

Caring for community



Community in Action

Programme Period: 2019 to present

Objective: To provide a platform and opportunity to elite athletes and help them enhance their soft skills in order to enrich their employment abilities. To promote sports as a career, and to encourage young people, parents and teachers to have a positive mind set towards sports as a career, including by giving them greater insight into the life of an elite athlete

Partner: Hong Kong Sports Institute (HKSI)

Target Audience: Elite athletes, young people and students

Details: The programme helps athletes to develop essential soft skills that will enhance their employability after they retire from being professional athletes. It also promotes sport as a credible career option to young people and students through school visits, community days and workshops.

Impact: The programme has reached 116 athletes and 2,710 students since its launch. According to a post-event survey conducted by HKSI in early 2020, students who attended Community in Action activities were likely to work out regularly and spend an average of five hours doing exercise. Athletes who participated in the programme enhanced their communication skills and reported a sense of pride in having opportunities to inspire and encourage students to achieve their goals.

