

## **COMMUNITY SPORTS COMMITTEE**

### **Report on Sport For All Day 2022**

#### **Purpose**

This paper reports to Members the implementation of Sport For All Day (SFAD) 2022.

#### **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 2022**

3. The SFAD 2022 was held on 7 August 2022 (Sunday). To encourage the public to take part in sports regularly to relax body and mind, 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 health talks and exercise demonstrations, fitness corners, sports programmes for parents and kids/children/youth as well as fun/play-in sessions for the elderly and people with disabilities. On another front, the LCSD hosted live webcasts of sports demonstrations on the event’s website and the “LCSD Plusss” Facebook page for public viewing and participation at home via online platforms. Meanwhile, 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, 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**

4. Electronic virtual sports is the focal sport of the SFAD 2022. The LCSD organised play-in events promoting electronic virtual sports including virtual cycling, boxing, skiing, rowing and jogging in designated sports centres for the public to experience the fun of unconventional sports. In addition, the LCSD also organised a play-in event promoting sports climbing which was popular among young people, and another demonstration and play-in activity promoting breakdancing, a part of the 2024 Paris Olympic Games, at Tsuen Wan Sports Centre, the event prime venue. All of these efforts aim to promote the urban sports events included in the recent Olympic Games and Youth Olympics.

### **Public and Community Participation**

5. The SFAD 2021 was very well received by the general public with an attendance of over 188 000 on the event day. Among them more than 19 000 participated in free recreation and sports programmes; over 154 000 enjoyed free recreation facilities; and more than 15 000 viewed live webcasts of sports demonstrations on the dedicated website and the “LCSD Plusss” Facebook page on the event day. In addition, members of the public can revisit the sports videos on the dedicated website to have the fun of sports whenever they wish to do so.

### **Publicity Work**

6. This year the LCSD continued to advertise and promote the SFAD through various channels, including 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 2022 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 2022 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 Councils (DCs), national sports associations (NSAs), schools,

district organisations and housing estates, etc. In addition, large banners were displayed at the LCSD's venues, with souvenirs being distributed to participants, for wide publicity.

7. On another front, the LCSD encouraged active support from and participation by various stakeholders across districts by sending publicity letters to them, including, inter alia, the DCs, NSAs, district sports associations and tertiary institutions. In addition, the LCSD invited Sports Ambassadors of the respective districts, DC Members and elite athletes to attend the district-based free recreation and sports activities on the event day. Principal government officials were also invited to attend and enjoy such activities with the public, with a view to achieving greater promotion in the community for remarkable synergy in collective support of the SFAD.

### **Submission of Document**

8. Members are invited to note the implementation of the SFAD 2022.

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Leisure and Cultural Services Department  
November 2022