



Gender Equality

Social Inclusion

Equal Learning Opportunities

Healthy Lifestyle

Our vision is to empower

**"Better youths,
through sports"**

2024-2025 HIGHLIGHTS



Total No. of
Direct Beneficiaries

6,234



Total No. of
Sporting Hours

113,400



Total Attendance of
Public Education
Activities

16,886



Total No. of
Public Education
Activities Hours

49,914



Annual Income
(HK\$)

32,297,128



Annual Expenditure
(HK\$)

31,707,276

MOVE70! Curriculum 2025-2026



320+

No. of Total Beneficiaries



20

Sports Classes



12

Districts Covered



10

Sports Types

Funded by

Jebsen Group

Funded by

Allan & Gill Gray Philanthropies

Funded by

NIKE

Funded by

Century Broad International Limited

- Fencing
- Rope Skipping
- Chinese Dance
- Street Dance
- Soccer
- Korfball
- Taekwondo
- Hockey
- Dodgebee
- Basketball

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

10 hours of learning experience activities & competition, performance or assessment

- Opportunity to participate in diversified learning activities beyond sports to cultivate students' holistic growth
- For example: Adventure Day Camp, Farming Experience, Volunteering Activities
- Opportunity to participate in open competitions, friendly matches, performances or examinations

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:

- Sportsmanship:** 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.

Learning
activities

Sports
training

Competition/
Performance/
Assessment

WELL DUNK! Public Estate Basketball League & Training Programme



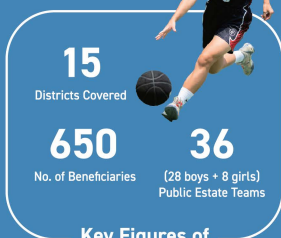
- ◆ The first public-estate-based basketball league and training programme in Hong Kong
- ◆ For youths who are underprivileged or living in public housing estates aged 13-18

Programme Features

- Abundant opportunities to play in formal 5 vs 5 matches
- Provide professional and high-level training
 - Hong Kong A Division basketball teams Pegasus Kin Lung and Hong Kong Eastern as boys teams' training partners
 - Integrated Company Limited headed by Cheuk Ting, Coach of Hong Kong U18 Women's Representative Team as our girls teams' training partner
- Participation in social services with corporate volunteers
- Comprehensive learning activities to ensure whole-person development

Lee Hysan Foundation - Strategic Partner and Sponsor for WELL DUNK!

The programme has received support from various organisations and team title sponsors over the years. In the 7th season of *WELL DUNK!*, we are happy to welcome Lee Hysan Foundation as the programme's Strategic Partner and Sponsor for the next three seasons, injecting new elements into the *WELL DUNK!* programme. Together, we aim to build a basketball platform that nurtures the growth of youth!



Key Figures of the 2025-2026 Season

Your profound journey, starts in an estate



Stephon Marbury
NBA & CBA Legend



Beyond Hong Kong - Hangzhou Exchange (April 2025) >>>

Besides local activities, *WELL DUNK!* students also have the opportunity to participate in overseas exchange activities, having previously visited places such as Beijing, Foshan, and Boston. 30 selected students participated in a Hangzhou Exchange trip during the 2025 Easter holidays, organised by IHKSports and supported by Joe Tsai Foundation. In addition to friendly matches with Hangzhou's students, our students visited Alibaba and Hangzhou Shenao Technology, gaining insights into China's innovative technology industry.

WELL DUNK! Grand Finals 2024-2025 (July 2025) >>>

Fully supported and powered by CTFE Social Solutions, the philanthropic arm of Chow Tai Fook Enterprises, *WELL DUNK!* Grand Finals 2024-2025 was held at the brand-new Kai Tak Arena for the first time, the largest venue the competition has ever taken place at. The event continued to see a full house, showcasing the public's enthusiasm in supporting youth sports.



Strategic Partner and Sponsor Lee Hysan Foundation

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, Gaw Capital Partners, Ho & Fung Charitable Foundation, Hong Kong Aircraft Engineering Company, Hong Kong Housing Society, Hong Kong Swimming Academy, Human Health, Jebesen Group, Karas So LLP in association with Mishcon de Reya LLP, KOS International, MemeStrategy, PressLogic, Sau Ching Foundation, Sino Group, The Swire Group Charitable Trust, Laputa Eco-Construction Material Company Limited, White & Case, Win Lee Building Engineering

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

Training Partners Hong Kong Eastern, Pegasus Kin Lung, Integrated Company Limited

Partners of the 2025-2026 season (in alphabetical order)



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



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



Fly High Together Charity Sports Programme 2025

Fully sponsored & supported by Tencent Foundation and Gaw Capital's People's Place

Bringing sports culture to the community, encouraging young people to integrate into society, enhancing community participation, and at the same time fostering a positive and vibrant atmosphere of sports for all through:

- Parent-Child Sports Programme
- Family Sports Day
- Exchange Tour



JC Fit City 2023-2028

Initiated and 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.

- Free Sports Classes for Beginners - "Active 8"
- Community Sports Competitions
- Community Sports Days





Sports LinkVenture 2.0 2025-2026

Funded by Link Asset Management Limited

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

- Tasting sessions combining mountain, water and urban sports
- Specialised training in a chosen sport based on personal interests and abilities
- Become a community leader, inspiring the neighborhood to enjoy outdoor activities together and igniting community spirit



Pound For Pound 2025-2027

Funded by A-Zone Foundation

Supporting children with weight management needs, increasing physical activity levels and fostering healthy habits, and thus addressing the weight and health challenges caused by physical inactivity and low health awareness. The programme consists of:

- Fitness Classes
- Take-Home Health Tasks
- Parent-Child Health Seminars
- Data Collection for Physical Fitness Studies (Collaborated with The Chinese University of Hong Kong)



"Jebesen InspiringHK!" Home Sweat Home 2025-2026

Funded by Jebesen Group

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

- Parent-Child Sports Classes
- Parent-Child Sports Contest and Class Graduation
- Home Visit
- Home Revitalisation Subsidy



Jockey Club Believe & Bounce Basketball Programme: InspiringHK Dream Factory 2025-2028

Funded by The Hong Kong Jockey Club Charities Trust

Introducing children beginners to 3x3 basketball with a low-barrier entry point to foster their interest and passion for sports, enhance their confidence, and cultivate teamwork skills. Concurrently, the programme provides young people aspiring to become basketball coaches with fundamental coaching training in 3x3 basketball, supporting their development of coaching careers while promoting 3x3 basketball.

- 3x3 Basketball Taster Workshop
- 3x3 Basketball Development in Primary Schools
- "Train-the-Trainer" Course
- Hoop Showdown 3x3 Tournament





Launched in 2017, "SportsHour" is a non-profit public education campaign initiated by IHKSports. It aims to encourage children and adolescents aged 5-17 to achieve the World Health Organisation's recommendation of engaging in one hour of moderate-to-vigorous physical activity daily.

MVPA60HK & GOAL TOWARDS 2030



Lead Advocacy Partner: CTFE Social Solutions

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.

* 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.

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 activity levels of children and youth in Hong Kong.

The "MVPA60HK Indicator" is less than 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.



SportsHour Family

Five parent ambassadors were invited through open recruitment to share their unique journeys in fostering wellness at home. Their stories, featured in a series of Family Story Videos, have been released across all digital platforms in 2025.



SportsHour School

In the SportsHour School Better Youths Through Sports Award 2024-25, 47 primary schools submitted creative, impactful initiatives aimed at increasing student activity levels. Schools competed for the prestigious "Outstanding School Award", along with three special awards: "Best Use of Technology Award", "Teaching Staff Participation Award", and the "Parent-School Collaboration Award".



SportsHour Company

In the SportsHour Company Pledging and Recognition Scheme 2025-27, three awards was established to recognise the impact from 31 participated companies and organisations' effort, including the "Youth Sports Supporter Merit Award", "Youth Sports Supporter Excellence Award", and the "Best Practice Showcase Award", celebrating their achievements in advancing youth engagement in sports.



MVPA60HK LUNCHEON AND AWARD CEREMONY 2025



The award ceremony highlighted the collective efforts of families, schools, companies, and organisations, recognising their outstanding achievements over the past year in promoting the "MVPA60HK Indicator". In addition to celebrating the effort by 47 schools from the SportsHour School Better Youths Through Sports Award 2024-25 and 31 companies and organisations from the SportsHour Company Pledging and Recognition Scheme 2025-27 in promoting physical activity among Hong Kong children and youth, one of the parent ambassadors was invited to share her own inspiring story.



The following two programmes, the "Moving" Pictures & "InspiringHK!" Sports in a Box!, are funded by the Funding Scheme for Children's Well-being and Development of the Commission on Children

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" was designed to encourage students to develop a habit of exercising. Over a 21-day period, students engage in different physical training activities based on the daily task cards, and are encouraged to track their progress and develop a habit of regular physical activity.



Online Platform

IHKSports Coaching for Youth Academy

It is 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.

