

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2012

Purpose

This paper reports to Members relevant programme arrangements of the Sport For All Day 2012.

Background

2. To sustainably promote Sport for All in the community and tie in with the National Fitness Day, the Leisure and Cultural Services Department (LCSD) has organised a Sport For All Day in August every year since 2009. A series of free recreation and sports programmes has been organised in all districts for public participation, and free use of various fee-charging leisure facilities have been provided for the public since 2010 to encourage regular participation in sports and other physical activities and enhance their understanding of the benefits and importance of doing exercises.

3. The Sport For All Day 2011 was held on 7 August last year. Under the theme of fitness walking with the key message of “Be Smart and Healthy. Let’s Take a Brisk Walk Daily”, the Sport For All Day 2011 aimed at encouraging people of different age groups, particularly the less active middle-aged and working population, to engage in fitness walking or other physical activities for at least a cumulative 30 minutes every day, thereby cultivating a good habit of daily exercise. The programmes were well received by the public, attracting an attendance of over 200 000, of which about 26 000 participated in a wide range of free programmes, about 177 000 enjoyed free use of leisure facilities, and over 1 000 participated in fitness walking play-in activities held in the Ma On Shan Promenade, Hong Kong Park, Po Kong Village Road Park and Tsing Yi Park. There was a strong sporting atmosphere everywhere in the community.

Programme Arrangements in 2012

4. The Sport For All Day 2012 will be held on 5 August 2012 (Sunday). This year marks the 15th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR) while the London Olympic and Paralympic Games will be held between 27 July and 12 August, and between 29 August and 9 September respectively. To celebrate the 15th anniversary of the reunification of Hong Kong

with the motherland, tie in with the Year of the Olympics and support the participating Hong Kong athletes, the Sport For All Day 2012 will be one of the highlight programmes in celebration of the 15th anniversary and the theme of the Sport For All Day 2012 will be the Olympics. A wide range of free programmes will be organised at designated sports centres in the 18 districts including exercise demonstrations, fitness corners, parent-child sports programmes, and sports play-in for the middle-aged, the elderly and the disabled. In addition, the 18 districts will each choose an Olympic sport as the theme of its signature promotion programme for creating a strong Olympic atmosphere in the community and showing their support to Hong Kong athletes. To mark the occasion, a launch ceremony will be held at one of the sports centres for participation by and sharing of the fun of sports among guests and members of the public.

5. In line with previous arrangements, the LCSD plans to open various leisure and sports facilities for free use by individual members of the public on the Sport For All Day 2012. These 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; public swimming pools as well as craft at water sports centres. It is hoped that, through using these facilities to engage in sports for fun, the public will cultivate a habit of regular exercise and a healthy lifestyle. The LCSD is discussing the implementation of these arrangements with other relevant departments.

6. To encourage various stakeholders in districts to participate actively in the Sport For All Day 2012, the LCSD will invite District Councils, schools, national sports associations, district sports associations as well as privately-run sports clubs and fitness centres to support the event by organising various recreation and sports activities or opening up venues and facilities on the event day for public participation and use.

Community Publicity Programmes

7. To achieve extensive publicity, the Sport For All Day 2012, as one of the highlight programmes in celebration of the 15th anniversary of the establishment of the HKSAR, will be included in the 15th Anniversary Celebrations Events Calendar published by the Home Affairs Department. The LCSD will publicise the event through different media, including the press, radio and public transportation such as advertisements at MTR stations, and "RoadShow" on buses. Posters will be posted, leaflets distributed and banners mounted at various district leisure services offices and recreation and leisure venues of the LCSD, as well as schools and local organisations etc. A dedicated web page will also be created at the LCSD website. All these efforts aim at calling upon the public to participate actively in the Sport For All Day 2012, to celebrate the 15th anniversary of the HKSAR, and to support local athletes who will take part in the London 2012 Olympic and Paralympic Games.

Advice Sought

8. Members are invited to comment on the work arrangements for the Sport For All Day 2012 held by the LCSD.

Leisure and Cultural Services Department
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