

## **COMMUNITY SPORTS COMMITTEE**

### **Proposal on Sport For All Day 2022**

#### **Purpose**

This paper reports to Members the programme arrangements for the Sport For All Day 2022.

#### **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 organising the Sport For All Day every August since 2009 to encourage members of the public to take part in sport and physical activity regularly, so as to relax their body and mind, enjoying the fun and benefits of sports.

3. Last year's Sport For All Day was held on 1 August 2021. On the event day, most of the LCSD's recreation and sports facilities were available for free use by members of the public and various free recreation and sports programmes were offered for public participation at designated venues under the LCSD across the 18 districts. In addition, the LCSD broadcast live sports demonstrations via online platforms to allow the public to exercise at home. The event drew an attendance of more than 153 000 in total, of which more than 120 000 enjoyed free use of leisure facilities, over 16 000 participated in recreation and sports programmes for free at designated sports centres across the 18 districts, and more than 17 000 watched the online sports demonstrations. The positive response indicated that the Sport for All Day was well-received by members of the public, with its overall attendance rate in line with our expectation.

## **Programme Arrangements for 2022**

4. The Sport For All Day 2022 will be held on Sunday, 7 August 2022. A wide array of free recreation and sports programmes will be organised for public participation from 2 pm to 6 pm on the event day at designated sports centres across the 18 districts. The programmes include health talks and exercise demonstrations, fitness corners, sports programmes for parents and kids/children/youth as well as sports demonstrations and play-in sessions for the elderly and people with disabilities. As in the past, the LCSD will make available most of the recreation and sports facilities for free use by individual members of the public on the event day so that they may try their hand at different types of facilities and enjoy the fun of sports. Such facilities will include indoor ones such as badminton courts, volleyball courts, basketball courts, squash courts, table tennis tables, fitness rooms, activity rooms and dance rooms; outdoor facilities such as tennis courts, bowling greens, archery ranges and golf facilities; and public swimming pools as well as craft at water sports centres.

### **Theme and Focal Sport of Event**

5. “Electronic virtual sports” will be adopted as the theme and focal sport of this year’s Sport For All Day to encourage the public to sustain their good habit of exercising regularly. Playing electronic virtual sports is a new sport activity aimed at delivering mental and physical benefits, which allows participants to exercise in virtual venues with aid of smart technologies and various sports equipment, thereby enhancing its appeal and maximising the effectiveness of sports. On the event day, apart from various electronic virtual sports and a wide array of free programmes at the main stadium, breakdancing performances will also be held to introduce breakdancing, an event of the Asian Games 2022 in Hangzhou, to the public. In addition, electronic virtual sports modelled on some of the hugely popular sports activities such as cycling and rowing will be available at designated venues across the 18 districts, allowing the public to experience the fun of digital technology, build physical resilience, as well as develop the habit of exercising regularly to promote mental and physical health. In addition, several new sports under the Sports Subvention Scheme will, as in the past, be promoted on this year’s Sport For All Day to help the public understand the basic techniques of such sports, and experience the fun of such sports activities.

## **Related Arrangements under Covid-19**

6. In view of the ongoing epidemic, Covid-19 control measures are already put in place as part of the new norm in terms of daily operation of the society. To address the ever-changing development of the epidemic, the LCSD will monitor the situation and the latest development of the Government's anti-epidemic measures such as those on social distancing closely to explore the suitability of hosting a major event, while adjusting the arrangements for organising the Sport For All Day, including the broadcasting of live sports demonstrations via online platforms on the event day, so as to facilitate the public viewing of the demonstrations online and participation in the Sport For All Day at home.

## **Community Publicity Activities**

7. We will continue to publicise the Sport For All Day on electronic and social media by, inter alia, publishing news features on various Internet platforms and "LCSD Plusss" Facebook and Instagram pages to achieve extensive publicity. Furthermore, we will continue to encourage active public participation in the Sport For All Day 2022 through a dedicated webpage for the Sport For All Day on the LCSD's website. It will be hyperlinked to the Government Youth Portal to facilitate public viewing and retrieval of information. In addition, the LCSD will produce promotional videos featuring local elite athletes to appeal to the public to actively participate in the Sport For All Day 2022. Besides, publicity will be carried out via other channels including Announcements of Public Interest and through different media such as newspapers, television and radio and information channels available in major transport systems. The LCSD will also put up posters at District Leisure Services Offices, leisure venues under the LCSD, schools, district organisations, housing estates, etc., mount large banners and prepare souvenirs for distribution to participants in activities to publicise the event widely and raise public awareness of exercising, while garnering greater community support.

## **Advice Sought**

8. Members are invited to comment on the work arrangements for the Sport For All Day 2022 organised by the LCSD.

Leisure and Cultural Services Department  
May 2022