

COMMUNITY SPORTS COMMITTEE

Proposal on Sport For All Day 2021

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2021.

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 Sport For All Day every August since 2009 to encourage members of the public to take part in sport and physical activity regularly, so as to relax their body and mind, enjoying the fun and benefits of sports.

3. Last year's Sport For All Day was held on 2 August 2020. In line with the Government's overall anti-pandemic measures, the activities originally scheduled were moved to the online platform instead. On the event day, the LCSD broadcast a series of short videos of physical fitness exercise demonstrations on the dedicated webpage for the Sport For All Day and the LCSD's Online Resources Centre (now known as Edutainment Channel) to encourage the public to exercise at home during the COVID-19 pandemic. Members of the public could view the sports demonstration videos online on the event day, and a hit rate of over 15 500 was recorded.

Programme Arrangements for 2021

4. The Sport For All Day 2021 will be held on Sunday, 1 August 2021. A wide array of free recreation and sports programmes will be organised for public participation from 2 pm to 6 pm on the event day at designated sports centres across the 18 districts. The programmes include health talks and exercise

demonstrations, fitness corners, sports programmes for parents and kids/children/youth as well as sports demonstrations and play-in sessions for the elderly and people with disabilities. As in the past, the LCSD will make available most of the recreation and sports facilities for free use by individual members of the public on the event day so that they may try their hand at different types of facilities and enjoy the fun of sports. Such facilities will include 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.

5. In view of the ongoing pandemic, the LCSD will monitor the situation and the latest development of the Government's anti-pandemic measures closely to adjust the arrangements for organising the Sport For All Day, including the organisation of activities physically or/and online, so as to facilitate public participation in the Sport For All Day at home or anywhere.

Theme and Focal Sport

6. "Latin Dance" will be adopted as the theme and focal sport of this year's Sport For All Day to encourage the public to sustain their good habit of exercising regularly. "Latin Dance" is a spectator sport with five types of dances, including samba, cha-cha, rumba, paso doble and jive. Participants may join individually, or as a pair or a group. It is an aerobic exercise which benefits both the mind and the body. On the event day, apart from sports demonstrations and a wide array of free recreation and sports programmes at the prime venue, a series of dancing activities will also be held, allowing the public to experience the dancing fun and develop the habit of exercising regularly to promote mental and physical health.

7. Meanwhile, to echo the Tokyo Olympic and Paralympic Games to be held from 23 July to 8 August and 24 August to 5 September 2021 respectively, and demonstrate our fervent support to all Hong Kong athletes participating in the Olympics this year, apart from sports demonstrations and a wide array of recreation and sports programmes at designated sports centres across the 18 districts, each district will also select a different sport as its promotional event on the event day to cheer for the Hong Kong athletes with a show of health and vitality in the community, so that they can achieve outstanding results at the Tokyo Olympics 2021.

New and Trendy Sports

8. In addition, several new sports will be introduced to this year's Sport For All Day to help the public understand the basic techniques of such sports, and attain health and a healthy lifestyle by participating in these sports activities.

Community Publicity Activities

9. We will continue to publicise the Sport For All Day on electronic and social media by, inter alia, publishing news features on various Internet platforms and "LCSD Plusss" Facebook and Instagram pages to achieve extensive publicity. Furthermore, we will also continue to encourage active public participation in the Sport For All Day 2021 through a dedicated webpage for the Sport For All Day on the LCSD's website. It will be hyperlinked to the Government Youth Portal to facilitate public viewing and retrieval of information. In addition, the LCSD will produce promotional videos featuring local elite athletes to appeal to the public to actively participate in the Sport For All Day 2021. Besides, publicity will be carried out via other channels including Announcements of Public Interest and through different media (such as newspapers, television and radio) and information channels available in major transport systems. The LCSD will also put up posters at District Leisure Services Offices, leisure venues under the LCSD, schools, district organisations, housing estates, etc., mount large banners and prepare souvenirs for distribution to participants in activities to publicise the event widely.

10. To enhance the impact of the event on the community, the LCSD will also encourage various stakeholders in the districts to take part actively in the Sport For All Day 2021. District Councils (DCs), national sports associations, district sports associations, community sports clubs, schools, tertiary institutions, non-governmental organisations, property management agencies, as well as sports organisations, fitness centres, large-scale shopping malls or shopping centres and holders of Private Recreational Leases in the territory will again be invited to show their active support by organising a variety of recreation and sports programmes or by opening up their facilities before and on the event day for public participation or use.

11. To facilitate the Sports Ambassadors (SAs) appointed by the 18 DCs in promoting the importance and benefits of regular participation in sport and other physical activities among local residents, and to encourage other DC members

of their districts and the local community to engage actively in sport activities, the LCSD will continue to invite SAs of the respective districts and outstanding athletes to attend the district-based free recreation and sports activities on the Sport For All Day 2021, so that they can engage residents in the district activities, promote the message of regular exercise, and garner community support by sharing fun with the residents.

Advice Sought

12. Members are invited to comment on the work arrangements for the Sport For All Day 2021 organised by the LCSD.

Leisure and Cultural Services Department
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