

COMMUNITY SPORTS COMMITTEE

Minutes of the 24th Meeting of the Community Sports Committee

Date: 9 March 2011 (Wednesday)

Time: 10:30 am

Venue: Conference Room I, Home Affairs Bureau, 41/F, Revenue Tower,
5 Gloucester Road, Wanchai, Hong Kong

Present: Mr TONG Wai-lun (Chairman)
Mr David YIP Wing-shing (Vice-chairman)
Mr Daniel CHAM Ka-hung
Mr Henry CHAN Chi-chiu
Mr CHENG Shu-ming
Mr LAM Hong-wah
Mrs Stella LAU KUN Lai-kuen
Ms Peggy LEE Pik-yee
Mr Philip LI Wing-kuen
Mr LIU Ah-chuen
Dr LO Wing-lok
Mr Lawrence LO Wing-man
Prof Stephen WONG Heung-sang
Mrs Cecilia WONG LAM Siu-ling
Mr George YIP Chi-wai
Mr CHU King-yuen
Prof LEUNG Mee-lee

Department Representatives in Regular Attendance

Ms Olivia CHAN Yeuk-oi	(Representative from Leisure and Cultural Services Department)
Mr Benjamin MOK Kwan-yu	(Representative from Home Affairs Bureau)
Dr Regina CHING Chuek-tuen	(Representative from Department of Health)
Mr HO Chun-ip	(Representative from Education Bureau)
Ms Olivia YIP Wai-ling	(Representative from Social Welfare Department)
Mr WONG Man-Chung	(Representative from Home Affairs Department)

Absent with Apologies

Mr Raphael TONG Tai-wai

Dr Simon YEUNG Sai-mo

In Attendance

Mrs Betty FUNG CHING Suk-yee (Leisure and Cultural Services Department)

Mr Bobby CHENG Kam-wing (Leisure and Cultural Services Department)

Ms LAM Sau-ha (Leisure and Cultural Services Department)

Ms Rebecca LOU Wai-yi (Leisure and Cultural Services Department)

Dr Edward CHOW Wah (Education Bureau)

Secretary

Ms LOK Kit-ha (Leisure and Cultural Services Department)

Opening Remarks

1.1 Mrs Betty FUNG, Director of Leisure and Cultural Services said that the meeting was the first one of the current Community Sports Committee (CSC). She congratulated Mr TONG Wai-lun and Mr David YIP on their appointments as the Chairman and Vice-chairman of the current CSC respectively by the Secretary for Home Affairs. She also thanked former Members who continued to serve the CSC and welcomed three new Members. She hoped that the CSC would continue to work closely with the Home Affairs Bureau (HAB) and the Leisure and Cultural Services Department (LCSD) to promote the development of community sports. Besides, she expressed sincere gratitude to former Chairman Mr CHAU How-chen for leading the CSC to complete various tasks throughout the years and continuing to serve as the Chairman of the 3rd Hong Kong Games (HKG) Organising Committee (OC). She was also grateful to former Members for their contribution to the CSC.

1.2 The Chairman welcomed all Members and representatives from various government departments to the meeting and said that he was honoured to have been appointed as the Chairman of the current CSC by the Secretary of Home Affairs. He hoped to continue promoting the development of community sports actively with the full support of the Vice-chairman and all Members. The current CSC consisted of 25 Members, among whom three were new, including Mr YIP the Vice-chairman, Ms Peggy LEE and Mr CHU King-yuen. All three of them came from the District Councils (DCs). The Chairman was grateful to former CSC Members, including Mr CHAU the former Chairman, Prof CHEUNG Siu-yin, Mr Alan CHOW, Mr FUNG Kwong-chung and Mr James KONG for their contribution to the CSC. He hoped that all Members would actively voice their opinions and work hand in hand for the development of community sports.

Item 1: Confirmation of the Minutes of Last Meeting of the CSC

2.1 The draft minutes of the 23rd meeting were faxed to Members for comment on 28 January by the Secretariat and hitherto proposed amendments were received from Mr Philip LI, the Education Bureau (EDB) and the HAB. The amended draft minutes were faxed to Members on 3 March. The Chairman asked Members to refer to the proposed amendments tabled at the meeting. As no further amendment was proposed at the meeting, the Chairman announced that the minutes of the 23rd meeting were endorsed.

Item 2: Matters Arising

(i) Report on the Follow-up Action Plan on Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities

3.1 The Chairman invited Ms LOK Kit-ha of the LCSD to report the progress of the Follow-up Action Plan on Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities.

3.2 Ms LOK Kit-ha reported that the LCSD had organised more activities, such as gateball, lawn bowls, fitness walking and jogging, for inactive middle-aged people to encourage them to do exercise actively. Apart from that, the department suggested designating walking tracks in the 18 districts in the territory to promote fitness walking. The relevant walking tracks were found in some LCSD venues or wide road sections in the community. The LCSD had invited the Physical Fitness Association of Hong Kong, China to assess the suggested routes. Promotion activities would be launched in due course to encourage the public to use the walking tracks and engage in fitness walking actively.

3.3 Prof Stephen WONG suggested providing such information as walking distances and energy consumption indicators on the walking tracks. By providing such scientific data, it was hoped that the public would be attracted to do exercise persistently.

3.4 Dr Regina CHING of the Department of Health (DH) was pleased to learn about the relevant promotion activities and said that the Healthy Cities project had been implemented in the 18 districts to provide a platform for promoting facilities in the district to members of the public. She suggested contacting the organisers of the project for their assistance in promoting the walking tracks in districts.

3.5 Prof LEUNG Mee-lee remarked that a student of the Hong Kong Baptist University was conducting a research study on the benefits of fitness walking and tai chi to the health of inactive middle-aged people. She hoped that the LCSD would make

reference to the study.

3.6 Prof Stephen WONG opined that facilities and environmental factors were very important. As some of the public were yet to realise the importance of a healthy life, he suggested utilising the existing good environment and facilities to change the habits of the public and encourage them to do more exercise.

3.7 The Chairman thanked Members for their views. To follow up on the promotion work of Phase II, he suggested the current CSC should continue to retain the Task Force to Follow up on the Study Report on the Participation Patterns of Hong Kong People in Physical Activities (Task Force) and invited Dr LO Wing-lok and Prof Stephen WONG to continue to be the Convenor and Vice-convenor respectively. He also welcomed interested Members to join the Task Force by returning the completed reply slip to the Secretariat after the meeting.

(ii) Report of Advisory Committee on the Healthy Exercise for All Campaign – Physical Fitness Test for the Community 2010-11

4.1 The Chairman invited Dr LO Wing-lok, the Convenor of the Advisory Committee for the Physical Fitness Test for the Community 2010-11 (the Advisory Committee) to report the latest work progress of the Physical Fitness Test for the Community (the Physical Fitness Test).

4.2 Dr LO Wing-lok reported that the Advisory Committee had held three meetings since its establishment and been following up on the work of the Physical Fitness Test actively. The Physical Fitness Test adopted a random sampling method which ensured certain degree of representativeness. The LCSO issued four tender invitations between September and December 2010. No quotations were received in response to the tender invitation for the provision of consultancy service during the first round of calling for tenders and thus a re-tendering exercise was conducted in November 2010. As of early March this year, the tendering exercise for four kinds of services had been successfully completed. The Chinese University of Hong Kong was responsible for designing samples, providing consultancy service and supervision, monitoring the operation of and co-ordination among various implementation units that work for different groups in the physical fitness tests, submitting a consolidated data analysis and a report. The Physical Fitness Association of Hong Kong, China was responsible for providing services regarding the physical fitness tests, data collection and analysis, and compilation of reports for the secondary school and kindergarten groups, as well as providing services regarding the physical fitness tests and data collection at households throughout the territory (for the age group 20-69). MVA Hong Kong Limited was responsible for providing services regarding

the territory-wide household questionnaire survey (for the age group 20-69). The Secretariat held meetings with various professional organisations on 28 February and 7 March 2011. As the first tender required re-tendering, the implementation timetable for all groups, except the primary school group on which research was done by selecting primary schools by the EDB, had to be revised. It was expected that the Physical Fitness Test would commence after April while data collection would finish in December. Thereafter, data collation and analysis, as well as report compilation would be carried out. The Advisory Committee would hold the 4th meeting on 15 March to discuss the details of various preparation work.

4.3 Mr HO Chun-ip of the EDB commented that the progress of data collection for the primary school group was very good. Among 18 participating primary schools, 6 had finished all tests, 11 were taking the tests and only 1 was still discussing the details of arrangement. He expected that data collection would finish between May and June and relevant findings would be submitted to the Advisory Committee in July for analysis and compilation of reports.

Item 3: Report of the 3rd Hong Kong Games Organising Committee (CSC Paper 1/11)

5.1 The Chairman invited Ms Rebecca LOU, Secretary General of the 3rd HKGOC, to brief Members on CSC Paper 1/11.

5.2 Ms Rebecca LOU briefed Members on CSC Paper 1/11. The Chairman invited Members to give their views on the paper.

5.3 Members gave their views on the paper. Their views and responses were summarised as follows:

- (a) Mrs Cecilia WONG thanked the OC for accepting her opinion and providing a chance for athletes with disabilities to participate in the 3rd HKG. She regarded that as a good start and hoped that there would be more socially inclusive activities in the future.
- (b) Mr CHENG Shu-ming was of the opinion that the publicity for the Dynamic Moments Photo Contest was not effective. The public did not know the arrangements of how to obtain entry forms and submit entries. He suggested enhancing promotion to attract active participation of the public.
- (c) Ms Rebecca LOU said that the prospectus of and information on the photo

contest had been uploaded onto the website of the HKG while promotion leaflets were distributed in all District Leisure Services Offices (DLSOs) and sports venues of the LCSD. Members of the public could capture moments of the events and activities of the 3rd HKG held between 26 March and 5 June, and submit their entries by 6 pm on 8 June. She remarked that promotion of this activity would continue to be carried out through various channels. Ms Olivia CHAN of the LCSD suggested discussing with the Photographic Society of Hong Kong on using its network to promote this activity to photography enthusiasts.

- (d) Mr Daniel CHAM said that the promotion of the HKG this year was more effective than before because of the additional resources available. Publicity materials included TV APIs, large banners and lamp-post banners, etc. The arrangement of the opening ceremony was also attractive. Since the opening ceremony was held in the relatively remote Siu Sai Wan Sports Ground, the LCSD would provide each district with \$10,000 for transporting athletes and residents of the district to attend the opening/closing ceremony. As the number of tickets allotted to each district was unknown at the moment, it was doubtful that the transport allowance for districts in the New Territories was sufficient. He suggested increasing flexibility of the arrangement as much as possible to ensure a satisfactory attendance of the activities. Besides, he suggested setting up a group on the social networking website, Facebook, to promote the HKG free-of-charge, and disseminate information on the competition schedule and results of competitions regularly to Members of the OC and the CSC during the games period to encourage Members to participate in the HKG actively.
- (e) Ms Rebecca LOU responded that each district was allotted 500 tickets preliminarily, including 200 for the DC for arranging residents of the district to attend the opening ceremony, 200 for the DLSO for distributing to the public, and 100 for secondary/primary schools in the district for students and parents. Along with the participating athletes and cheering team members in various districts, it was expected that the attendance of the opening ceremony would reach 12 000. She said that she would follow up on the arrangement of the regular dissemination of information on the competitions to Members during the games period.
- (f) Ms Olivia CHAN of the LCSD remarked that the expenses of the activity were being calculated. She hoped to raise the transport allowance for each

district to \$15,000. Apart from transportation, it was planned that drinks and snacks would also be provided to attract and facilitate the public to attend the opening ceremony. Since the demand for transport allowance varied among districts, she hoped that existing resources would be utilised to meet the different needs of various districts as far as possible.

- (g) Mr CHENG Shu-ming wished to know who would pay the relevant expenses. Ms Olivia CHAN of the LCSD replied that the allowance would be provided by the LCSD. District teams might consider applying for additional funding from the respective DCs to pay for other expenses.
- (h) Mr CHU King-yuen said that each district received sponsorship from many district organisations in addition to the HKG sponsors. He asked if the OC would acknowledge the district organisations for their sponsorship. Besides, he asked whether the amount of transport allowance would be raised flexibly with respect to the needs of districts, as some districts did not have any competition venues and athletes had to travel to other districts to take part in the games.
- (i) Ms Rebecca LOU replied that the OC and the Standing Committee had confirmed the list of sponsors/organisations of each district. The districts could acknowledge the relevant sponsors/organisations according to the planned acknowledgement arrangements, including using panels, banners or lamp-post banners. Besides, additional transport allowance for transporting athletes to the competition venues could not be provided at the moment due to limited resources.
- (j) Mr Henry CHAN thought that the 18 Districts' Pledging Ceremony held on 25 February was very successful. Currently, it was an important moment for publicity. He suggested making reference to successful example of the 2009 East Asian Games in which the theme of "Green, Cultural and Energetic" was adopted, to increase green elements in the HKG. He mentioned that the flowers in a flower plot in Tai Po Waterfront Park were arranged to form the words "The 3rd Hong Kong Games" and suggested the LCSD and other districts should add as many green elements as possible in publicity or event promotion. Besides, he wished to know if titbits of HKG events would be relayed on TV or if the highlights of the HKG events would be uploaded onto the website for the public to share the athletes' joy of winning awards.

- (k) Ms Rebecca LOU responded that thematic flower plot and booth for promoting the HKG would be set up in the showground of the Hong Kong Flower Show to be held on 11 March in order to add green elements in the HKG. Besides, she said that RoadShow had been arranged to film the state of preparation and tidbits of the 18 districts for broadcasting on public buses at different time slots.
- (l) Dr Regina CHING of the DH, noting that the Hong Kong Jockey Club was the principal contributor of the 3rd HKG, asked whether there were restrictions regarding sponsoring organisations. She said that in addition to tobacco advertisements, the World Health Organization had proposed in the previous year that advertisements for unhealthy food or food with high contents of fat, sugar or salt should also be banned in schools and young children's venues. She suggested that the OC of the HKG consider the above proposal as childhood obesity was currently a serious problem in Hong Kong and the promotion of unhealthy food was the biggest offender.
- (m) Ms Rebecca LOU replied that the HKG currently placed no restrictions on sponsorship from food companies. She hoped that the DH could provide relevant information for future reference. Ms Olivia CHAN of the LCSD added that it was the Government's established policy not to accept sponsorship from tobacco and hard liquor companies and that the relevant guidelines were set out in detail in publicity materials. The proposal to restrict sponsorship from producers of unhealthy food could be tabled for deliberation for the next HKG.
- (n) Mr CHENG Shu-ming expressed his concern that the promotion of sports and physical activities at the district level, which currently relied heavily on the support of food sponsors, would become more difficult if such sponsorship were restricted. He suggested that consideration be given to restricting the advertising arrangements of sponsors instead of refusing sponsorship from food companies.
- (o) Dr LO Wing-lok remarked that some companies which appeared to be selling healthy food might actually be owned by tobacco firms. He suggested avoiding accepting sponsorship from such companies. He hoped that the DH and the Hong Kong Council on Smoking and Health could provide relevant information for reference.

- (p) Mr Philip LI said that sponsorship was critical to the promotion of sports. He suggested adopting a balanced approach as he was worried that imposing too stringent restrictions on soliciting sponsorship would disqualify many sponsors. Besides, he commented that the issue involved an extensive scope and was a matter of overall Government policy and that the CSC was not in a position to discuss the issue in detail.

5.4 The Chairman thanked Members for their valuable views and suggestions, which would be forwarded to the OC for deliberation. He remarked that the first time cash sponsorship from the Hong Kong Jockey Club for the 3rd HKG bore encouraging testimony to the successful branding of the Games, hoping that the next HKG would continue to attract more sponsorship. Another testament to the rising status of the HKG was the People's Liberation Army Hong Kong Garrison's agreement to perform for the first time at its opening ceremony. The Chairman thanked his predecessor Mr CHAU and LCSD staff for their efforts and urged Members to attend the opening and closing ceremonies of the 3rd HKG.

Item 4: Development of School Sports Programme (CSC Paper 2/11)

6.1 The Chairman invited Ms LAM Sau-ha of the LCSD to introduce the content of CSC Paper 2/11 by PowerPoint.

6.2 Ms LAM Sau-ha introduced the content of CSC Paper 2/11. The Chairman invited Members to give their views on the paper.

6.3 Members gave their views on the paper. Their views and responses were summarised as follows:

- (a) Mr LIU Ah-chuen commented that the School Sports Programme (SSP) had in recent years made possible the progressive Sports Award Scheme with more effective promotion strategies. He hoped that more national sports associations (NSAs) would be invited to join the SSP for the provision of a wider diversity of sports. He also suggested providing directions for strategic promotion to further promote the SSP. He said that currently only 177 schools participated in the sportFIT Award Scheme. Given the serious problem of student obesity and the need to enhance students' physical fitness, he proposed encouraging schools territory-wide to join the sportFIT Award Scheme in support of the Healthy School Policy and in furtherance of public health, and subsequently encouraging them to join the more advanced sportTAG Award Scheme and other schemes. He

recommended stepping up promotion work among associations of principals in various districts and supporting the Healthy School Programme of the EDB and the DH, believing that multi-channel promotion would achieve better results.

- (b) Mrs Stella LAU asked whether the EDB, which was currently implementing the New Senior Secondary Curriculum, would consider including physical fitness in the Student Learning Profile to motivate students' participation and to provide an indicator for schools.
- (c) Mr HO Chun-ip of the EDB said that the development of students' physical fitness had already been incorporated in the School Performance Indicators. He suggested that schools and students should record the information on physical fitness in the Student Learning Profile. He added that the EDB encouraged students to engage actively in different learning experiences and include the relevant information in the student portfolios, which, subject to their schools' confirmation, would be submitted to tertiary institutions or other organisations for reference. With regard to the promotion of the sportFIT and the sportTAG Award Schemes, he said that the EDB would continue to study with the LCSD and the DH in order to identify ways to bring in more schools.
- (d) Ms LAM Sau-ha said that sportFIT awards were for students who had been granted awards under both the sportACT Award Scheme and the EDB's School Physical Fitness Award Scheme. Currently some 400 schools participated in the EDB's School Physical Fitness Award Scheme. The LCSD would work on enhancing the sportFIT Award Scheme with a view to encouraging more schools to take part. She also said that the LCSD would continue to support the DH's Healthy School Policy and join in the efforts to promote the importance of physical exercise and healthy diet at schools.
- (e) Prof Stephen WONG remarked that the SSP had been very well participated since its launch in 2001. He asked if any comprehensive and scientific reviews had been carried out regarding the "quality" and "quantity" of the Programme to ascertain its actual effectiveness.
- (f) Ms LAM Sau-ha responded that the LCSD regularly reviewed the number of participants and the promotion strategies of the SSP, citing an example of a simple questionnaire survey conducted in 2006 to understand the reasons

for schools not joining the Programme. She said that the SSP was a diversified promotion campaign aimed mainly at catering for the different needs of schools, which was why participation in its subsidiary programmes varied from school to school.

- (g) Ms Olivia CHAN of the LCSD expressed hope to learn more about the proposed review on “quality” and “quantity” for considering appropriate follow-up action. Prof Stephen WONG suggested examining participants’ (including students, teachers and principals) understanding of and attitude to the SSP. He explained that although the year-on-year increases in the number of SSP participants since the launch of the Programme seemed to suggest that Hong Kong’s adult population should have developed a more positive attitude towards sports, it was the reverse that was true, showing that school-leavers were inhibited by various social factors from participating in sports persistently and regularly. He proposed conducting an in-depth research study to measure the effectiveness of different schemes and provide reference for future strategy adjustments.
- (h) Ms LAM Sau-ha said that the LSCD would actively consider the suggestion, adding that it would regularly hold detailed discussions with NSAs and implement the SSP according to the different needs of schools. As regards the recently promoted Sports Award Scheme, its main objective was to encourage students to do sports regularly and persistently and make a habit of regular workouts so that they would continue exercising after leaving school.
- (i) Mr Daniel CHAM agreed with the major work directions proposed in the paper, including the extension of the SSP to kindergartens, the development of team sports and the extension of the scope of service of the Sport Captain Programme. He suggested extending the SSP to tertiary institutions and introducing a Sports Award Scheme for the public to motivate them to do more exercise.
- (j) Dr Regina CHING of the DH opined that the SSP should be assessed according to its objectives. If the Programme was aimed at encouraging students to increase participation in sports or to do a certain amount of exercise, the assessment should be based on the number of student participants and on previous survey studies. If the objective was to understand whether school leavers would continue doing sports and maintain a sporty lifestyle, it would depend on social circumstances as well

as other support, and would require the joint efforts of the community. She therefore reiterated that apart from formulating policies to promote sport for all, the CSC should also play a part in restricting the promotion of unhealthy food so that the previous contributions of the CSC would not be compromised. She hoped that the CSC would have more discussions on food promotion.

- (k) Mr George YIP cited the experience of the Hong Kong Dancesport Association. The Association, which joined the SSP in 2005, had since seen an almost tenfold increase in the number of participants in dancing activities and a quota-exceeding number of applications from secondary schools for taking part in the Programme. It had also received invitations from DCs to help promote dancing in the community. The above example, coupled with the fact that a bronze medallist of DanceSport in the 2009 East Asian Games was an ex-SSP participant, showed that the SSP had borne fruit in terms of both quantity and quality.
- (l) Ms Olivia CHAN of the LCSD responded that the SSP was implemented mainly in primary, secondary and special schools and might not be suitable for tertiary institutions, given that the latter had a different environment and culture, and that university students should instead be targets for sports promotion at the community level. She said that to further promote community sports, efforts would be made to explore the feasibility of introducing the Sports Award Scheme at the community level and, subject to the availability of resources, to carry out other scientific research into the SSP.
- (m) Mr George YIP was of the view that sports should be promoted across the board. He referred to the example of Hong Kong Dancesport Association, which had been promoting dancing in kindergartens, primary and secondary schools and tertiary institutions for years. He said that previously both kindergartens and tertiary institutions had been excluded from the SSP. Given the recent extension of the SSP to kindergartens, he hoped that the same could apply to tertiary institutions in the future.
- (n) Ms LAM Sau-ha remarked that tertiary institutions had other sources of sports subsidy and were different from primary and secondary schools in environment and culture. Currently, to avoid overlapping of resources, consideration would not be given to extending the SSP to tertiary institutions.

6.4 The Chairman thanked Members for their valuable views. To implement the intensification of the scope of the SSP, he suggested that the new term of the CSC retain the Student Sports Activities Co-ordinating Sub-Committee (SSACS) and invited Mr LIU Ah-chuen and Mrs Stella LAU to continue to serve, respectively, as its Convenor and Vice-convenor. He asked Members interested in joining the SSACS to return completed reply slips to the Secretariat after the meeting.

Item 5: Any Other Business

7.1 The Chairman said that the LCSD would organise a visit for Members to better understand the recreation and sports facilities currently managed by the department. He invited Ms LOK Kit-ha to introduce the arrangements of the visit.

7.2 Ms LOK Kit-ha said that in view of the fact that a number of new leisure facilities had been completed in recent years, a half-day programme was being organised for Members to visit some of the LCSD's new facilities in mid-2011. She called on Members to actively participate in the visit, the details of which would be notified to them in due course.

Date of Next Meeting

8.1 The Chairman thanked Members for attending the meeting. The next meeting was tentatively scheduled for 13 July. He hoped that Members would reserve time to attend the meeting.

(Post-meeting note: The 25th Meeting of the Community Sports Committee was rescheduled for Tuesday, 26 July 2011.)

Adjournment of Meeting

9.1 The meeting was adjourned at 12:10 pm.

Community Sports Committee Secretariat
May 2011