

COMMUNITY SPORTS COMMITTEE

Report of the "3rd Hong Kong Games" Organising Committee

Introduction

This paper aims to report to Members on the latest progress of the preparatory work for the 3rd Hong Kong Games (HKG).

Background

2. The 3rd HKG will be held from May to June 2011. The 3rd HKG Organising Committee (OC) and Standing Committee (SC), which are responsible for co-ordinating various work items for the 3rd HKG, were formed in March and April 2010 respectively. The OC makes regular reports to the Community Sports Committee on the progress of the work.

Latest Work Progress

3. Various items of the preparatory work for the 3rd HKG are in full swing. The latest progress is as follows:

District Delegation

4. There are a total of eight sports in the 3rd HKG, namely athletics, badminton, basketball, futsal, table tennis, tennis, swimming and volleyball. Since August last year, the 18 District Councils (DCs) have selected their representatives to participate in the 3rd HKG in an open manner among those athletes who meet the eligibility requirements. As at February 2011, over 5 000 athletes participated in the open selection held in various districts. At present, the 18 DCs have formed District Delegations with a total of about 3 500 members, including some 3 000 athletes and about 500 team leaders, coaches and working staff.

Training Programme for District Teams

5. In order to raise the standard of sport in the districts, the OC supports each district team with provision of 24-hour training for each competition event as a form of pre-competition training, which also covers the fees for employment of coaches and the hire charges for sports facilities managed by the Leisure and Cultural Services Department (LCSD). The aim is to enable the 18 district teams to receive training in a systematic manner. Moreover, the district teams may arrange for coaches to lead

the athletes to the venues for participation in the competitions so as to help the athletes give better performance, enhance their team spirit and co-operation. Each district has already started training and is making active preparation for participation in the 3rd HKG.

Hong Kong Games Sponsors

6. As at February this year, the OC received sponsorship totalling \$4.08 million in cash and about \$1.53 million in kind/service from 15 sponsors, among which the Hong Kong Jockey Club offered cash sponsorship of \$3.5 million and became both the “Principal Contributor” of the 3rd HKG and the Title Sponsor for the futsal competition. The Hong Kong Jockey Club’s sponsorship will be used to cover the expenditure on the training of district athletes in the 18 districts for participation in the 3rd HKG, the various expenditures on the organisation of the “Elite Athletes’ Demonstration and Exchange” for the eight sports and the Title Sponsorship for the futsal competition. In addition, the Yuen Yuen Institute also offered cash sponsorship of \$500,000 and became the “Major Sponsor”. The remaining cash sponsorship of \$80,000 was received from six sponsors. Details of the sponsorship are set out at Annex 1.

Publicity and Community Involvement Activities

7. The HKG will be held for the third time this year, with both its scale and acceptability growing steadily. To further strengthen the publicity for the HKG and to create a strong atmosphere in the community, the OC have not only adopted the same publicity channels and organised similar promotional activities, such as displaying posters, designing a dedicated website, issue of press releases, placement of advertisements and holding of the 18 Districts’ Pledging Ceremony on 25 February 2011, but will also launch a series of new publicity initiatives:

(a) Appointment of the 3rd HKG Ambassadors

This year, the OC has appointed “Hong Kong Games Ambassadors” for the first time. Apart from our elite athletes Wong Kam-po and Fu Ka-chun, there are eight more elite athletes, namely Tsui Chi-ho (athletics), Yip Pui-yin (badminton), Cheng Kam-hing (basketball), Chan Siu-ki (futsal), Sze Hang-yu (swimming), Ko Lai-chak (table tennis), Yang Zijun (tennis) and Hui Pui-tak (volleyball), who are representing the corresponding eight sports competitions in the 3rd HKG. They will participate in major publicity activities for the Games, and cheer on the athletes from the 18 districts and call on all Hong Kong people to support and actively participate in various community involvement activities by appearing in promotional videos.

(b) Production of Announcement of Public Interests (APIs)

The 3rd HKGOC has specially decided to produce two 30-second APIs for broadcast on TV and radio to disseminate different information to the

public on the HKG. The first API for the HKG was launched on 25 February 2011 to encourage public participation in the HKG through different ways. To tie in with the launching of the theme song and as a prelude to the official opening of the HKG, the second API will be launched in mid-April. Apart from being broadcast on different TV and radio channels, the above APIs will be uploaded onto the HKG's dedicated website, the ISD on YouTube and broadcast on public buses, trains and at LCSD venues in the 18 districts.

(c) Display of Advertisements at Major Accesses and on Public Transport Carriers

To create a strong atmosphere for the HKG, the 3rd HKGOC has specially decided to display large-sized advertisements on tram and bus bodies, in MTR stations and at both entrances of the Cross Harbour Tunnel, and will also continue to display large publicity banners and lamp-post buntings at conspicuous locations in the 18 districts. The number of lamp-post bunting will be increased from 60 pairs in the 2nd HKG to 120 pairs this year for each district. Each DC is encouraged to increase the number of banners and lamp-post buntings to be displayed.

(d) Production of a HKG Theme Song

To build up a unique and distinct image for the HKG, the Organiser has invited the RTHK to assist in the production of a HKG theme song to promote public awareness and reinforce their impression of the Games.

(e) The Cheering Team Competition for the 18 Districts to be Held Separately

In view of the fact that the standard and attraction of the "Cheering Team Competition for the 18 Districts" grew significantly in the 2nd HKG, the Cheering Team Competition for the 3rd HKG will be held separately at Tsing Yi Sports Centre on 20 March 2011. Each DC will field a cheering team to participate in the competition. To step up the effect of publicity, the Organiser will specially invite a radio station to assist in the programme production on that day and to publicise HKG updates during radio programmes.

(f) Countdown to the 3rd HKG to be Introduced

The "Countdown to the 3rd Hong Kong Games" will be held at Kowloon Park in mid-April to launch the theme song, to brief the media and public on the updates on the preliminary rounds of the sports competitions and on the interim report about the number of votes cast for the voting and guessing activities in each district, and to announce the related arrangements for the opening ceremony of the 3rd HKG.

8. Moreover, the OC will continue to organise various community involvement activities, including Voting for "My Favourite Sporty District", Guessing the "Overall Champion of the 3rd Hong Kong Games", the "Elite Athletes'

Demonstration and Exchange” and the “Dynamic Moments Photo Contest”, so as to encourage members of the public to participate in and support the HKG through different ways.

Opening Ceremony and Closing cum Prize Presentation Ceremony

9. The opening ceremony of the 3rd HKG will be held at Siu Sai Wan Sports Ground at 7:00 pm on 14 May 2011 (Saturday). The Chief Executive, who has agreed to be the officiating guest of the ceremony, will formally open the HKG. Moreover, the OC has invited the Hong Kong Garrison of the Chinese People’s Liberation Army to send around 300 soldiers to perform military music and group callisthenics (槍械團體操) at the ceremony. The OC has also invited the General Administration of Sport of China to make arrangements for Mainland Olympic gold medallists to attend the opening ceremony as special guests and take part in the lighting of the cauldron. The General Administration of Sport of China will decide on the exact medallists to be present at the ceremony.

10. Around 12 000 guests and members of the public are expected to attend the opening ceremony. The admission tickets will be distributed through the following channels:

- (a) District Leisure Services Offices of the LCSD in the 18 districts
- (b) The 18 DCs will make arrangements for district organisations and athletes of district teams/members of cheering teams to attend the ceremony.
- (c) Schools will make arrangements for students and parents to attend the ceremony.
- (d) Performing groups will distribute tickets to parents of students taking part in the performances.

11. “The Closing cum Prize Presentation Ceremony of the 3rd HKG” will be held at Kowloon Park Sports Centre at 3:00 pm on 5 June 2011 (Sunday). Prizes will be awarded at the ceremony to the Champions, 1st runners-up and 2nd runners-up of the eight sports competitions, the “Overall Champion, 1st runner-up and 2nd runner-up of the 3rd HKG”, the “District with the Most Gold Medals”, the winners of the “Cheering Team Competition for the 18 Districts”, the district with the greatest number of votes in “My Favourite Sporty District”, the “District with the Greatest Participation in the 3rd HKG” and the “District with the Best Progress”, while the winners for the Voting for “My Favourite Sporty District” and Guessing the “Overall Champion of the 3rd HKG” activities will also be drawn.

Financial Estimates

12. The original estimated funding for the 3rd HKG was HK\$16 million, covering expenditure items such as the expenses for all competitions, publicity

activities, the opening and closing ceremonies and the financial support offered to the 18 district teams. To further enhance the publicity for the HKG and promote public awareness of this event, the LCSD has allocated additional funding of \$3 million early this year. This amount, together with the cash sponsorship totalling \$4.08 million received by the OC, has given rise to the revised estimated funding of about \$23 million for the 3rd HKG. Please refer to Annex 2 for details. The additional funding will be used mainly for enhancing the major publicity items with a view to creating a stronger atmosphere for the HKG.

Presentation

13. Members are invited to note and give their views on the work items set out in this paper.

Secretariat of the 3rd Hong Kong Games Organising Committee
March 2011

List of Sponsors for the "3rd Hong Kong Games"

Serial No.	Name of Sponsor	Type of Sponsorship	Sponsorship Content		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
1	The Hong Kong Jockey Club	Principal Contributor	\$3,500,000	-	-
2	The Yuen Yuen Institute	Major Sponsor	\$500,000	-	-
3	Li Ning Company Ltd.	Other Sponsors	-	Track jackets for Members of the 18 District Delegations and the OC/SC (4,942 pieces)	\$587,110
4	Pyromagic Productions Ltd.	Other Sponsors	-	Pyrotechnic Display at the Opening Ceremony	\$320,000
5	Crocodile Garments Ltd.	Other Sponsors	-	Western Suits and Trousers for Members of the OC/SC (around 45 sets)	around \$200,000 (to be confirmed)
6	Hung Fook Tong (China) Development Ltd.	Other Sponsors	-	Bottled Drinks (13,000 bottles)	\$117,000
7	Free-Town Watch Products Ltd.	Other Sponsors	-	Prizes for the Activities (42 watches)	\$111,124
8	HK Chinese Martial Arts Dragon and Lion Dance Association Ltd.	Other Sponsors	-	Dragon and Lion Dance Performance for the Opening Ceremony	\$100,000
9	Wing On Department Stores	Other Sponsors	-	Cash Coupon (\$100,000)	\$100,000
10	Heep Tung Hong Ltd.	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
11	Holiday Inn Golden Mile Hotel	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
12	Panda Hotel	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
13	Shun Hing Electronic Trading Co. Ltd	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
14	Swire Resources Ltd. (Marathon Sports)	Advertisement in the Souvenir Programme (A full inside page)	\$20,000	-	-
15	Swire Resources Ltd. (Giga Sports)	Advertisement in the Souvenir Programme (A full inside page)	\$20,000	-	-
		Total	\$4,080,000	Total Estimated Value of Sponsorship in Kind/Service	\$1,535,234
		Total Value (approximate) :	\$5,615,234		

Financial Estimates of the 3rd Hong Kong Games

<u>Item</u>	The 3rd HKG Estimated Expenditure (\$)
I Competitions and Exchange Programmes (including costs of working staff, umpires, sports equipment and venue decoration, etc.)	
a. Sports Competitions (including athletics, basketball, badminton, table tennis, swimming, tennis, futsal and volleyball)	2,000,000
b. Elites' Demonstration and Exchange Programmes	200,000
c. Others (Cheering Team Competition and photo contest)	350,000
Subtotal:	2,550,000
II Support for District Teams	
*1 Sports Equipment (limited to consumables including basketballs, shuttlecocks, table tennis balls, tennis balls, futsal balls and volleyballs etc.) (\$8,000 per district x 18 districts)	144,000
*2 Working Staff's Remuneration (according to the standard pay set by the LCSD and including the remuneration for the staff of the Organiser or the coaches) (\$170,000 per district x 18 districts)	3,060,000
*3 Formation of Cheering Teams (\$10,000 per district x 18 districts)	180,000
*4 District Selection Competitions (\$70,000 per district x 18 districts)	1,260,000
*5 Transportation (pick-up service for athletes and residents of respective districts for participation in the opening and closing ceremonies; payable on accountable basis) (\$10,000 per district x 18 districts)	180,000
*6 Hire Charges for Sports Venues under the LCSD (\$60,000 per district x 18 districts)	1,080,000
*7 Athletes' Uniforms for Competitions (\$100 per person x 200 persons per district x 18 districts)	360,000
*8 Publicity in Districts (\$30,000 per district x 18 districts)	540,000
*9 Miscellaneous Expenses (including distilled / mineral water, printing costs, costs of stationery, first-aid kits and taking group photos for the delegations) (\$14,000 per district x 18 districts)	252,000
#10 District Delegations' Uniforms (\$200 per person x 250 persons x 18 districts)	900,000
Subtotal:	7,956,000
III Publicity (posters, leaflets, banners, publicity activities and advertisements, etc.)	
1 Organising Publicity and Public Relations Activities (e.g. the launching ceremony, the 18 Districts' Pledging Ceremony and press conference and the event for release of the interim report about the voting and guessing activities)	1,300,000
2 Advertisements (including advertising the HKG on RoadShow, newspapers, radio, the MTR and at the Cross-Harbour Tunnel exits)	4,500,000
3 Publicity Items (posters, lamp-post buntings, huge banners, souvenir programme, promotional videos and APIs, production of the theme song, DVDs and souvenirs, etc)	2,000,000
4 Setting up the Dedicated Website of the HKG	600,000
Subtotal:	8,400,000
IV Opening and Closing Ceremonies	
1 Opening Ceremony	3,000,000
2 Closing Ceremony	800,000
Subtotal:	3,800,000
V Miscellaneous Items	454,000
Total:	23,160,000

Remarks: * Expenditure items handled by the District Leisure Services Offices of the LCSD on the District Delegations' participation in the HKG

The Major Events Section of the LCSD is responsible for the co-ordination and procurement of the items