



## Service Priorities and Programmes Electronic Presentations

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### **Staff Engagement Through Sports Project Enhanced Staff Satisfaction and Engagement**

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#### **Introduction**

Employees contributed significantly to the competitive advantages for companies while there is a clear connection between employee engagement and organization performance. A project titled “Staff Engagement Through Sports” was launched in the Kowloon Central Cluster (KCC) in April 2015 to engage staff & promote sense of belonging in sports activities.

#### **Objectives**

The aims of the project are to promote healthy life style at workplace through sports promulgation; foster appreciation of staff contribution in sports; enhance team building / boost up team spirit through common goals in sports; increase staff awareness of participation by staff in various corporate & related sports activities. With the support from management, Cluster and Head Office(HO) sports representatives, Cluster Human Resources Division and the Physiotherapy Department, a Kick-off ceremony cum KCC Fun Day was organized on 14 August 2015.

#### **Methodology**

A cross-sectional user survey was conducted at the Kick-off Ceremony to evaluate the program and solicit staff opinion through a self-administered questionnaire. All participants of the event were invited to complete the questionnaire. The questionnaire embraced four constructs including users' perception of performing self exercises, awareness and support to cluster and HO sports representatives, alignment with staff engagement through sports and their satisfaction of the event. Respondents were asked to specify their level of agreement to the twelve presented statements using a five-point Likert scale and one open-end question for soliciting other comment.

#### **Result**

A total of 187 questionnaires (response rate: 86%) were received. There was wide

spread of age groups of respondents with the highest percentage (26.7%) of 51 to 60 age group. Majority of respondents (67.4%) were recreational exercisers while 4.2% were sports representatives. There were positive feedback on benefits in performing self exercises (81.3% – 95.2%), awareness and support to cluster and HO sports representatives (77% - 85.6%), alignment with staff engagement through sports (83.9% - 89.3%). Great majority rated high satisfaction of the event (94.6% - 98.3%). With the immense staff interests in sports, the project of Staff Engagement Through Sports in KCC was effective in enhancing staff engagement and well-received by staff. The project provided a structured platform for staff acknowledgement of management understandings and care of their concerns and relay of management's caring for staff well-being.