

CONTROLLING OFFICER'S REPLY

HAB492

(Question Serial No. 7003)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Ms Michelle LI)

Director of Bureau: Secretary for Home Affairs

Question:

What are the details of the publicity, manpower arrangements, total expenditures involved and attendance figures of the Sport For All Day held in the past three years by the Government to provide free recreation and sports facilities for public use?

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 574)

Reply:

To encourage wider and more regular participation in sports, the Leisure and Cultural Services Department (LCSD) has organised the Sport For All Day (SFAD) since 2009. On the event day, free sports programmes are organised and most of the sport facilities of the LCSD were open to the public for free use. A comprehensive publicity programme is launched using diversified channels including dedicated webpages, production of Announcements in Public Interest for broadcasting on TV and radio, advertisement on different printed and electronic media as well as public transportation network, and display of posters and easy pull banners at LCSD's sports venues. The LCSD also solicits the support of partners such as schools, "national sports associations" and property management companies in promoting SFAD.

The organization of SFAD was implemented mainly through deployment of existing manpower supplemented by some part-time staff who assisted in the preparation work and crowd control before and on the event day.

The attendance and expenditure of the event in the past 3 years are listed at below -

Year	Total Attendance of Free Use of Facilities	Expenditure on Overall Publicity (\$'000)	Expenditure on Free Use of Facilities (\$'000) (Employment of part-time staff and cost for easy pull banners)
2013	198 000	1,881	282
2014	195 000	2,313	291

Year	Total Attendance of Free Use of Facilities	Expenditure on Overall Publicity (\$'000)	Expenditure on Free Use of Facilities (\$'000) (Employment of part-time staff and cost for easy pull banners)
2015	191 000	2,492	300

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