

COMMUNITY SPORTS COMMITTEE

Report from the Territory-wide Physical Fitness Survey for the Community Advisory Committee

Introduction

This paper seeks to brief Members of the Community Sports Committee (CSC) on the progress of the preparatory work for the Territory-wide Physical Fitness Survey for the Community (the Survey), and outline the proposed research methodology as well as the latest arrangements of the implementation work.

Work progress

2. Discussion paper CSC Paper 05/19 was approved by the CSC on 17 October 2019 for the establishment of the Territory-wide Physical Fitness Survey for the Community Advisory Committee (AC), which is responsible for advising on the Survey's implementation, publicity and promotional strategies, community involvement, as well as data collection and report submission, etc. by the professional agents commissioned. The AC has held five meetings since its establishment in November 2019. In order to obtain more extensive views from academics on the implementation of the Survey, the AC invited a number of academic professionals to provide valuable opinions at its second and third meetings, during which they had in-depth discussions with Members on the methodology of the Survey. Having consolidated the views from attendees, the AC has finalised the research methodology, proposed tendering items, implementation strategies, publicity plans and other areas of work in an orderly manner.

Commissioning of Professional Agents

3. Having appointed the Department of Sports Science and Physical

Education of the Chinese University of Hong Kong (CUHK) as the consultant for the Survey through open tender, the Secretariat rolled out the open tender procedures in accordance with the modes of delivery and types of work finalised by the AC. The professional agents successfully commissioned are set out below:

Nature of Service	Agent Commissioned
Data collection services	Physical Fitness Association of Hong Kong, China (PFAHK)
Information technology and support services	Dragon Creative Media Limited (Dragon Creative)

4. Two working group meetings were held in late 2020 between the Secretariat and the CUHK for a smooth commencement of the Survey. Meanwhile, in order to strengthen coordination with the professional agents commissioned, a joint working group meeting was also convened on 26 March to discuss the implementation details and establish common objectives.

5. At the 5th meeting of the AC held on 16 April, Members passed the implementation proposal presented by the professional agents commissioned. The organisations will work at full steam to prepare for the pilot test to be conducted in mid-May as scheduled, so as to set the stage for a comprehensive survey in July.

Work Schedule

6. In view of the development of COVID-19, which has affected the overall preparatory work to varying degrees, the updated work schedule is summarised below:

Date	Work	Remarks
October 2019	Establishment of the AC	
November 2019 to April 2020	The AC established the specific objectives of the Survey, and finalised work details such as criteria of the test, items, targets, sampling	

	methods, and operation of the scheme.	
April to December 2020	The AC set the content and details of the Survey. Professional agents were commissioned through open tender to carry out relevant work, including services of consultation, data collection, IT and support, etc.	The CUHK has begun to provide consultation services since November 2020.
January to April 2021	The contractors commissioned designed and worked out the content and details of the Survey based on the content and details set by the AC. Follow-up work was also taken forward after assessment and approval by the AC.	The IT and support service contract has been undertaken by the Dragon Creative since February 2021. The data collection contract has been undertaken by the PFAHK since March 2021.
May 2021	<ul style="list-style-type: none"> ● System test and staff training ● Implementation of the pilot test ● Compilation and analysis of the test data and review on the operational arrangements 	
June 2021	Organisation of the launching and signing ceremony	
July 2021 to January 2022	Implementation of data collection and relevant work of the Survey	

February to July 2022	Compilation and analysis of the data	
August 2022	Compilation of the survey report	
September 2022	The AC's assessment of the findings and the report	
October 2022	Publication of the findings	

Publicity

7. To tie in with the revised implementation timetable, the timetable for publicity preparation is as follows:

Date (2021)	Publicity Activities
January to May	<ul style="list-style-type: none"> ● Design dedicated webpages for participating organisations and members of the public to receive latest information and register in a timely manner. ● Produce an information pack (including poster, leaflet and banner, etc. of the Survey) for randomly selected groups, organisations and post secondary colleges, etc. to invite their members to participate in the Survey.
Late April	Launch the dedicated webpages for the Survey.
April to May	Make publicity video clips for display at venues of the Leisure and Cultural Services Department (LCSD) and on the dedicated webpages.
May	Contact and send the publicity pack to randomly selected trade and industry organisations, labour organisations, social welfare organisations, government departments and post secondary colleges, etc., so that they can invite their members to participate in the Survey.

June	<p>Organise a launching cum charter signing ceremony, with the proposed content as follows:</p> <ul style="list-style-type: none"> ● Declare the official commencement of the Survey. ● Present and introduce the details and arrangements of the Survey. ● Invite directorate officers to attend the ceremony and sign the charter with representatives from the groups, organisations or government departments concerned to show their support for the implementation of the Survey. ● Offer a demonstration session for attendees to learn about the items of the Survey and participate in the tests. <p>Make video(s) featuring the highlights of the launching cum charter signing ceremony for display on the dedicated webpages.</p>
August to December	<p>Depending on the response of the selected groups/organisations, organise Physical Fitness Fun Day(s) at shopping arcades and sports centres/parks under the LCSD in a timely manner to enable interested members of the public to participate in on-the-spot physical fitness tests, thereby broadening the source of data collection.</p>

Presentation of paper

8. Members are invited to note the report on the mode of implementation regarding the Territory-wide Physical Fitness Survey for the Community set out in this paper.

Secretariat of the Territory-wide Physical Fitness Survey
for the Community Advisory Committee
April 2021