

LEGISLATIVE COUNCIL PANEL ON HOME AFFAIRS

THE 2009 EAST ASIAN GAMES

SUPPLEMENTARY INFORMATION

INTRODUCTION

In considering the paper referenced LC Paper No. CB(2)576/05-06(01) on “The 2009 East Asian Games” presented to the Panel on Home Affairs on 9 December 2005, Members requested the Administration to provide supplementary information on the following areas:-

- (a) the Administration’s long-term strategies on and measures for the development of sports in Hong Kong;
- (b) the choice of competition items and revenue estimate for ticket sales for the 2009 East Asian Games (EAG);
- (c) the financial arrangements for subsidising EAG; and
- (d) the secondment of staff of the Leisure and Cultural Services Department (LCSD) to assist in organising the EAG.

The Administration’s Response

Long-term Strategy on the Development of Sports in Hong Kong and Implementation Measures

Overall strategy, administrative framework and allocation of resources

2. The Administration has been committing to promoting and developing a strong sporting culture in the community as well as raising our international profile on sports. Our long-term goals are:

- (a) promoting “sports for all” – a sustainable and community-wide sporting culture whereby people of all age groups participate actively in sports in quest of sound physical and psychological health;
- (b) fostering high performance sports – a cadre of high performance athletes who can compete in major international sports events competitively, win glory for Hong Kong and become role models for our youth; and
- (c) promoting Hong Kong as an attractive venue for hosting international sports events and as the Events Capital of Asia – thereby bringing in more tourists and economic benefits.

3. Since the reorganisation of local sports administrative structure in 2004, we have successfully forged a close partnership with the Hong Kong Sports Institute (HKSI), Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), National Sports Associations (NSAs) and other relevant sectors (such as the educational sector, medical sector and business sector) and worked together to achieve in stages the objective of “sports for all, fostering high performance sports and turning Hong Kong into a sports events capital”. The Sports Commission and its three committees (i.e. Major Sports Events Committee, Community Sports Committee and Elite Sports Committee) fully commenced their work in 2005, advising the Administration on strategic matters in their respective areas to promote sports development in Hong Kong.

4. The Administration has devoted resources in various areas to promote and support sports development in Hong Kong. In 2004-05, the Administration’s total expenditure on sports software (excluding the building of sports venues and their management and operation) amounted to \$330 million, of which about \$100 million was used by LCSD to organise more than 28 000 recreational and sports activities and sports training courses in 18 districts in Hong Kong. In the same year, the department provided a subvention of more than \$135 million to the relevant NSAs for sports development and training. Furthermore, the Home Affairs Bureau (HAB) provided a subvention of about \$8 million to SF&OC. HKSI was provided with \$91 million to focus on the development of elite sports. In addition to these recurrent expenses, NSAs are provided with grants from the Arts and Sport Development Fund for participating in major sports competitions. In 2005, NSAs were given a total of \$23.58 million for providing pre-competition training and participating in major

sports competitions such as the recent 10th National Games, Macau 4th East Asian Games, 1st Asian Indoor Games in Bangkok, Thailand and Doha 2006 Asian Games. Financial support from the Arts and Sport Development Fund will also be made available to Hong Kong athletes for their participation in the 2009 East Asian Games.

5. Furthermore, LCSD manages community sports facilities including 85 sports centres, 274 tennis courts, 24 sports grounds, 53 natural turf pitches, 22 artificial turf pitches and 36 swimming pool complexes for the sports sector as well as the public for recreational and sports activities. All NSAs, District Sports Associations (DSAs), subvented non-governmental organisations and schools may apply to use facilities of LCSD such as the main arena and activity rooms of all sports centres during non-peak hours free of charge for organising various sports activities. At present, the average utilisation rate of these community recreational and sports facilities ranges from 44% to 100%.

Implementation measures in concrete terms

6. Regarding implementation measures in concrete terms, we endeavour to establish close partnership with all sectors of the community, including schools, District Councils, DSAs, community sports clubs and NSAs. With the organisation of a variety of community sports programmes as below, we have worked to advocate a healthy lifestyle in the community, encourage participation in sports and to raise Hong Kong's sports standard and culture to enhance social cohesion –

(a) Community Recreation and Sports

LCSD organises a wide variety of recreational activities, sports programmes, training courses and competitions through its 18 District Leisure Services Offices for people of all ages. In 2004/05, LCSD organised more than 28 000 activities for about 1 660 000 participants. To enhance education publicity about the importance of regular exercise and a healthy lifestyle, LCSD and the Department of Health have collaborated on the “Healthy Exercise for All Campaign” since 2000, organising different activities for the community to promote the campaign's message.

LCSD has actively encouraged the NSAs to form community sports clubs since 2001. Subsidies have been granted to participating

community sports clubs to organise sports training programmes at the community level. Since the commencement of the programme in 2001/02, 26 NSAs have participated and 216 community sports clubs were formed. In 2004/05, 847 activities were held, attracting more than 22 000 participants. In 2005/06, LCSD will continue to promote the Community Sports Clubs Project. It is anticipated that the number of the participating community sports clubs will be increased to 250, activities organised will be more than 1 000 and the number of participants will reach nearly 30 000.

To set up a database on the physical condition of Hong Kong people, LCSD launched the “Physical Fitness Test for the Community” in November 2005. A study on the correlation between the physical exercise pattern and the physical condition of Hong Kong people has also been carried out under the scheme. Fitness test is being arranged for 8 000 people aged between 3 and 69 in all of the 18 districts. A professional institute was commissioned to analyse the data collected and prepare a report. The scheme will be concluded in mid-2006.

(b) Sports Promotion in Schools

Regarding the promotion of sports development in schools, LCSD has been actively providing sports information and sports training programmes to youngsters in primary, secondary and special schools since 2001. The School Sports Programme (SSP) consists of six subsidiary programmes, namely the Sport Education Programme, the Easy Sport Programme, the Sport Captain Programme, the Outreach Coaching Programme, the Joint Schools Sports Training Programme and the Badges Award Scheme (please refer to Annex 1 for details).

The number of activities organized under the SSP has increased from 1188 in 2001 to 6 424 to date, representing an increase of 440%. The number of schools taking part in the Programme has increased from 574 in 2001 to 875 to date (accounting for 66% of the total number of primary and secondary schools in the territory), the number of participation of students per year has increased by more than two-fold, i.e. from 234 000 at the initial stage to 473 000. The number of sports items under the Programme has increased from 25 at the initial stage to

29 to date. Our goal is to extend the SSP in 2005-06 to cover 900 schools in total and provide 6 800 activities to cater for 490 000 participants.

LCSD will continue to enhance its co-ordination with the Education and Manpower Bureau (EMB) and actively release the latest news on various activities and education information on sports to teachers through EMB's existing information platform.

(c) Sports Development

Through the provision of financial assistance, LCSD supports and encourages NSAs to organise a wide variety of sports development programmes, including the Young Athletes Training Scheme, District Sports Teams Training Programme and Regional Squads Teams Training (Please refer to Annex 2 for details). Apart from promoting sports in the community, these programmes help identify talented youngsters. Through systematic and progressive training and selection, these youngsters will be able to join the regional squads or the national squads according to their performances and have the opportunity to represent Hong Kong in international sports events.

In 2004-05, NSAs organised 4 800 sports development programmes with subsidies from LCSD, attracting about 110 740 participants. In 2005-06, it is anticipated that 5100 activities will be organised to cater for 137 530 participants.

(d) Elite Sports

Regarding the promotion of elite sports, our key objective is to enhance Hong Kong's competitiveness in the national and international sporting arena. The HKSI works closely with the relevant NSAs to implement high-performance athlete training programmes, provide coach training and education as well as training of junior and pre-elite squads, provide elite sport-related information, and carry out research projects on enhancement of elite sports performance. With the efforts of the various sectors and support of the Government, the performance of Hong Kong athletes has been improving over the years and they

have achieved good results in various major international sporting events. In 2004, Hong Kong athletes achieved remarkable success in national, regional and international sporting events, winning a silver medal in Table Tennis-Men's Doubles at Athens 2004 Olympic Games, the second Olympic medal won by Hong Kong. In 2005, Hong Kong sports teams won a gold medal in Cycling-Men's BMX at the 10th National Games of the People's Republic of China, as well as a total of 14 gold medals, 11 silver medals and 16 bronze medals at the 4th East Asian Games and the 1st Asian Indoor Games. The Government will continue to listen to the Sports Commission/Elite Sports Committee's advice on the directions and priorities in developing elite sports with a view to enhancing elite sports performance in Hong Kong.

(e) Major sports events

In order to promote Hong Kong's image as Asia's Sports Events Capital and to help NSAs to enlist greater support from the business sector and the community for the development of more sustainable major international sports events, the Major Sports Events Committee (MSEC) of the Sports Commission launched the "M" mark scheme and support packages for major sports events in 2005. Five applications were approved by the MSEC in 2005 for the sports events concerned to be recognised as "M" mark events. These events include the Hong Kong Badminton Open Championships 2005, World Squash Open 2005, Hong Kong Golf Open Championships, Hong Kong Marathon 2006 and Hong Kong Sevens 2006. The total amount of funding support involved is \$7.1 million. They are very popular among the Hong Kong public and have attracted many overseas athletes, spectators and media as well as the support of the commercial sector, bringing positive effect to the promotion of Hong Kong's sporting culture, social harmony and overall economic situation. Hong Kong's image as Asia's Sports Events Capital is further enhanced.

Hong Kong will co-host the Olympic Equestrian Events in 2008 and host the 5th East Asia Games in 2009. The organisation of these prestigious international events will further reinforce our status in the international sports arena and enhance the sporting culture and

standard of Hong Kong.

Choice of Competition Items and Revenue Estimate for Ticket Sales for the 2009 EAG

Choice of competition items

7. In accordance with the EAG Association Constitution, the selection of sports events should be decided by the nine member countries/areas of the EAG Association Council, and there should be at least seven Olympic sports, such as athletics, swimming, football, badminton, basketball, table tennis, etc. 13 to 17 sports events were organised in each of the previous four EAGs.

8. After careful deliberation with the sports sector, the 5th EAG Planning Committee has suggested that Hong Kong should take into account the following principles when deciding on potential competition items –

- (a) Hong Kong's existing available venues and ancillary facilities;
- (b) Hong Kong's performance and standards in the sports items concerned;
- (c) the appeal of the competition items to spectators; and
- (d) the aspirations of other members of the EAG Association.

Based on these principles, the Planning Committee has listed the major venues and the competition items which can be held in these venues for the purpose of preparing the financial estimates for EAG (see Annex 3).

Revenue estimate of ticket sales

9. In estimating revenue from ticket sales, we have made reference to the ticket prices for major sports competition events, the competition schedule of the 20 possible sports items, the seating capacity of the potential venues, the intention to attract the greatest possible number of spectators, and the need to provide concessionary prices for students and the elderly. We estimate that average ticket price will be set at \$100 for the competition events and \$600 and \$240 respectively for the opening and closing ceremonies. On the basis of the average ticket prices and 40% of the capacity of all the venues, it is estimated that revenue from ticket sales will be about \$28 million.

Financial Arrangements for Funding the East Asian Games

10. Government financial support for organising the 2009 East Asian Games is to be provided in the form of fixed amount. The Government will provide a subsidy of \$123 million subject to the approval of the Finance Committee. The EAG Company, which will be responsible for organising the event, shall endeavour to seek sponsorship and revenue from various sources, and use the Government's subsidy and other revenues to organise the 2009 East Asian Games in a cost effective manner.

11. We will require the EAG Company to adopt various financial control measures and submit annual project budgets to ensure that the funds will be used in a cost-effective and accountable manner. The Government will soon sign a tripartite agreement on the organisation of East Asian Games with SF&OC and the EAG Company, specifying their respective commitments and obligations, including financial monitoring arrangements.

12. We will require the Company to submit annual audited financial statements and provide records and accounts for inspection to ensure transparency. We will also seek the advice of the ICAC to draw up a code of conduct for the operation of the Company, and second a number of staff to assist the operation of the Company. If it is justified that the funding for the organisation of the East Asian Games has to exceed the estimated expenditure, the EAG Company should endeavour to seek more revenue from other sources including community/commercial sponsorship to meet the additional expenditure.

Arrangements for Secondment of LCSD Staff to Assist in Organising the EAG

Staff concerns

13. In its letter dated 8 December 2005 to the Chairman of the Panel on Home Affairs of the Legislative Council, the Assistant Leisure Services Manager II Association (the Association) expressed concerns about the arrangements for secondment of LCSD staff to assist in organising the EAG. The main concerns include whether sufficient manpower will be seconded to the EAG Company and promotion prospects and welfare of the seconded staff. The Association is also concerned about whether the LCSD's support to the EAG Company in organising the EAG will put strains on the existing services and staff workload.

Response from the Department

14. In its paper submitted to the Panel, the Administration stated clearly that the number of civil servants to be seconded to the EAG Company would be less than five. They will provide support in areas such as administration, organisation, publicity and protocol. The EAG Company will have to recruit other staff on its own for the overall organisation and operation of the EAG. In connection with the secondment, the LCSD will arrange for deployment of existing staff or employment of short-term staff to fill the posts left vacant by the seconded staff. The promotion prospects and welfare of the civil servants to be seconded to the EAG Company will not be affected by the secondment. LCSD will also follow up on the upgrading works for the sports venues for staging the EAG and provide support and assistance in other matters relating to the organisation of the EAG.

Home Affairs Bureau

January 2006

School Sports Programme-Its Subsidiary Programmes

A. Sport Education Programme

It aims to provide students with the latest information on sports. The Programme includes five categories of activities:

1. **Sport Demonstration**
Staff assigned by the relevant NSAs will visit schools to introduce the basic skills and rules of sports. Students will be invited to enjoy the fun of various sports in the play-in sessions.
2. **Guided Tours to Major Sports Facilities**
Visits to major sports facilities will be arranged for students so that they will have a better understanding of the operation and management of the sports venues.
3. **Sport Exhibitions and Sport Talks**
Exhibitions featuring a set of display panels and a series of subject talks covering eight topics of sports are held so that students can have a better understanding of the benefits of regular exercise.
4. **Guided Tour for Major Sports Events**
To enable students to watch high-level international matches held in Hong Kong, pre-match training and demonstrations under the guidance of professional coaches, thereby enhancing their knowledge and appreciation power in watching sports events as well as their interest in individual sports.
5. **Olympism and 2009 East Asian Games (EAG)**
To prepare well for the hosting of the EAG in 2009, the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) have provided a wide range of educational activities, including subject talks, seminars and exhibitions, so as to promote Olympic spirit among students. These activities will enable students to have a better understanding of Olympism and the organization of various international and major sports events.

B. Easy Sport Programme

It aims to enhance primary students' interest in playing sports and to boost their confidence through the provision of easy sport training course that suit their physique and some basic training of sport skill for them. To stimulate students' interest in learning easy sports, an Inter-school Easy Sport Competition will be organised every year and all primary schools are invited to take part in the event.

C. Outreach Coaching Programme

The main target group of this Programme is students in primary and secondary schools. Under the Programme, coaches assigned by the NSAs will visit schools to give training to students and assist schools to set up their school teams; and progressive training scheme is provided to foster students' sustained interest in various sports and to enhance their skills.

D. Sport Captain Programme

The target groups of this Programme are teachers, secondary students and their parents. The objective is to train sports professionals (such as coaches, sport administrators and sport coordinators) who will take up voluntary work in sports activities organised by schools and the NSAs.

E. Joint Schools Sports Training Programme

It aims to provide systematic and continuous training opportunities for students with potential in sports. Students who wish to participate in this Programme are required to undergo skills test or assessment conducted by coaches from the NSAs. Those with good potentials will be selected for high-level training by veteran coaches from the NSAs.

F. Badges Award Scheme

With the assistance of the NSAs, standards for assessing skills in different sports in the Scheme are set so that participating students of primary and secondary schools can have an idea of their level of skills through tests. Participants will undergo progressive training through the promotion system to enhance their performance. This will foster the sports development in schools. It is hoped that through this Scheme the concept of “one sport for each student ” can be put into practice.

Sports Development Programme

“Sports Development Programme” aims to promote wider community participation in sports to achieve “Sports for All” and to identify young athletes with enthusiasm and potential among participants for further training so as to provide a solid foundation for the sports development in Hong Kong.

A. Young Athlete Training Scheme

The scheme was launched in collaboration with respective National Sports Associations (NSAs) in the New Territories in 1998 and was extended to cover all the 18 districts when the Leisure and Cultural Services Department was established in 2000.

The objective of the scheme is to enhance sports training at district level, identify athletes with potential and refer them to relevant NSAs for further training by means of providing systematic and progressive training to participants. Those who give good performance might be selected to the respective district teams/regional squads or the junior squads for more advanced training. They might be given chances to take part in international competitions on behalf of Hong Kong.

So far, a total of 977 young people with potential have been identified and referred to respective NSAs for more advanced training under the scheme. In 2004/05, seven sports were covered under the scheme and in 2005/06, the number will be increased to 14.

B. District Sports Teams Training Scheme

In order to improve sporting standards at the district level, to promote and foster the sports culture in the community and to enhance a stronger sense of belonging among residents in a district, the LCSD and relevant NSAs implemented the “District Sports Teams Training Scheme” in 2000. Under the Scheme, district sports teams are set up in 18 districts to provide systematic training and district teams will be formed to represent their districts to compete in the inter-district tournaments in the territory. Presently, district sports teams include football, basketball, table tennis and badminton teams etc. For well-developed teams, such as the district

football teams, it is significant for youngsters to be able to join them as they proceed along their football career. The district football teams provide the Hong Kong Football Third Division League with talented new blood and the national team with new members.

D. Regional Squads Training

The training for regional squads aims to provide regular and intensive training to youngsters with sport potential. Talented athletes will be selected to join national/junior squads to represent Hong Kong in international sporting events. In 2004/05, there were regional squads in 19 sports. In 2005/06, regional football teams were set up to foster the development of football in Hong Kong. At present, there are altogether 20 sports.

Proposed Venue and Possible Sports Items for the 2009 East Asian Games

	Proposed Venue	Possible Sports Items which can be held in the Venue
1.	Hong Kong Stadium	Opening ceremony/Closing ceremony/Football
2.	Tseung Kwan O Sports Centre	Athletics
3.	Kowloon Park Swimming Pool	Swimming/Diving
4.	Queen Elizabeth Stadium	Badminton/Table tennis
5.	Western Park Sports Centre	Basketball/Cycling (Indoor Cycling)/Wushu
6.	Hong Kong Coliseum	Basketball/Volleyball
7.	Siu Sai Wan Sports Ground	Football
8.	Hong Kong Squash Centre	Squash
9.	Victoria Park Tennis Centre	Tennis/Soft tennis
10.	Shek Kip Mei Park Sports Centre	Taekwondo/Judo
11.	Lai Chi Kok Park Sports Centre	Weightlifting/Taekwondo/Judo
12.	Stanley Main Beach Water Sports Centre	Windsurfing
13.	Ma On Shan Sports Centre	Wushu
14.	Tseung Kwan O Sports Centre	Cycling (Indoor Cycling)/Karatedo

Note: Other potential competition items, such as rowing, cycling road races, bowling, lawn bowls, snooker and shooting, have to be held in other facilities.