

For information
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Legislative Council Panel
on Information Technology and Broadcasting

Realignment of Leisure Facilities Booking Systems and
Introduction of Booking Service
under the Electronic Service Delivery Scheme

This paper briefs Members on the realignment of the leisure facilities booking systems by the Leisure and Cultural Services Department (LCSD) and the introduction of Internet booking service under the Electronic Service Delivery (ESD) Scheme.

The Realignment System

2. Upon the establishment of LCSD on 1 January 2000, there were two booking and ticketing systems for recreation and sports facilities and activities for the urban areas and the New Territories, namely SPORTIX and Leisure Link respectively. These two systems have similar functions, but handle different charging schemes and booking mechanism due to different policies of the two former Municipal Councils.

3. In order to provide improved leisure services to the public, a project was initiated to realign the two systems so that it would be convenient for the public to book leisure facilities and activities across the territory. In addition, Internet booking services would be provided as an additional channel.

Online Booking Services

4. In support of Information Technology and Broadcasting Bureau's (ITBB's) "Digital 21" Information Technology Strategy, the realignment of the systems was implemented in parallel with the development of Internet booking functions under ESD. The project started in February 2001 and the service was launched in March 2002. The introduction of an Interactive Voice

Response System to the realigned system also provides longer telephony service hours to the public (7:00am to 9:00pm daily).

5. The Internet booking service is expected to be a popular one, which is in line with the demand of District Councils and the public. Increase in the utilization rates of recreation and sports facilities is anticipated by the introduction of cross region and Internet bookings.

6. For the efficient use of recreation and sports facilities, members of the public are required to register as patrons of LCSD in accordance with the procedure as endorsed by the Independent Commission Against Corruption (ICAC). LCSD has developed a new on-line patron registration system for the public to submit their applications through the Internet. The number of registered patrons has reached about 480,000 in March 2002.

7. To add value to the patron registration system, an electronic magazine function has been added to promote the events and programmes of LCSD. The electronic Magazine service (hereinafter called e-Magazine) aims to encourage the public to participate in the cultural and sports events held in Hong Kong. In order to disseminate the latest information on cultural and leisure events, programmes, exhibitions and activities in Hong Kong to the public, interested parties are invited to subscribe to the LCSD weekly e-Magazine via the on-line registration system. The e-Magazine is customized for each patron by filtering only the events and programmes that the patrons are interested in.

Advice Sought

8. Members are invited to note the new services provided.

Leisure and Cultural Services Department
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