

COMMUNITY SPORTS COMMITTEE

Report on Sport For All Day 2025

Purpose

This paper reports to Members on the implementation of Sport For All Day (SFAD) 2025.

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 SFAD every August since 2009, with “Stay Active, Healthy and Happy!” as the slogan, to encourage members of the public to take part in sports and physical activity regularly, and develop the habit of regular exercise, so as to establish healthy lifestyles.

Programme Arrangements for 2025

3. The SFAD 2025 was held on 3 August 2025 (Sunday). To encourage the public to take part in sports regularly and promote the physical and mental benefits of exercise, the LCSD organised a wide array of free recreation and sports programmes for public participation on the event day at designated sports centres across Hong Kong. The programmes included fitness corners, health talks, exercise demonstrations, sports programmes for parents and kids/children/youth as well as play-in sessions for the elderly and persons with disabilities. Moreover, the LCSD made a variety of fee-charging leisure facilities for free use by individual members of the public on the event day so that they could try their hand at different types of facilities, and cultivate the habit of regular exercise. Such facilities included 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.

Promotion of Focal Sports

4. In support of the 15th National Games (NG), the 12th National Games for Persons with Disabilities and the 9th National Special Olympic Games (NGDSO), the first ever national multi-sports events co-hosted by Hong Kong alongside Guangdong and Macao, the SFAD 2025 took the theme “Coalescing together for the National Games”, aiming to foster community spirit and encourage community engagement in support of the 15th NG and NGDSO. On the event day, an array of free recreation and sports programmes, such as sports demonstrations and experience sessions, were organised at designated sports centres across the 18 districts to tie in with the theme. These activities promoted the competition events and mass participation events featured in the 15th NG and NGDSO, with a view to enhancing the public’s understanding of these events and drawing greater attention. As the prime venue, Kowloon Park Sports Centre featured diverse thematic experience sessions, including rugby sevens, golf, virtual fencing and triathlon, showcasing the competition events hosted by Hong Kong for the 15th NG. In addition to teaming up with the China Hong Kong Paralympic Committee to organise integrated table tennis play-in activities at the main venue to promote inclusive sports participation, the LCSD continued its collaboration with the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) by setting up the Festival of Sport activity booth, “National Games Hoopla”, at the prime venue. In addition, the event offered members of the public the opportunity to try urban sports and new sports popular among youths, such as breaking, as well as cheerleading experience sessions set to the theme song of the SFAD.

5. On another front, the SFAD activity booths were set up by the LCSD in collaboration with the SF&OC from 11 to 13 April at Discovery Park, Tsuen Wan and on 3 August at GO PARK Sai Sha, in a bid to further promote the “Sport for All” culture in the community. Furthermore, the LCSD set up an SFAD activity booth at the 100-day countdown event for the 15th NG, the 12th NGD and the 9th NSOG (Hong Kong) at the Hong Kong Velodrome on 2 August, to support these major events, and to rally public support for the athletes.

Publicity Work

6. This year the LCSD continued to advertise and promote the SFAD 2025

through various channels, including the release of news features via online platforms and “LCSD Plusss” on Facebook and Instagram to draw wider attention and participation from the public. Furthermore, a dedicated webpage for the SFAD 2025 was created on the LCSD’s website and hyperlinked to the Government Youth Portal to facilitate public viewing and retrieval of information. Publicity was also conducted by means of Announcements of Public Interest and videos of local elite athletes appealing for public participation in the SFAD. The LCSD encouraged active public participation in the SFAD 2025 by extensive publicity through a wide range of mass media including newspapers, television and radio, as well as information channels available in major public transport systems such as the MTR, buses and trams. Posters were also put up at District Leisure Services Offices and leisure venues under the LCSD, District Councils (DCs), national sports associations (NSAs), schools, district organisations and housing estates, etc. In addition, large banners were displayed at the LCSD’s venues. E-posters were also shown at restaurants with relatively high patronage and over 20 shopping malls, while promotional displays of the SFAD were put up at the Tunnel Approach Rest Garden in Wan Chai, flower beds at the Pedder Street Roundabout and Tamar Park, with souvenirs being distributed to participants for widespread publicity.

7. To encourage various stakeholders across districts to actively participate in the SFAD 2025, the LCSD sent invitations to various parties including the DCs, NSAs, district sports associations, tertiary institutions and private recreational venues inviting their active support and participation. The LCSD received overwhelmingly positive feedback, with over 10 organisations agreeing to organise a number of free activities or make available their recreational facilities for free public use at the same time on 3 August, thereby achieving synergy and further promoting the event across communities.

8. On another front, the LCSD invited Sports Ambassadors of the respective districts and outstanding athletes to attend the district-based free recreation and sports activities on the event day to achieve greater promotion in the community. Principal government officials were also invited to participate in and enjoy such activities with the public, with a view to creating an atmosphere of fun and harmony.

Public and Community Participation

9. The SFAD 2025 was very well received by the general public, attracting an

attendance of more than 170 000. Among them were over 28 000 who participated in free recreation and sports programmes; more than 142 000 who enjoyed recreation facilities free-of-charge. The SFAD activity booths were set up by the LCSD in collaboration with the SF&OC at Discovery Park, Tsuen Wan and GO PARK Sai Sha, attracting an attendance of around 2 200 and 500 respectively. Besides, about 1 700 participants either attended the free recreation and sports activities organised by supporting organisations or used those venues and facilities made available by them free-of-charge, and about 300 participants attended the SFAD activity booth at the Hong Kong Velodrome. The LCSD will continue to promote “Sport for All” in the community, in a bid to encourage people of all ages and abilities to engage in sports activities and develop the habit of regular exercise.

Sponsorship

10 The LCSD, for the first time, invited trade and industrial organisations to sponsor SFAD 2025 in the form of cash and advertisements. A total of \$390,000 worth of sponsorship, comprising cash and electronic advertisements, was received from various organisations. This demonstrated the concerted efforts of different sectors of the community in strengthening the promotion of “Sport for All” while ensuring more effective use of public resources.

Submission of Document

11. Members are invited to note the implementation of the SFAD 2025.

Leisure and Cultural Services Department
February 2026