6 : Provision of suitable sports for different age groups*

The District Councils considered the strategies desirable, but more in-depth data and information were required to determine the specific work to be carried out. They hoped that the LCSD could provide the results for individual district in respect of the Study of “The Physical Fitness Test for the Community” for reference by the District Councils.

Follow-up Actions

4. Upon the endorsement of the paper on “Strategies for Promoting Community Sports” by SC and CSC in August, the LCSD instantly initiated follow-up actions on the proposals mentioned in the paper. After briefing the 18 District Councils on the paper and collecting their views, the LCSD will take further follow-up actions as set out below:

- (a) Setting up a working group under the CSC to map out concrete planning on the formulation of a set of systematic and objective indicators to measure the effectiveness of promoting community sports.
- (b) Strengthening communications with the District Councils by arranging the CSC to hold regular meetings or seminars with the 18 District Councils and their committees handling recreation and sports matters, through which the District Councils will be briefed on the progress of community sports promotion work and views on various issues can be exchanged.
- (c) Helping the District Councils to understand how activities are held by the district sports organisations in the community, e.g. providing the District Councils with the information of the activities co-organised by the LCSD and DSAs or other district organisations. The contact details of all District Councils, NSAs, DSAs and all District Leisure Services Offices under the LCSD will be collated and uploaded onto the LCSD website as soon as possible for easy reference of all parties concerned.
- (d) Setting up of the Hong Kong Games Organising Committee. The first meeting of the Organising Committee is planned to be held in early December. Detail arrangements concerning the competition including the positioning of the Games, the competition format, the qualifications of participants, competition events, etc. will be confirmed in the meeting.
- (e) The LCSD held a meeting with the Education and Manpower Bureau and the representatives of all School Councils on 15 September to discuss the feasibility of opening school sports facilities outside school hours. The LCSD has initially noted the worries and concern of the schools expressed at the meeting. We will continue to conduct in-depth examination on the issues with the parties concerned in the hope of joining efforts to resolve the difficulties so as to further implement the proposal of opening school sports facilities.

- (f) The District Leisure Managers of the LCSD will continue to discuss with the District Councils, with a view to formulating the development of district sports activities with local characteristics in light of various factors such as resources in the district, age and population distribution, community characteristics and support from NSAs, etc. It is expected that the suggested sport items will be submitted to the new term of CSC in early 2007.
- (g) The LCSD is now compiling the data for individual district collected from the Study of "Physical Fitness Test for the Community". It is hoped that early provision of the information concerned will be made to the District Councils as reference for future planning of recreation and sports activities.

The Way Forward

5. The LCSD will take follow-up actions as stated in paragraph 4 actively and report the work progress to the CSC on a regular basis.

Leisure and Cultural Services Department
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