

COMMUNITY SPORTS COMMITTEE

School Sports Coordinator Pilot Scheme

Purpose

This paper introduces the proposal on the School Sports Coordinator Pilot Scheme (the Scheme) to be implemented in the 2012 school year (i.e. from September 2012), the related arrangements and details.

Background

2. To further promote a sporting culture in school, to provide students with more opportunities to participate in sports, and to offer a career training programme to athletes pending retirement, the Home Affairs Bureau (HAB) and the Leisure and Cultural Services Department (LCSD) will jointly implement the Scheme in the 2012 school year with reference to overseas experience in promoting school sports. The Scheme, supported by the Education Bureau (EDB) and the Hong Kong Sports Institute (HKSI) and subvented by the Arts and Sport Development Fund, will be implemented as a trial scheme. Retired athletes will be appointed as School Sports Coordinators (SSCs) and deployed to schools that join the Scheme for three years. The HAB and the LCSD will thereafter evaluate the effectiveness of the Scheme for the purpose of mapping out the way forward.

Details of the Scheme

3. The Scheme will be implemented for three years with about 15 quotas open for application by all government and aided secondary schools. Interested schools are required to submit a proposal covering its strategy and plan for school sports development in the next three years as well as the timetable and details of implementation under the assistance of SSCs. Applications will be assessed according to a marking scheme by a panel of representatives from the HAB, the LCSD, the EDB and the HKSI. Successful applicant schools will be granted a subvention by the Arts and Sport Development Fund for the implementation of their proposed sports activities. The maximum subvention to each school for employment of SSCs and organisation of related activities is \$300,000 per annum.

Role of the SSCs

4. It is proposed that SSCs of the Scheme will be recruited from retired athletes with candidates recommended by the HKSI. Appointees should have completed Form 5 education with rich experience in sports competitions and be able to serve as role models for students on the strength of their hard work and perseverance. The Scheme will provide more job opportunities for retired athletes. Moreover, as the work will be closely related to the sports activities participated by the athletes over the years, it is believed that the athletes' experience will help them adapt to the new work. To expedite the adaptation process, the HKSI will provide the athletes with pre-service training on basic administrative management knowledge, such as communication skills, target-setting, time and project management, and proposal drafting skills, to enhance their cognitive abilities in various aspects and lay a solid foundation for their future work.

5. The SSCs' main duties include assisting schools to organise programmes set out in development plans, further promoting a sporting culture on school campus, providing more opportunities for students to participate in sports, acting as role models to encourage students to engage in sports activities regularly and habitually, and inspiring students' interest in becoming elite athletes to provide young blood to the sports sector. (Job description of SSCs at [Annex I](#))

6. Upon selection of participating schools for the Scheme, we will recommend suitable retired athletes for appointment by schools taking into account their development plans and preferences with a view to achieving the best cost-effectiveness and training up retired athletes for taking up occupations.

Implementation of the Scheme

7. To encourage active participation, details of the Scheme will be released to government and aided secondary schools through the EDB, relevant school councils and other channels. We will also specially arrange a briefing session on the Scheme and the implementation arrangements for principals of the secondary schools concerned to facilitate them to formulate the outline and details of their school sports programmes for the coming year in time, and to rally their vigorous support for the Scheme.

8. To assist schools in implementing the Scheme and facilitate the integration of SSCs into schools, the relevant departments will conduct regular visits to learn more about the work of the SSCs and provide advice and support so that the schools and the SSCs can effectively fulfil their roles in promoting a sporting culture on campus. If necessary, interviews will also be held with principals of the participating schools and personnel concerned to review the implementation progress of the Scheme and make corresponding arrangements.

9. During the three-year implementation period, the relevant departments will regularly review the progress of the Scheme with the participating schools and make appropriate adjustments in order to help the schools and the SSCs implement the Scheme. The relevant departments will evaluate the effectiveness of the Scheme at a later time to formulate long-term goals and way forward for the future.

Estimated budget

10. The Scheme will last for three school years from 2012 to 2015 with an annual expenditure of about \$4.5 million and a total expenditure of about \$13.5 million. The HAB will earmark funding for the Scheme under the Arts and Sport Development Fund. (Details are at [Annex II](#))

Comments from the Student Sports Activities Co-ordinating Sub-Committee

11. The Student Sports Activities Co-ordinating Sub-Committee discussed the Scheme in depth at its meeting on 8 November 2011. Members of the sub-committee expressed unanimous support for the Scheme, which in their opinion was a three-win plan for students, schools and retired athletes. As to the implementation details, they suggested that the estimated expenditure take into account the inflation in the coming three years, that schools be allowed greater flexibility over the use of the funding and the pay level of SSCs, and that consideration be given to the possibility of providing study allowances for serving SSCs so as to encourage them to upgrade themselves continuously and obtain accredited academic qualifications from educational institutions. It was also proposed that subject to the availability of resources, the funding of the Scheme be increased to enable more schools and athletes to benefit from it.

12. Upon consolidation of the views of the Student Sports Activities Co-ordinating Sub-Committee and the Community Sports Committee, we shall further refine the Scheme and its implementation details and start its groundwork as soon as practicable so that the Scheme can be introduced to schools in the following school year.

Advice Sought

13. Members are invited to note and comment on the proposed Scheme.

Leisure and Cultural Services Department
December 2011

Duties of School Sports Coordinators

1. To assist in implementing the 3-year development plan for the School Sports Coordinator Pilot Scheme (the Scheme) submitted by schools;
2. To foster a sporting culture in schools and promote the culture of “one student, one sport” on campus;
3. To encourage students to draw up plans for sports participation and timetables for regular participation in sports of desired intensity levels by joining the Sports Award Scheme (including sportACT, sportFIT and sportTAG) under the School Sports Programme, etc.;
4. To enhance the participation rate of students in sports by assisting schools in introducing new sports activities such as setting up a sports corner on campus for students to try new sports during their leisure time, and liaising with other SSCs or sister schools to organise friendly matches with a view to enhancing the sports skills of students;
5. To assist schools in organising activities by soliciting resources from the relevant funding organisations such as the School Liaison Committees of the District Councils, and applying for subvention under the School Sports Programme of the Leisure and Cultural Services Department;
6. To serve as role models for students on the strength of their rich experience in sports competitions and perseverance;
7. To continuously attend training programmes when circumstances allow, with a view to acquiring knowledge of the relevant areas and enhancing quality of service;
8. To regularly report to the parties concerned the work progress and provide suggestions on how to improve the Scheme.

**Breakdown of Estimated Expenditure
of the School Sports Coordinator Pilot Scheme**

I. Suggested salary of SSCs:

- i) Monthly salary : \$15,000
- ii) MPF : \$15,000 x 5% = \$750
- Monthly expenditure : \$15,000 + \$750 = \$15,750
- Annual expenditure : \$15,750 x 12 months = \$189,000

II. Annual programme expenditure (including expenses on organising programmes, salaries of coaches/temporary staff and acquisition costs of sports equipment):

Estimated at about \$111,000

III. Annual subvention for each school:

\$189,000 + \$111,000 = \$300,000