

COMMUNITY SPORTS COMMITTEE

Report on Sport For All Day 2021

Purpose

This paper reports to Members the progress of Sport For All Day (SFAD) 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 SFAD every August since 2009 to encourage members of the public to take part in sport and physical activity regularly, and form the habit of regular exercise, so as to establish healthy lifestyles.

3. To further enhance public awareness on the concept of the SFAD and promote the advantages of regular exercise, the LCSD has been using “Stay Active, Healthy and Happy!” as the slogan of the SFAD since 2018 to correspond with the promotional activities and let more people know about the event as well as its messages.

Programme Arrangements for 2021

4. The SFAD 2021 was held on 1 August 2021 (Sunday). A wide array of free recreation and sports programmes were organised for public participation on the event day at designated sports centres across Hong Kong. The programmes included health talks and exercise demonstrations, fitness corners, sports programmes for parents and kids/children/youth as well as sports demonstrations and fun/play-in sessions for the elderly and people with disabilities. The LCSD made available most 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, enjoy the fun of sport 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 Sport

5. Dance is the focal sport of the SFAD 2021. In addition to offering a series of free sports and recreation programmes for the public on the event day, the LCSD hosted live webcasts of dance and other sports demonstrations on the event's website and the "LCSD Pluss" Facebook page for the public to feel the vigor of sports demonstrations at home via online platforms.

6. On another front, in a bid to support and encourage Hong Kong athletes to achieve high results at the Tokyo Olympics, play-in activities with Olympic elements including fencing, badminton and table-tennis were held at designated sports centres across 18 districts for the public, creating an Olympic atmosphere in the community. New sports such as dodgebee, floor curling, korfbal and pickleball were also introduced on the event day, so that members of the public could try the sports and know more about their basic techniques.

Public and Community Participation

7. The SFAD 2021 was well received by the general public with an attendance of over 153 000 on the event day. Among them more than 16 000 participated in free recreation and sports programmes; over 120 000 enjoyed free recreation facilities; and more than 17 000 viewed live webcasts of sports demonstrations on the dedicated website and Facebook page. In addition, members of the public can revisit the sports videos on the dedicated website to have the fun of sports anytime and anywhere.

Publicity Work

8. The LCSD continued to use advertising tools proven to be effective for advertising and promoting the SFAD, including release of news features via various online platforms and "LCSD Pluss" on Facebook and Instagram to attract wider attention and participation from the public. Furthermore, a dedicated webpage for the SFAD 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 invited to appeal for participation in the SFAD. The LCSD encouraged active public participation in the SFAD 2021 through mass media such as newspapers, television and radio, as well as information channels available in major means of transport including the MTR and buses. Posters were also put up at District Leisure Services Offices and leisure venues under the LCSD, district organisations, housing estates, etc. In addition, large banners and publicity panels were displayed at the LCSD's venues, with souvenirs being distributed to participants to widely publicise the event.

9. To enhance the impact of the event on the community, the LCSD encouraged active participation by various stakeholders across districts by sending publicity letters to the DCs, national sports associations, district sports associations, community sports clubs, tertiary institutions, non-governmental organisations, property management agencies, sports organisations, fitness centres, as well as holders of Private Recreational Leases.

10. Moreover, 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. Principal government officials were also invited to attend such activities, with a view to garnering greater community support, while achieving a city-wide synergy in collective support of the SFAD.

Submission of Document

11. Members are invited to note the implementation of the SFAD 2021.

Leisure and Cultural Services Department
October 2021