

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2016

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2016.

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 presenting the Sport For All Day every August since 2009 to encourage members of the public to take part in sport and physical activity regularly.

3. Last year's Sport For All Day, held on 2 August 2015, had "Fitness for Health" as its theme. On the day, most of the LCSD's recreation and sports facilities were available for free use by members of the public, and an array of free recreation and sports programmes were offered at designated sports centres under the LCSD across the 18 districts. The programmes of the event were very well received, attracting an attendance of more than 220 000, of which over 31 800 participated in various recreation and sports programmes for free, while more than 191 000 enjoyed free use of recreation and sports facilities. Over 340 organisations, including District Councils (DCs), national sports associations (NSAs), tertiary institutions and property management agencies, showed active support by presenting a variety of recreation and sports programmes and opening their facilities prior to and on the event day on 2 August for public participation and use, and drew an attendance of over 30 000.

Programme Arrangements for 2016

4. The Sport For All Day 2016, to be held on Sunday, 7 August, adopts the theme “Scale New Heights”. It aims to encourage people to develop the good habit of regular exercise and rally support for Hong Kong athletes taking part in international sports competitions such as the Rio 2016 Olympic and Paralympic Games to be held in Rio de Janeiro, Brazil from 5 to 21 August and from 7 to 18 September respectively this year. On the event day, an array of free activities will be held at designated sports centres across the 18 districts. These include exercise demonstrations, fitness corners, sports activities for parent and child/children/young people as well as sports demonstrations and participation activities suitable for the elderly and people with disabilities. Moreover, each of the 18 districts will promote a different sport of its own choice through related activities so that members of local communities will be fit, energetic and well prepared to cheer for local athletes who strive for excellence in the Rio Games.

5. The LCSD hopes to continue its previous arrangement of making available various recreation and sports facilities for free use by individual members of the public on the event day so that they may try their hands on different types of recreation and sports facilities, enjoy the fun of sport and cultivate the habit of regular exercise. Such facilities include 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; and public swimming pools as well as craft at water sports centres.

Community Publicity Programmes

6. In order to encourage territory-wide engagement in this major event, the LCSD will announce programme details of the Sport For All Day 2016 through various publicity platforms. Given the International Olympic Committee’s restriction on the use of the word “Olympic” and related terminology, as well as relevant trademarked items for publicity during the Olympic Games, all the promotional materials, including the slogan, of the Sport For All Day 2016 will contain no such wording. Programme information will be available at the dedicated web page created on the LCSD website, and the Announcements of Public Interest will be re-edited to disseminate information about this year’s event. Meanwhile, the LCSD will appeal for public participation through different media (such as newspapers and radio) and information channels available in major transport systems. Sports-themed 3D

photo panels will be set up at selected LCSD venues as backdrops for photo-taking. The LCSD will also publicise the event by putting up posters, mounting large banners and distributing leaflets at District Leisure Services Offices, recreation and sports venues, schools and district organisations. Posters will be displayed on temporary mail storage boxes with the collaboration of Hongkong Post to promote public involvement in the activities of the event and to show support for our local athletes.

7. To enhance the impact of the event on the community, the LCSD will also encourage various stakeholders in the districts to take part actively in the Sport For All Day 2016 and will again invite DCs, NSAs, district sports associations, community sports clubs, schools, tertiary institutions, non-governmental organisations, property management agencies, as well as sports organisations, fitness centres and holders of Private Recreational Leases in the territory to show their active support by presenting a variety of recreation and sports programmes or opening their facilities before and on the event day for public participation and use.

8. Moreover, the LCSD would like to facilitate the Sports Ambassadors (SAs) appointed by the 18 DCs in promoting the importance and benefits of regular participation in sport and other physical activities among local residents, and encourage other DC members of their districts and the local community to engage actively in sport activities. It therefore suggests that, as in the past, SAs of the respective districts and outstanding athletes be invited to attend the district-based free recreation and sports activities on the Sport For All Day 2016 and share the fun with local residents so as to garner community support.

Advice Sought

9. Members are invited to comment on the work arrangements for the Sport For All Day 2016 of the LCSD.

Leisure and Cultural Services Department
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