

COMMUNITY SPORTS COMMITTEE

Development of School Sports Programme

Purpose

This paper reports to Members the development progress of the “School Sports Programme” (SSP) and the strategies on its future promotion.

Background

2. The SSP, a sports promotion scheme specially designed for students of primary, secondary and special schools, is organised by various national sports associations (NSAs) and subvented by the Leisure and Cultural Services Department (LCSD). The SSP is supported by and co-organised with the Education Bureau (EDB), the Chinese University of Hong Kong, the Hong Kong Baptist University and the Department of Health (DH). Its activities are organised in line with the daily schedule of schools to enable students to participate in various sports activities in the familiar school environment during their leisure time. The objectives of the SSP are-

- (i) to enrich the lives of students;
- (ii) to provide opportunities for students to participate in sports constantly;
- (iii) to raise the standard of sports among students;
- (iv) to train more sports volunteers;
- (v) to encourage students to participate in sports and voluntary services related to sports; and
- (vi) to foster a sporting culture.

3. In March 2010, the LCSD reported to the Community Sports Committee the future initiatives of the SSP. Members agreed to further promote the SSP and continue to keep the school participation rate at over 90% so as to raise the overall sports level of students, providing new blood for the continuous development of local sports on the one hand, and establishing a healthy and active lifestyle for the young generation on the other.

Development Progress of the SSP

4. The LCSD launched the SSP in 2001 and has since been providing young people in primary, secondary and special schools with sports information and training in sports. Through years of promotion, the number of subsidiary programmes under the SSP has increased from four to seven, including the “Sport Education Programme”, “Easy Sport Programme”, “Outreach Coaching Programme”, “Badges Award Scheme”, “Joint Schools Sports Training Programme”, “Sport Captain Programme” and “Sports Award Scheme”. The number of participating NSAs has increased from 25 to 38 at present (please refer to Annex) while the number of activities held has also multiplied from 1 180 in 2001 to 7 800 in 2010. In 2009-10, the school participation rate in SSP reached 90% and is expected to retain at that level in 2010-11. A total of 960 primary, secondary and special schools in Hong Kong have participated in the SSP with a student attendance of over 601 000.

5. To further promote the SSP, the LCSD implemented a series of initiatives last year. The progress and effectiveness are as follows-

(a) Sports Award Scheme

The LCSD has implemented the Sports Award Scheme in phases since 2006 to encourage students to participate in sports activities regularly and constantly. There are three subsidiary schemes under the Sports Award Scheme to recognise and appreciate by means of awards the effort of both schools and students in participating in sports activities, namely-

- (i) *sportACT Award Scheme* - an award scheme implemented in Phase I in 2006 with the aim of encouraging students to draw up a plan for sports participation and set a timetable for having a fixed amount of sports activities regularly and make it a habit. In 2009-10, 343 schools with some 186 000 students participated in this Scheme.
- (ii) *sportFIT Award Scheme* - an award scheme implemented in Phase II in 2007 with the aim of enhancing the effectiveness of sportACT Award Scheme and encouraging students to enhance their physical fitness level by participating in sports. sportFIT awards are presented to students with both sportACT awards and awards under the “School Physical Fitness Award Scheme” organised by the EDB. In 2009-10, 177 schools with some 86 000 students took part in this Scheme.
- (iii) *sportTAG Award Scheme* - an award scheme newly implemented in Phase III in January 2011 with the aim of encouraging students to undergo training on a sport of their

choice and take a skill test conducted by the respective NSAs in order to enhance their sports skills. Students who have reached the designated levels will be awarded for their achievements. This Scheme also provides an opportunity for students to be selected by NSAs for future training in feeder programmes and may even become members of the Hong Kong team. At present, nine NSAs have participated in this Scheme and the LCSD will invite more NSAs to join.

Overall speaking, about 270 000 students joined the Sports Award Scheme in 2009-10 among which over 70 000 were granted awards. SportEXCEL awards will be granted to students who have obtained sportACT, sportFIT and sportTAG awards to recognise their efforts, achievements and regular participation in sports.

(b) Extension of the SSP to Kindergartens

To implement the recommendations made by the “Study on Sport for All - the Participation Patterns of Hong Kong People in Physical Activities”, service targets of the SSP will be extended to kindergartens so as to promote the concept of sports to children, their teachers and parents. The LCSD has worked with the EDB and the DH to strengthen training in relevant physical and sports activities for kindergarten teachers, with the aim of enhancing their understanding of the benefits of sports activities to children’s physical fitness and the concept that a healthy life starts from childhood. A briefing session was conducted in the Theatre of the Ngau Chi Wan Civic Centre on 15 October 2010 and three workshops were co-organised with the Physical Fitness Association of Hong Kong, China for principals and teachers of kindergartens between December 2010 and February 2011. Besides, the workshops co-organised with the Gymnastics Association of Hong Kong, China started in February and will finish in April. It aims to encourage kindergarten teachers to promote participation in sports in kindergartens after attending the workshops. The LCSD will review the effectiveness of the relevant work so as to formulate future work plans.

(c) Development of Team Sports

Team sports can provide young people with more opportunities to participate in normal and healthy team activities, helping them develop good interpersonal skills and values and stay away from bad behaviour. At present, the number of team sports under the SSP has increased to 12, providing many choices for students. In 2010-11, 385 additional team sports activities were organised,

making up a total of 2 387 activities. In the coming year, the LCSD will further increase the number of team sports in order to provide students with more opportunities for participation. The LCSD will continue to liaise with the NSAs in order to include more team sports in the SSP as well as to increase the number of training programmes and competitions under individual sports, with the aims of encouraging students to engage in healthy team activities and raising the basic level of team sports, thereby facilitating the long-term development of those sports.

(d) Extension of the Scope of Service of the Sport Captain Programme

The Sport Captain Programme (SCP) has become a subsidiary programme under the SSP since 2001. At present, eight sports have been provided under the SCP and over 7 500 sport captains have been trained. The LCSD encourages school teachers, secondary school students or parents to join in, so as to train up more coaches, sports administrators and sports co-ordinators to provide voluntary services in activities organised by schools or the NSAs. Past experience showed that some sport captains left the SCP due to graduation or change of residence. To facilitate the sustainable development of the SCP, the LCSD worked with NSAs last year to appoint 63 serving or retired athletes as “Ambassadors of the Sport Captain Programme”. They were arranged to return to their old schools (either primary or secondary schools) and other schools to provide free coaching for students in relevant sports and share experience with them. Hitherto, 14 ambassadors have participated in sports demonstrations and experience sharing. Well received by students, these activities greatly enhanced their interest in participating in respective sports and fostered the spirit of voluntary work in sports. The LCSD will continue to arrange ambassadors to visit their old schools for sharing and actively encourage sport captains to volunteer in activities held by the schools or the NSAs. In order to encourage sustainable participation of sport captains interested in voluntary services, the LCSD will enhance the communication with them and update the activity information on the website regularly so as to encourage their participation and assistance in local sports development.

Future Promotion Strategies

6. The LCSD will continue to implement the following promotion work and strategies-

- (a) To contact schools which have not yet participated in the SSP and identify their needs for sports activities, so as to encourage and assist

them to join the SSP;

- (b) To invite more NSAs to participate in the SSP to provide a wider range of sports choices, and to strengthen co-operation with the NSAs which have already participated in the SSP and to discuss with them increasing the number of activities under the subsidiary programmes, thereby providing schools/students with more choices;
- (c) To arrange talks for prospective teachers undergoing training at the Hong Kong Institute of Education and other tertiary institutions to enhance their understanding of the SSP, so that they may arrange suitable sports activities for their students, actively promote sports culture in schools and support their students to participate in the SSP after they join the teaching profession;
- (d) To arrange more guided tours for students to watch high-level matches, pre-match training and demonstrations under the guidance of professional coaches from the NSAs and view major international competitions so as to enhance their knowledge of competitions and interest in sports;
- (e) To introduce the SSP and activities under its subsidiary programmes to district school principals' associations and Parent-Teacher Associations, so as to enable them to have a better understanding of the benefits of sports activities to students and hence encourage and support their students to take part in sports activities outside school hours;
- (f) To send sports information to schools and to update the SSP webpage at the LCSD website on a regular basis so as to provide students and teachers with the latest information on sports, and to invite them to take part in the activities under the SSP;
- (g) To collect and make reference to oversea practices/initiatives in organising school sports programmes for studying the feasibility of implementation in Hong Kong.

Advice Sought

7. Members are invited to note this paper and comment on the relevant work. The relevant documents will be submitted to the Sports Committee for discussion in due course.

Leisure and Cultural Services Department
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National Sports Association Joining LCSD School Sports Programme in 2010/11

1	Hong Kong Amateur Athletic Association
2	Hong Kong Badminton Association
3	Hong Kong Baseball Association
4	Hong Kong Basketball Association
5	Hong Kong Billiard Sports Control Council
6	Hong Kong Boxing Association
7	Hong Kong Canoe Union
8	Hong Kong Cricket Association
9	Hong Kong Cycling Association
10	Hong Kong DanceSport Association
11	Hong Kong Chinese Martial Arts Dragon and Lion Dance Association
12	Hong Kong Fencing Association
13	The Hong Kong Football Association
14	Hong Kong, China Gateball Association
15	The Gymnastics Association of Hong Kong, China
16	Handball Association of Hong Kong, China
17	Hong Kong Hockey Association
18	Hong Kong Ice Hockey Association
19	The Judo Association of Hong Kong, China
20	The Karatedo Federation of Hong Kong, China
21	The Hong Kong Life Saving Society
22	Hong Kong Mountaineering Union
23	Hong Kong Netball Association
24	Orienteering Association of Hong Kong
25	Hong Kong, China Rowing Association
26	Hong Kong Rugby Football Union
27	Hong Kong Sailing Federation
28	Hong Kong Shuttlecock Association
29	Hong Kong Skating Union
30	Hong Kong Squash
31	Hong Kong Table Tennis Association
32	The Hong Kong Tennis Association
33	Hong Kong Tenpin Bowling Congress
34	Hong Kong Triathlon Association
35	Volleyball Association of Hong Kong, China
36	Hong Kong Weightlifting and Powerlifting Association
37	Windsurfing Association of Hong Kong
38	Hong Kong Wushu Union