

## **COMMUNITY SPORTS COMMITTEE**

### **Promotion of School Sports**

#### **Purpose**

This paper reports to Members the progress of the intensification of the scope of the “School Sports Programme” (“SSP”) and proposes strategies for the promotion of school sports and related work for better utilisation of school sports facilities in the future.

#### **Background**

2. On 16 August 2006, the Sports Commission (SC) endorsed the proposal of the Community Sports Committee (CSC) to include the intensification of the scope of the SSP as one of the major directions of development in the strategies for promoting community sports. In the “Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities” completed in June 2009, one of the recommendations also mentioned the need to raise the awareness of physical and sports activities in the school sector and to disseminate this message to kindergartens. Public attention to sports development has been aroused by our athletes’ unprecedented success in the 2009 East Asian Games just completed, which provides an excellent opportunity for further promotion of sports. In fact, the promotion of school sports can give impetus to and provide new blood for the continuous development of local sports. Moreover, the promotion of team sports in schools do not only provide young people with more opportunities to participate in sports activities, but also guide them towards the establishment of positive values and to stay away from bad behaviour through healthy and normal team activities. This paper sets out the future initiatives for further development of school sports.

#### **Latest Development of the School Sports Programme**

3. Since 2001, the Leisure and Cultural Services Department (LCSD) has introduced the SSP to provide young people in primary, secondary and special schools with information and training on sports. At the beginning, only 574 schools and 27 National Sports Associations (NSAs) participated in the programme. Through years of promotion, a total of 35 NSAs have currently joined the SSP, while the number of activities held has also multiplied. Since the intensification of the scope of the SSP was included as one of the strategies for promoting community sports in 2006, the LCSD has set targets aiming at the gradual increase in school participation rate in the

SSP each year. The targets are 80% in 2007/08, 85% in 2008/09 and 90% in 2009/10. At present, the school participation rate has reached its planned target. Over 90% of, or a total of 1 065, primary, secondary and special schools in Hong Kong have participated in the SSP and student attendance has reached 600 617.

4. The number of subsidiary programmes under the SSP has increased from four in 2001 to seven at present. These include “Sport Education Programme”, “Easy Sport Programme”, “Outreach Coaching Programme”, “Badges Award Scheme”, “Joint Schools Sports Training Programme”, “Sport Captain Programme” and “Sports Award Scheme”. The “Sports Award Scheme” aims to encourage students to participate in sports activities by means of awards and has been implemented in phases since 2006. In Phase I, we launched the “sportACT Award Scheme” with the aim of encouraging students to participate in a fixed amount of sports activities regularly, at least twice a week and not less than three hours in total, and make it a habit. In Phase II, the “sportFIT Award Scheme” was launched to encourage students to participate in sports activities to improve their physical fitness. Up to now, about 200 000 students have participated in the “sportACT Award Scheme” with about 43 000 of them receiving awards last year, while more than 80 000 students have participated in the “sportFIT Award Scheme” with about 12 000 of them receiving awards.

5. Over the past few years, the LCSD has often maintained close liaison with other government departments. For example, through co-operation with the Education Bureau (EDB), the LCSD arranged for display boards to be placed at the Hong Kong Institute of Education (HKIEd) to introduce the SSP and distributed relevant information to prospective teachers undergoing training, so as to encourage and support them to actively arrange for student participation in SSP activities when they join the teaching profession. Meanwhile, through collaboration with the Department of Health (DH) in the latter’s ‘EatSmart@school.hk’ Campaign, the LCSD introduced the SSP to students and disseminated to them the benefits and importance of doing exercise.

### **Future Initiatives**

6. To further intensify the scope of the SSP and maintain the school participation rate at over 90%, while enhancing the overall sports skills of students and consolidating the foundation of sports development in Hong Kong, the LCSD will implement the following initiatives -

(a) Introduction of the “sportTAG Award Scheme”

The LCSD will introduce the “sportTAG Award Scheme” this year with the aims of encouraging students to pick their favourite sports, increasing their skill levels in those sports through the provision of systematic and professional advanced courses and regular specific training provided by NSAs, and recognising their skill levels and

results through objective tests conducted by NSAs. If students have reached the specific levels, NSAs will recognise their sports levels and efforts by means of awards of gold, silver and bronze. Students with potentials and possessing higher level of skills can be referred to the respective NSAs for further feeder training so that they may become members of youth squads and then elite athletes.

(b) Development of Team Sports

At present, there is a total of 11 team sports under the SSP. Team sports can provide young people with more opportunities to participate in normal and healthy team activities, helping them develop good interpersonal skills and values and stay away from bad behaviour. The LCSD will increase the number of team sports under the SSP as well as the number of training programmes and competitions under individual sports, with the aims of encouraging students to engage in healthy team activities and raising the basic level of team sports, thereby facilitating the long-term development of those sports.

(c) Extension of the SSP to Kindergartens

To implement the recommendations made by the “Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities”, service targets of the SSP will be extended to kindergartens so as to promote the concept of sports to children, their teachers and parents. The LCSD will work with the EDB to strengthen training in relevant physical and sports activities for kindergarten teachers, with the aim of enhancing their understanding of the benefits of sports activities to children’s physical fitness and the concept that a healthy life starts from childhood. Meanwhile, we will work with the Physical Fitness Association of Hong Kong, China and the Gymnastics Association of Hong Kong, China respectively to study the feasibility of provision of children’s physical fitness and children’s Gymnastics for All training courses for serving kindergarten teachers, so as to encourage them to promote participation in sports activities in kindergartens.

(d) Extension of the Scope of Service of the Sport Captain Programme

The Sport Captain Programme (SCP) has become a subsidiary programme under the SSP since 2001. Up to now, eight sports have been provided under the SCP and a total of 6 700 sport captains have been trained. The LCSD will step up efforts to encourage school teachers, secondary school students or students’ parents to join in, so as to train up more coaches, sports administrators and

sports co-ordinators to provide voluntary services in activities organised by schools or NSAs. To further promote the SCP, the LCSD will continue to work with NSAs to contact current or retired athletes and appoint them as “Ambassadors of the Sport Captain Programme”, who will then be arranged to return to their old schools (secondary or primary schools) to provide free coaching for students in relevant sports and share experience with them. The LCSD will also contact school councils through the Student Sports Activities Co-ordinating Sub-Committee to actively encourage alumni, either working or have retired, to return to their old schools outside school hours or during their spare time to participate in voluntary and exchange activities, so as to share sports knowledge with students and improve their skills through competitions, thus fostering a more lively sports culture in schools.

7. In addition to the above proposals, the LCSD will continue to implement the following work -

- (a) To take the initiative to contact schools which have not yet participated in the SSP and identify their needs for sports activities, so as to encourage and assist them to join the SSP;
- (b) To invite more NSAs to participate in the SSP so as to provide a wide range of sports, and to strengthen co-operation with NSAs which have already participated in the SSP so as to increase the number of activities under the subsidiary programmes, thereby providing schools with more choices;
- (c) To take the initiative to arrange talks for prospective teachers undergoing training at the HKIEd and other tertiary institutions to enhance their understanding of the SSP, so that they may arrange suitable sports activities for their students, actively promote the school sports culture and support their students to participate in the SSP after taking up teaching in the future;
- (d) To arrange guided tours for students to participate in major international competitions, to give them the opportunities to watch high-level matches, pre-match training and demonstrations under the guidance of professional coaches from NSAs, thereby enhancing their knowledge of the competitions and interest in sports;
- (e) To introduce the SSP and relevant activities under its subsidiary programmes to district school Principal associations and Parent-Teacher Associations, so that they will have a better understanding of the benefits of sports activities to students and hence encourage and support their students to take part in sports

activities outside school hours;

- (f) To send sports information to schools and to update the SSP webpage at the LCSD website on a regular basis so as to provide students and teachers with the latest information on sports, and to invite them to take part in relevant activities under the SSP.

### **Better Utilisation of School Sports Facilities**

8. Regarding the suggestion of better utilisation of school sports facilities, the LCSD discussed with the EDB and various school councils in as early as 2007 to clear their doubts and concern about hiring out their facilities and to encourage schools/principals to open up their sports facilities for use by other organisations and the community. Up to now, the number of schools willing to open up their sports facilities has increased from 22 in 2007 to 56. The LCSD will continue to encourage schools to open up their sports facilities outside school hours as Joint School Training Centres or competition venues to facilitate students from schools in the vicinity to join training or competitions. Through school councils, the LCSD will also encourage more schools to open up their sports facilities to other schools/students or community organisations and make better utilisation of these resources in society.

### **Student Sports Activities Co-ordinating Sub-Committee**

9. To focus better on the development and promotion of school sports, the Student Sports Activities Co-ordinating Sub-Committee (SSACS) was set up under the CSC. Its terms of reference are set out in the annex. The convenor and vice-convenor of the SSACS come from Members of the CSC, while its other members include representatives of school councils and relevant government departments. As the new CSC has just been formed, the convenor and vice-convenor of the new SSACS need to be re-elected. Interested Members may also join the SSACS to give advice on the promotion of school sports.

### **Advice Sought**

10. Members are invited to comment on the strategies and initiatives for the promotion of school sports activities in the coming years as proposed in paragraphs 6 to 8 above and to elect the convenor and vice-convenor of the SSACS.

### **Student Sports Activities Co-ordinating Sub-Committee**

Terms of reference –

To advise the Administration through the Community Sports Committee on:

- (a) establishment of the framework and specific policy objectives of student sport from primary one to tertiary level;
- (b) the strategies for promoting student sport in the community;
- (c) implementation of the School Sports Programme and relay of feedback from schools and students on the implementation of the School Sports Programme;
- (d) co-ordination of the various measures on the promotion of student sport;
- (e) the use of sports facilities for school sport activities; and
- (f) the funding arrangements for student sport.