

## COMMUNITY SPORTS COMMITTEE

### Minutes of the 37<sup>th</sup> Meeting of the Community Sports Committee

**Date:** 4 September 2015 (Thursday)

**Time:** 10:30 am

**Venue:** Conference Room 401, 4/F, Leisure and Cultural Services  
Headquarters,  
1-3 Pai Tau Street, Sha Tin, Hong Kong

**Present:** Mr TONG Wai-lun (Chairman)

Mr Jonathan CHAN Pok-chi

Mr CHU King-yuen

Mr Arnold CHUNG Chi-lok

Ms LEE Ching-nga

Ms Peggy LEE Pik-yee

Mr Philip LI Wing-kuen

Ms WAI Hoi-ying

Mrs Cecilia WONG LAM Siu-ling

Dr Simon YEUNG Sai-mo

Prof. LEUNG Mee-lee

#### **Department Representatives in Regular Attendance**

Mr Richard WONG Tat-ming (Representative from Leisure  
and Cultural Services  
Department)

Dr Anne FUNG Yu-kei (Representative from  
Department of Health)

Mr HO Chun-ip (Representative from  
Education Bureau)

#### **Absent with Apologies**

Mr David YIP Wing-shing (Vice-chairman)

Mr Henry CHAN Chi-chiu

Mrs Stella LAU KUN Lai-kuen

Ms TUNG Kin-lei

Prof. Stephen WONG Heung-sang

Dr YUNG Shu-hang

Miss Petty LAI Chun-yea (Representative from Home Affairs Bureau)

**In Attendance**

Ms Michelle LI Mei-sheung (Leisure and Cultural Services Department)

Mr Raymond FAN Wai-ming (Leisure and Cultural Services Department)

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

Ms Violet CHAN Kit-fong (Leisure and Cultural Services Department)

**Secretary**

Ms Winnie LEE Fung-ming (Leisure and Cultural Services Department)

**Opening Remarks**

1.1 The Chairman welcomed all Members and representatives of government departments to the meeting. He also welcomed Prof. LEUNG Mee-lee of the Sports Federation & Olympic Committee of Hong Kong, China, who attended the meeting on behalf of Mr Kenneth FOK Kai-kong who was absent with apology.

1.2 The Chairman extended his warmest congratulations to Mr Henry CHAN in absentia on his appointment as Justice of the Peace.

**Item 1: Confirmation of the Minutes of Last Meeting of the Community Sports Committee (CSC)**

2.1 The draft minutes of the 36<sup>th</sup> meeting had been emailed to Members for comment on 23 June by the Secretariat and proposed amendments from the Home Affairs Bureau had been received thereafter. The amended minutes had been emailed to Members on 26 August. 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 36<sup>th</sup> meeting were endorsed.

## **Item 2: Matters Arising**

### **Report on Sport for All Day 2015**

3.1 The Chairman invited Ms Winnie LEE of the Leisure and Cultural Services Department (LCSD) to report by Powerpoint on the programme arrangements of Sport for All Day (SFAD) 2015. Meanwhile, he expressed appreciation for the Secretariat for inviting Mr WONG Wing-fai, a coach at the Physical Fitness Association of Hong Kong China (PFA), to demonstrate the “Easy Fitness Exercise for All” and lead Members in the exercise.

3.2 Ms Winnie LEE reported that SFAD 2015 themed on “Fitness for Health” was held by the LCSD on 2 August to promote the message of “Stay Active, Stay Healthy”. To tie in with the theme this year, the LCSD invited the PFA to design the “Easy Fitness Exercise for All”, a set of eight simple moves which helped to improve physical fitness and health by body stretching.

3.3 Mr WONG Wing-fai, a coach at the PFA, demonstrated “Easy Fitness Exercise for All” and led Members in the exercise to enhance their understanding.

3.4 Ms Winnie LEE continued to report on the diversified programmes of SFAD 2015. In addition to stepping up the promotion of regular exercise in the family, the event also encouraged the disabled and the elderly to exercise more by doing at least 30 minutes exercise a day. The event was well-received, attracting an attendance of more than 220,000, of which over 31,000 took part in more than 190 free recreation and sports programmes of various nature organised by the 18 districts, while more than 191,000 enjoyed free use of recreation and sports facilities.

3.5 To create a greater synergy for SFAD in the community, the LCSD wrote to the 18 District Councils (DCs), local primary and secondary schools, tertiary institutions, property management

agencies/owners' corporations, non-government organisations, private recreational clubs, national sports associations, district sports associations, community sports clubs and commercial fitness centres. They were invited to organise related activities from June to August such as free recreation and sports programmes, free admission to venue facilities on specific dates as well as publicity and promotion for SFAD. Tremendous support was received from more than 340 supporting organisations and the number of participants exceeded 30,000 (compared to 186 and 7,812 last year respectively).

3.6 Since 2011 the LCSD had offered free use of leisure facilities on SFAD and conducted an opinion survey to collect the views of users on the free use of leisure facilities. At the CSC meeting on 12 March this year, Members further suggested conducting a questionnaire survey among the participants to collect raw data and to analyse their purpose for and expectation on attending talks and other programmes. The information obtained could facilitate the organisers in their future planning to better meet the needs of different target groups. In response to the suggestion, the LCSD conducted a questionnaire survey on 2 August on free recreation and sports programmes among participants of SFAD. A total of 2,340 valid questionnaires were collected and the preliminary analysis was concluded as follows:

- (a) all five types of programmes, namely (i) health talks and exercise demonstrations; (ii) fitness corners (for activities such as towel exercise, hula hoop fitness exercise and fitness multi-gym exercise); (iii) parent-child sports activities; (iv) activities for the disabled and (v) sports for fun activities (such as badminton, table tennis and dance), were found satisfactory or very satisfactory by over 88% of the respondents. More than 91% of them found (ii), (iii) and (v) satisfactory or very satisfactory while 0.8% to 2% found these five types of programmes unsatisfactory or very unsatisfactory;
- (b) regarding the themes on health talk and exercise demonstration, about 44% of the respondents were interested in "sport and health", followed by "warm-up and cool-down

before and after exercise" which accounted for 31% of the respondents;

- (c) more than 86% of the participants opined that participation in the event could enhance their interests in sports or other fitness activities;
- (d) almost 90% of the participants expressed that they would continue to participate in sports or other fitness activities;
- (e) over 32% of the respondents replied that they heard about SFAD from district leisure services offices and leisure venues of the LCSD. 26% and 24% of them found information from television and newspaper respectively; and
- (f) reference would be made to the above findings when devising programmes for the coming year.

3.7 In June, the LCSD started using different promotion platforms to conduct a widespread publicity campaign and appealed for public participation through Announcements of Public Interest (APIs). Publicity efforts included creating a dedicated webpage on the LCSD's website for public browsing and information retrieval. To step up the promotion of this large-scale event, the LCSD also utilised different media channels (such as newspaper and radio) and major means of transport (such as via billboards at MTR stations and "Roadshow" on buses throughout the territory). Advertisement was put up on the Hongkong Post's second pouch boxes across the territory and programme leaflets were distributed at a number of post offices.

3.8 Apart from the above, the LCSD also put up posters, distributed leaflets, mounted large banners, set up display panels and five 3D photo panels of different designs at various district leisure services offices, leisure venues, libraries, schools and district organisations to promote SFAD 2015.

3.9 APIs on the event were still broadcast on television, radio and at leisure venues after the event. The "Easy Fitness Exercise for All" video

was uploaded onto the LCSD's website to continue disseminating to the public the benefits of regular exercise.

3.10 In a bid to sustain the promotion of Sport for All in the community, the LCSD planned to continue launching SFAD in the coming year. The programme plan for the coming year would be reported to Members at the upcoming CSC meetings.

3.11 Members' views on the programmes of SFAD 2015 and responses from the LCSD were summarised as follows:

- (a) Mrs Cecilia WONG commended on the effectiveness of the publicity campaign and the positive impact created. In view of the popularity of sports stars 3D photo panels, she suggested extending their display period to sustain the efforts in promoting community sports. They would also serve the purposes of motivating members of public to exercise and promoting Hong Kong as a tourist destination. Meanwhile, Mrs Cecilia WONG would like to thank the LCSD for organising inclusive activities for the disabled and able-bodied to foster participation of different stakeholders. Moreover, she also hoped that leisure facilities for wheelchair users or people with severe disabilities could be provided at playgrounds to foster integration;
- (b) Mr Philip LI suggested that in view of the overwhelming response, SFAD should be expanded into a two-day event. He also proposed to divide participants into different age groups, impose a quota for each group and add a new group for the elderly. In order to encourage the elderly to exercise and relieve the pressure on medical services, a Grandparent-grandchildren Fun Day could be organised by engaging their grandchildren in the activity. He further suggested making the park facilities adjacent to the sports centres available simultaneously for expanding the event venue to accommodate more participants. Besides, he also proposed to collaborate with the malls of the Link and the Mass Transit Railway Corporation Limited to launch social

contribution activities such as free rides on the MTR for holders of senior citizen card on the day of the event;

- (c) Ms Peggy LEE opined that the LCSD should consider liaising with the respective organisations as early as possible for facilitating negotiation with the commercial sector on the areas for collaboration for SFAD. She also suggested that the LCSD could write to the DCs and non-profit-making organisations and advise them to arrange the “Easy Fitness Exercise for All” during meetings or activities to help with the promotion;
- (d) Dr Simon YEUNG commended the LCSD for its success in hosting SFAD. He suggested that in order to strengthen publicity, real cases could be used to prove that regular exercise could enhance physical fitness regardless of age. He also suggested continuing the promotional efforts on sports corner in libraries, and publicising the benefits of regular exercise by making use of interactive functions on the internet, such as applying QR codes and listing out supporting organisations’ events. These organisations should also be encouraged to continue their support for SFAD in the coming year;
- (e) Ms LEE Ching-nga suggested that publicity materials on “Easy Fitness Exercise for All” could be dispatched to organisations or posted to their websites to encourage their staff to exercise regularly after work. Also, she suggested that incentives could be provided for the participating organisations to sustain their momentum;
- (f) Mr Raymond FAN, Deputy Director of the LCSD, agreed that continuous development of the Exercise was very important. “Easy Fitness Exercise for All” was a new item rolled out in a later phase of the event. It would be promoted not only on the day of the event but also in the future to stakeholders in the community as a continuous effort. Coaches would also be encouraged to lead

participants of LCS D events in the Exercise for warming-up and cooling-down. Mr Raymond FAN said that the launch date of SFAD, which was always the first Sunday of August, would fall on 7 August next year. Since the Olympic Games which opened on 5 August would attract the attention of organisations, the media and the public, he suggested advancing or postponing SFAD to capture their interest. He added that since there were quite a lot of student participants this year, Members could consider scheduling the event within the summer break to avoid clashing with school exams. Mrs Cecilia WONG opined that it would be more practical for schools to have the event advanced for one month to early July because by then the students would have just finished their exams. Since the school year had not yet ended, programmes held in response to the event could tie in with school activities to attract more student participants. Mr CHU King-yuen commended the Secretary of the Committee for the comprehensive report. He supplemented that SFAD was first organised as an extension activity of the Beijing Olympic Games 2008. He hoped that this yearly event would go on to remind the public of the importance of regular exercise. Prof. LEUNG Mee-lee said that Games-related events required endorsement from the Olympic Committee and added that the inauguration of the Games would take place on 5 August next year in Brazil, i.e., 6 August (Saturday) Hong Kong time; and

(g) The Chairman thanked Members for their valuable views.

He remarked that more activities were held this year. Publicity strategies were successful and survey findings were positive. The event was effective in encouraging the public to exercise regularly. The Chairman hoped that Members could help promote SFAD and help the public make exercise a habit. He also thanked Members for their participation in and support to activities held across the districts and extended gratitude to Mr LAU Kong-wah, Secretary for Home Affairs; Ms Michelle LI, Director of Leisure and

Cultural Services; Mr Donald CHOY, Acting Deputy Director of the LCSD; and Mr Richard WONG, Assistant Director of the LCSD, for joining members of the public at SFAD on 2 August at the Hong Kong Park in Central & Western District.

**Item 3: Report by the 5th Hong Kong Games Organising Committee (CSC Paper 04/15)**

4.1 The Chairman remarked that the 5th Hong Kong Games (HKG) had rounded off smoothly on 31 May this year and its Organising Committee also finished reviewing the event. He asked Ms Rebecca LOU, Secretary General of the 5th HKG, to brief Members on the content of CSC Paper 04/15.

4.2 Ms Rebecca LOU presented CSC Paper 04/15 by Powerpoint. Main points of Members' comments and feedback of the Department are summarised as follows:

- (a) Mr CHU King-yuen said that in view of the growing popularity of women's participation in football, he hoped that, subject to availability of resources, consideration should be given to add women's football to the HKG. Ms WAI Hoi-ying supplemented that women's football teams were still non-existent in certain districts and suggested age relaxation to team members to boost the participation rate.
- (b) To clarify the liabilities arising from accidents, Mr Philip LI enquired whether insurance policies would be taken out for the HKG by the LCSD and for the athletes by the districts.
- (c) Ms Rebecca LOU replied that according to current practice, government departments/bureaux in general did not take out insurance from insurance companies. Instead, the government would carry its own risks and liabilities. Based on the above, the LCSD would not take out insurance for participants of its event. Since the HKG training programmes and competitions were all held at LCSD venues, participants who suffered

injuries during training or during the games could claim compensation from the government where negligence on the part of the LCSD was established. Participants were reminded by the terms and conditions on the application form to take out insurance by themselves for better protection. The LCSD also required the contractors or the co-organising national sports associations to take out public liability insurance for related events to protect the rights of all parties.

4.3 The Chairman thanked Members for their valuable views. He said that it was a great honour for him to serve in the organising committee of the HKG five times. He expressed his appreciation for the further improvement in the organisation and scale of the HKG as well as the public participation and support received this year. Staff members had become more experienced and matured and their achievements were notable. The HKG succeeded in promoting sports development on district level and enhancing social cohesion to good effect. The organising committee could wrap up the experience gained this year and passed it on to the next committee for its careful consideration.

#### **Item 4: Any Other Business**

##### **(i) The Hong Kong and Shanghai Summer Sports Camp for Youth 2015**

5.1 Ms Violet CHAN of the LCSD reported that the Hong Kong and Shanghai Summer Sports Camp for Youth (the Camp) hosted by Hong Kong this year was held successfully from 20 to 24 July at the Hong Kong Sports Institute (HKSI). She thanked Mrs Cecilia WONG and Dr Simon YEUNG for acting as Head and Deputy Head of the delegation to receive athletes from Shanghai.

5.2 She continued to report that 40 youngsters from Hong Kong and 39 from Shanghai (79 in total) aged between 11 and 16 joined the Camp and competed in table tennis, swimming and basketball as part of the exchange activities. Events of the Camp included group training for all and goodwill matches. Participants also visited the HKSI, Hong Kong Heritage Museum, Hong Kong Velodrome Park, Avenue of Stars,

Victoria Harbour at night, and Hong Kong Disneyland, etc.

5.3 It should be noted that this was the first sports camp co-organised by the LCSD and the HKSI. The HKSI provided accommodation and training venues for the participants so that the exchange could be conducted under a superb training environment with well-equipped facilities. The Camp had enabled these young athletes from the two cities to exchange in skills and experience, to make friends with each other and experience local lifestyle and culture through visits. The arrangements were very well-received by both delegations. As Shanghai would play host to the Camp next year, we would discuss the choice of sports and arrangements with the Shanghai Administration of Sports.

5.4 Mrs Cecilia WONG thanked the LCSD for adopting Members' proposal last year on launching exchange activities at the HKSI this year. She remarked that the arrangement was very appropriate and the delegations were also greatly satisfied. She hoped that the HKSI would continue to be used as the camp site so that the training facilities for local athletic elites could be made known to outsiders and delegations from the Mainland. She also suggested choosing different sports next year to make full use of its facilities to allow more young athletes to join in.

5.5 Dr Simon YEUNG thanked the LCSD for the perfect arrangement. He said that with activities being held indoors, their progress would not be affected by inclement weather. Moreover, he suggested that district sports associations or outstanding associations could join the Camp next year as local participating units to promote district sports and foster cultural exchange apart from competing. Mrs Cecilia WONG suggested that district sports associations or national sports associations could be selected as participating units based on the objective of exchange of that particular year. In her understanding, these visiting delegations were provincial or municipal teams and each of them might adopt a different training system. She added that athletes of particular skill levels were selected through feeder programmes by our national sports associations to join the Camp. Teams from the Mainland, on the other hand, varied in skill level. Therefore there might be a difference in skill level between Hong Kong and Mainland

delegations. Mr Philip LI and Ms WAI Hoi-ying agreed that the Camp should focus on exchange, and opined that we could select athletes based on the skills levels of the Mainland delegations.

5.6 The Chairman thanked Mrs Cecilia WONG and Dr Simon YEUNG for receiving the Shanghai delegation on behalf of the Committee, and also thanked Members for their valuable views. If the HKSI was used as the camp site in the future, it could leverage its advantage by involving its coaches and young athletes in the exchange activities. If exciting international sport events were going on in Hong Kong during the camp days, participants could join as spectators and be introduced to our local sport culture. This would not be only an exchange but also an opportunity to create a synergy of the targets, namely: “promoting sport in the community, supporting elite sport and developing Hong Kong into a prime destination for hosting major international sport events”, as advocated by the three committees under the Sports Commission.

### **Adjournment of Meeting**

6.1 The Chairman thanked Members for attending the meeting. The Secretariat would inform Members of the date of the next meeting in due course.

6.2 The meeting was adjourned at 12:45 pm.

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Community Sports Committee Secretariat  
September 2015