



Our vision is to empower
**“Better youths,
through sports”**

Gender Equality

Equal Learning Opportunities



Social Inclusion



Healthy Lifestyle

2023-2024 HIGHLIGHTS



Total no. of
direct beneficiaries
5,188



Total no. of
sporting hours
101,512



Total attendance of
public education activities
5,207

MOVE70! Curriculum 2024-2025



570+

Total Beneficiaries



13

Districts Covered



13

Sports Types



Partnership Fund for the Disadvantaged (PFD)

- A dollar-to-dollar matching grant from the Social Welfare Department based on contributions from business corporations to double the programme's scale and impact
- Successfully received PFD matching grants for 4 consecutive years during 2020/21 to 2023/24 for the MOVE70! curriculum

Funded by

Jebsen Group

Sports Type

Fencing, Street Dance, Break Dance, Chinese Dance, Basketball, Hockey, Taekwondo, Light Volleyball, Dodgebee, Running, Rope Skipping



Funded by

Chinachem Group

Sports Type

Running, Street Dance

Funded by

UBS

Sports Type

Basketball

Funded by

Nike

Sports Type

Basketball, Break Dance, Skateboarding

Funded by

Kiri Capital

Sports Type

Soccer

MOVE70! Curriculum

Our 70-hour programme provides professional and affordable long-term sports training for underprivileged primary school students, and covers three major areas:

60 hours of sports training

- Professional Coaches:** All coaches are qualified and with teaching experience, and must have undergone the Sexual Conviction Record Check (SCRC), signed our "Child Safeguarding Policy" consent form and completed a 5-hour online child safeguarding course via our learning platform
- Affordable Fee:** HK\$500 per student for a year-long training programme, covering the fee for sports equipment, coaches and insurance etc.
- Weekly Training:** Approximately 40 training sessions to help students establish a regular exercising habit

2 hours (or more) of competition, performance or assessment

- Opportunity to participate in open competitions, friendly matches, performances or examinations

8 hours of learning experience activities

- Opportunity to participate in diversified learning activities beyond sports to cultivate students' holistic growth
- For example: adventure day camps, farming experience, volunteering activities



Impact Measurement Model

We have entrusted Fullness Academy to design the impact measurement model, known as "SET", in consultation with Dr. Sammy Ho and Mr. Yeung Siu Wing from Hong Kong Baptist University. The "SET" model is designed with reference to internationally recognised questionnaires and is used to collect quantitative results from participants to assess the programme's impact.

Each "MOVE70!" participant will be given the SET questionnaire to complete at the end of the programme.

Core outcomes include: **S**portsmanship: Respect for rules, strive for excellence

Emotion & Motivation: Resilience, emotional awareness, initiative

Teamwork: Interpersonal support (peer support), cooperation, coordination

In addition, we arrange focus groups to collect feedback from participants and produce videos to showcase the qualitative results of the programme.

WELL DUNK!

Public Estate Basketball League & Training Programme

Programme Features

- Opportunities to play in formal 5 X 5 matches
- Basketball icons Mike Heung and Cheuk Ting as training directors
- Participation in social services with corporate volunteers
- Comprehensive learning activities to ensure whole-person development

- The first public-estate-based basketball league and training programme in Hong Kong
- For youths who are underprivileged or living in public housing estates aged 13-18



Key Figures of the 2024-2025 Season

Your profound journey,
starts in an estate

Grand Finals >>>

From street courts to the hallowed stadium, our students strive hard to win the champion trophy, medal and ring designed by renowned artist Ren Zhe!



Stephon Marbury
NBA & CBA Legend



Beyond Hong Kong >>>

Students went to Beijing, Foshan, Boston, etc. to take part in basketball exchange activities. They also participated in the Hangzhou Asian Games as junior reporters.

Sports ComeUnity Promotional Scheme (2024) >>>

This initiative is part of the Sports Charity Programme, fully sponsored and supported by Tencent Foundation and Gaw Capital People's Place. It encompasses a wide range of activities, including community days, interactive sports trucks, family sports fun days, and exchange trips. The objective is to offer citizens greater access to sports opportunities and foster a positive sports culture within the community.



Partners of the 2024-2025 season (in alphabetical order)

Team Title-sponsors

American Club Foundation, Baker McKenzie, Blackstone Charitable Foundation, Blue Pool Capital, Boundless Artists Collective, CN Logistics, CTFE Social Solutions, Dah Sing Bank, Eorta, Gaw Capital Partners, Federation of HK Jiangsu Women Organisations, Hong Kong Aircraft Engineering Company, Hong Kong Housing Society, Hong Kong Swimming Academy, Human Health, Jensen Group, KOS International, Legendary Education Group, PressLogic, Sino Group, The Swire Group Charitable Trust, Tiostone Holdings, UBS, White & Case, Win Lee Building Engineering

Venue Partners

Hong Kong Housing Authority, Hong Kong Housing Society, Link REIT, People's Place

Training Partner

Pegasus Kin Lung

MVPA60HK & GOAL TOWARDS 2030

By 2030, we aim to have at least 16% of children and youths in Hong Kong achieve MVPA60* per the World Health Organisation's recommendation through collaborative effort across all sectors.

MVPA60HK Indicator

Since 2019, IHKSports has commissioned the Department of Paediatrics and Adolescent Medicine, University of Hong Kong to conduct a territory-wide longitudinal study. Activity trackers are distributed to students to measure their exercise hours and intensity for a week to collect data. The research results are published annually, including the "MVPA60HK Indicator" which serves as an important reference for the youth activity levels of children and youth in Hong Kong.

The "MVPA60HK Indicator" is 8% in 2023-24. IHKSports will continue to release research results with HKU each year and take an active role in engaging schools, families and companies to join hands in promoting the importance of building a regular habit to exercise on children and youths' well-being.



* MVPA60 refers to the recommendation from the World Health Organisation that children and youths aged 5-17 should accumulate at least an average of 60 minutes daily of moderate-to-vigorous-intensity physical activities across the week.

Lead Advocacy Partner:
CTFE Social Solutions



SportsHour Family

The "Parent Ambassador" campaign will be launched in 2025 to showcase good practices of healthy families.

SportsHour School

IHKSports will introduce to schools a recognition scheme that encourages their students to achieve MVPA60, and leveraging technology in increasing overall physical activity level among students.



SportsHour Company

IHKSports will be revamping the SportsHour Company Scheme in 2025 to recognise companies and organisations that take an active role in promoting youth wellness and sponsoring related initiatives. These companies and organisations actively fulfil their commitments to corporate social responsibility (CSR) and environmental, social, and governance (ESG) principles, positively driving the development of our future generation.

Board Game

InspiringHK! Sports on Boards

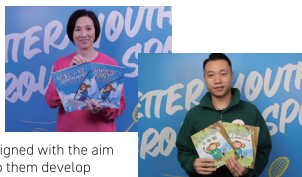
IHKSports designed a groundbreaking original board game called "Whiskers' Will" that combines sports and games to provide an innovative and fun way for students to engage in physical activities. We have trained more than 40 ambassadors and have led over 200 workshops in primary and secondary schools, benefitting 5,000 students.



Picture Books

The "Moving" Pictures

IHKSports designed two picture books based on the inspiring stories of two Hong Kong athletes, incorporating elements of sports to let children engage in physical activities while reading the stories. The picture books were designed with the aim to enhance children's interest in sports and help them develop positive values.



Sports-challenge Toolkit

InspiringHK! Sports in a Box!

Inspired by advent calendars, a "Sports Challenge Calendar" will be designed to encourage students to develop a habit of exercising. Over a 21-day period, students will engage in different physical training activities based on the daily task cards, and will also be encouraged to track their progress, developing a habit of regular physical activity.

The above programmes are funded by the Funding Scheme for Children's Well-being and Development of the Commission on Children



Online Platform

IHKSports Coaching for Youth Academy

The first and foremost online learning platform offering a wide range of learning resources for sports educators. The platform aims to enrich users' professional knowledge on empowering children and youth through the concept of sports for development. **The total number of beneficiaries exceeds 1,500.**

Creative Social Projects



SEN Support

InspiringHK! Sports TRYumph Project 2023-2026

Funded by Chow Tai Fook Charity Foundation & Partnership Fund for the Disadvantaged

Supporting students with special educational needs (SEN) and helping their caregivers to relieve stress and deepen parent-child understanding through:

- Sports programme in special schools
- Parent-child sports classes
- Community days



Unique Sports Experience

Sports LinkVenture 2024-2025

Funded by Link Asset Management Limited

Offering underprivileged youth with unique experiences in mountain, water and urban sports, encouraging them to challenge themselves, build a healthy lifestyle and relieve stress:

- Tasting sessions that include mountain, water and urban sports
- Advanced training based on personal abilities and interests
- 100KM cross-discipline city-wide relay challenge to cultivate team spirit



Sports for All

JC Fit City 2023-2026

Funded by The Hong Kong Jockey Club Charities Trust

Providing free-of-charge and low-barrier sporting experiences to motivate the general public to enhance their well-being through exercising, and to reach the World Health Organisation's recommended level of physical activity.



Community Building

Building Community • Building Tung Chung 3.0 2024-2026

Funded by The Swire Group Charitable Trust

Fostering community cohesion in Tung Chung and empowering Tung Chung youths and children through:

- Long-term sports training
- Community family sports day
- Tung Chung community walkathon & carnival



Health Management

The Happiest Loser 2024-2025

Funded by Allan & Gill Gray Philanthropies

Supporting children who are identified as obese or on the margin of turning obese by the Hong Kong Weight-for Height Growth Chart and their caretakers to establish a healthy and active lifestyle through:

- Interactive fitness classes for children, combined with parent-child health talks, sports experiences and take-home tasks
- Partnering with CUHK to conduct randomised controlled trial (RCT) research



Support for Subdivided Flat Families

"Jebesen InspiringHK!" Home Sweat Home 2024-2025

Funded by Jebesen Group & Partnership Fund for the Disadvantaged

Establishing a positive learning and growth environment for children and youth from families living in inadequate housing through:

- Parent-child sports classes
- Nutritional talks
- Posture correction, home decluttering and flat redesigning workshops



Sports Photography

Game On Lens 2023-2025

Funded by Allan & Gill Gray Philanthropies

Exploring the intersection of sports and photography under the guidance of experienced photographers through:

- Sports photography theory & practice classes
- Career exploration activities
- Photography practice opportunities at sporting events
- Participation in a photo exhibition



Health Management

Skinflex Club 2024-2025

Funded by HKEX Foundation

Introducing exercise to promote better mental health for children with skin conditions, particularly eczema through:

- Offering suitable sports classes
- Building a supportive network for caregivers
- Shifting the narrative around eczema and exercise
- Promoting holistic condition management



Overseas Competition Opportunities

Youth Run Ventures 2024-2025

Funded by Allan & Gill Gray Philanthropies

Provides running training and overseas competition opportunities for underprivileged youth, hoping to allow them to unleash their potential without being restricted by financial conditions:

- Professional training and regular skill tests
- Opportunity to compete overseas
- Subsidised to participate in local competitions
- Sports-related career exploration activities

