

COMMUNITY SPORTS COMMITTEE

Proposal on the Sport For All Day 2024

Purpose

This paper reports to Members the programme arrangements for the Sport For All Day 2024.

Background

2. To promote Sport for All in the community on a sustainable basis 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, develop the habit of regular exercise and establish healthy lifestyles.

3. On the Sport For All Day held by the LCSD on 6 August last year, most of the LCSD's recreation and sports facilities across the 18 districts were available for free public use and various free recreation and sports programmes were offered for public participation at designated sports centres in the districts. Meanwhile, live sports demonstrations were also broadcast on the dedicated webpage for the Sport For All Day and the "LCSD Plusss" Facebook page. The event was very well-received by members of the public, drawing an attendance of almost 200 000, of which over 160 000 enjoyed free use of leisure facilities, over 21 000 participated in recreation and sports programmes for free at designated sports centres across the 18 districts, and more than 15 000 watched the online live sports demonstrations.

Programme Arrangements for 2024

4. The Sport For All Day 2024 will be held from 2 pm to 6 pm on Sunday 4 August. As planned by the LCSD, with the theme of "Parent-child exercise for fun and fitness", the event will introduce to the public those parent-child/children fitness exercises suitable for families for build-up of physical resilience as well

as relaxation of body and mind.

5. To tie in with the theme, the LCSD plans to organise a series of exercise demonstrations and play-in sessions such as parent-child fitness exercises tailored for families, allowing participants to enjoy the fun of sports by exercising with family members. Meanwhile, the LCSD will set up electronic virtual sports, e-racing for kids and flashing lights equipment at the prime venue, while offering urban sports and new sports programmes, including 3 on 3 basketball which is popular among youths, to members of the public, thereby allowing them access to the latest fitness training equipment and enhancing their understanding of and interests in such urban sports and new sports. In addition, the LCSD will, in collaboration with the Sports Federation & Olympic Committee of Hong Kong, China, introduce Festival of Sports (FOS) activities at the prime venue and set up a booth, with the theme of Sports for All Day, at the FOS event to be held at the Kwun Tong Town Centre Free Space from 3 to 4 August, thereby further disseminating the message of “sports for all” across community. Meanwhile, an array of free recreation and sports programmes, such as health talks, fitness corners, as well as sports demonstrations and play-in sessions for the elderly and people with disabilities, will be organised at the designated venues across the 18 districts. Live sports demonstrations will also be broadcast on the dedicated webpage for the Sport For All Day and the “LCSD Plusss” Facebook page.

6. To celebrate the Paris 2024 Olympic and Paralympic Games to be held in Paris from this July to September, the LCSD will highlight the Olympic sports events at designated venues across 18 districts on the Sports for All Day, in a bid to promote public understanding in such events and create an exciting ambience, thereby cheering on local Olympians competing for medals together with healthy and vibrant citizens.

7. As in the past, the LCSD will make available most of the fee-charging recreation and sports facilities for free use by members of the public on the event day to encourage good habits of regular exercise. Such facilities will include badminton courts, squash courts, table tennis tables, fitness rooms, activity rooms, tennis courts, bowling greens, golf facilities, public swimming pools and craft at water sports centres.

Community Publicity Activities

8. 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 the “LCSD Plusss” Facebook page, setting up the dedicated webpage for the event and providing the hyperlink of such a webpage on the Government Youth Portal and online platforms of social and welfare organisations to facilitate public viewing and retrieval of information. In addition, the LCSD will publicise the event widely and raise public awareness of exercising through different media and channels such as newspapers, television, radio, publicity posters, large banners, information channels available in major transport systems and Announcements of Public Interest.

9. To step up promotion of the event in the community, the LCSD will write to relevant stakeholders such as District Councils, national sports associations, district sports associations and tertiary institutions, encouraging active support and participation in the Sport For All Day 2024. Meanwhile, private recreational venues will be invited to organise free recreation and sports programmes or make available their facilities for free use on 4 August in support of the event. On another front, we will invite the Sports Ambassadors and outstanding athletes of the respective districts to attend the district-based free recreation and sports programmes on the event day. Principal officials of the Government will also be invited to attend the programmes to share fun with the public, bringing joy and garnering greater support in the community.

Advice Sought

10. Members are invited to comment on the programme arrangements for the Sport For All Day 2024.

Leisure and Cultural Services Department
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