

For discussion
on 9 November 2007

Legislative Council Panel on Home Affairs

Funding Support for Promotion of Olympism

Purpose

This paper seeks Members' support to provide \$150 million for the promotion of Olympism in Hong Kong to tie in with the Beijing 2008 Olympic and Paralympic Games, and the 2008 Olympic and Paralympic Equestrian Events to be staged in Hong Kong.

Background

2. The Beijing 2008 Olympic and Paralympic Games (the Games) will be the first Olympic Games held in China. Hong Kong has been chosen to stage the 2008 Olympic and Paralympic Equestrian Events (the Equestrian Events). To ensure that the staging of the Events provides a lasting legacy, we are determined to promote the Olympic Spirit of solidarity, fair play and friendship and the Paralympic Spirit of transcendence, integration, and equality within the community.

3. As an Olympic co-host city, Hong Kong has an excellent opportunity to involve the public in the Olympic celebrations, arouse their interest in the Games and the Olympic Movement, and more deeply engender the Olympic Spirit amongst the public. We will make use of the Olympic platform to promote sport amongst all age groups and will leverage our country's hosting of the Games to boost national education. As a co-host city, Hong Kong is also able to promote its credentials as Asia's world city by successfully staging the Equestrian Events and extending a warm welcome to VIPs, competitors, sporting officials and spectators from around the world.

4. In the past year, the Government has worked closely with various

organisations, particularly the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled (HKPC&SAPD) and the Equestrian Events (Hong Kong) of the Games of the XXIX Olympiad Company Limited (Equestrian Company), to stage promotional events to increase public interest in Hong Kong's staging of the Equestrian Events. These activities have laid a solid foundation to further raise public awareness about the significance of the Games for the Mainland and Hong Kong. It is now time for the government to spearhead the collaboration among different sectors of the society in promoting the related cultural and leisure activities, to encourage broad community participation in the promotion of the Olympic Spirit, and to build a sense of anticipation and excitement in staging of the Equestrian Events. To achieve these objectives, we will plan and organise large-scale events which are compatible with our status as an Olympic co-host city and launch a more comprehensive publicity and promotional programme.

5. The publicity and promotional programme for the Olympic Games consists of five major areas: territory-wide carnivals; community participation activities; publicity programmes; initiatives for cultivating the Olympic co-host city atmosphere; and Olympic legacy.

6. The Home Affairs Bureau (HAB) is the overall co-ordinator for promoting Olympism in Hong Kong. HAB has also mobilised support from other Government bureaux and departments, as well as non-governmental organisations to publicise and promote Olympism and Olympic knowledge. This cross-sectoral approach enables us to build community-wide support for the hosting of the Games by the Mainland and the staging of the Equestrian Events in Hong Kong. Funding sought under this paper, if approved by the LegCo, will be allocated to the government departments and agencies concerned for the implementation of the programmes.

Publicity and Promotional Programme

7. In promoting the Olympic Spirit in Hong Kong, we will continue to work closely with major stakeholders, particularly the SF&OC; the HKPC&SAPD; the Equestrian Company; the Hong Kong Jockey Club

(HKJC); the 2008 Beijing Olympic Equestrian Events Hong Kong Fund (the Equestrian Fund); the Hong Kong Tourism Board (HKTB); 18 District Councils (DCs); non-governmental organisations; statutory bodies (e.g. Airport Authority Hong Kong); the private sector (e.g. Official Games Sponsors and public transport operators); and charitable organisations.

8. A comprehensive publicity and promotional programme with emphasis on community involvement will help foster the Olympic atmosphere across Hong Kong. Details are set out below.

Territory-wide Carnivals: Torch Relays, Live Sites, etc.

9. Territory-wide carnivals will be held before and during the Games, namely the Torch Relays (**Annex I**) and Live Sites (**Annex II**).

10. Torch Relays are a prelude to and an important means of promoting the Games and the Olympic Spirit. The Torch Relays for the Olympic and Paralympic Games will be respectively held in Hong Kong in May and September 2008. Before the staging of the Torch Relays, we will organise a series of activities to publicise the events. On the day of the Torch Relay, in addition to the kick-off and closing ceremonies, we plan to organise a major community celebration programme en-route with the participation of several tens of thousands of members of the public.

11. During the Beijing Olympic Games period between 8 and 24 August 2008, we plan to set up Live Sites as required by the International Olympic Committee (IOC) and the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) at Victoria Park and Sha Tin Park to provide the members of the public who are interested in the Olympic events with the Olympic information via giant-screen television broadcast and opportunities to experience a carnival atmosphere in celebration of the staging of the Olympic events. Through the television coverage and diversified cultural and entertainment activities at the Live Sites, different groups, including the disabled, will have an opportunity to watch the Olympic programmes. We also plan to set up a Live Site on selected days during the Paralympic Games period from 6 to 17 September 2008. The HKTB will also turn the Hong Kong Cultural Centre Piazza into an Olympic-themed square for gathering/celebration in a carnival ambience by visitors and local residents.

We may also partner with the private sector to set up small sites at selected shopping plazas for delivering Olympic information and organising activities.

Community Participation: Education, Sport and Other Activities

12. The Olympic Games present an excellent opportunity to promote a better understanding of our country and to foster a shared sense of national pride, especially among youth. We plan to bolster youth participation in the promotion of the Games by joining hands with the BOCOG, the SF&OC, the Equestrian Company, schools, uniformed groups and dozens of youth organisations to organise a range of large-scale regional/territory-wide cultural, sport and educational programmes. Visits to the Olympic host/co-host cities in the Mainland will also be organised for our youths to enhance their understanding of the Mainland including the Olympic promotion/preparation work in these cities. The visits will also provide youths with an opportunity to establish ties with their peers in the Mainland. We may also mobilise resources to provide hospitality and necessary logistics support to the Equestrian Events during the preparation and operation stages.

13. At schools, we will continue to co-operate with the relevant government departments and non-government organisations to promote national education while promoting Olympism and the equestrian sport. Educational materials promoting Olympism and the Equestrian Events will also be widely distributed to the public, particular primary and secondary school students, both in Hong Kong and the Mainland via the Internet.

14. A series of exhibitions and cultural programmes on the theme of horses, sports and Olympics will be organised in 2008. These will include a special exhibition to be held at the Heritage Museum with over 100 items of artifacts from the British Museum to portray the story of the ancient Olympics and its relationship with modern Olympics, an exhibition entitled as “Horses in Chinese Culture” to be held at the Museum of History with art works including Chinese paintings, jades, ceramics and Hong Kong art with horse as the theme, and an exhibition entitled “How Sport Works” featuring about 20 interactive exhibits at the Science Museum.

15. The SF&OC is a key partner in promoting sport and Olympism in Hong Kong. The Leisure and Cultural Services Department (LCSD) will

continue to work closely with SF&OC to promote Olympism among students through a series of talks given by the elite athletes and sports sector professionals under the School Sports Education Programme.

16. As mentioned by the Chief Executive in his Policy Address, the LCSD will offer sports facilities for public use free of charge from 1 July to 30 September 2008 to further promote community participation in sporting activities.

Publicity Programmes

17. A number of publicity programmes will be held locally and outside Hong Kong to promote awareness of the Games as well as highlight the embracing of Olympism by Hong Kong as Asia's world city.

18. Locally, we will produce Announcements in the Public Interest (APIs) to promote the Games and the Olympic Spirit, and encourage all members of the community to extend the hand of friendship and welcome to visitors. Radio Television Hong Kong (RTHK) will launch a series of programmes and specials to promote the Games and the Equestrian Events as well as Olympism. A one-stop website will be developed to further promote Olympism.

19. Outside Hong Kong, the HKTB together with our Economic and Trade Offices and the Beijing Office will promote Hong Kong as an Olympic co-host city. Our aims are to attract equestrian lovers, other Olympic spectators and tourists from around the world, and to raise Hong Kong's profile and exposure internationally. Using its existing resources for overseas marketing, the HKTB has already embarked on a series of promotional and public relations activities to leverage the Olympic events in projecting Hong Kong's image as a vibrant world city during the Olympic run-up, and has been working with its travel-trade partners to develop tour packages and itineraries to draw equestrian fans and encourage Mainland-Hong Kong combo-tours before, during and after the Games.

20. We consider that more should be done to make visitors feel welcome and to make their trip as pleasant and hassle-free as possible. Directional signage will be improved. The HKTB also plans to distribute an

Olympic-themed map for tourists with a view to facilitating their visits in the run-up to and during the Games period. In addition, the HKTB will implement a series of experience enhancement initiatives, such as featuring equestrian elements in its mega events (like the Chinese New Year Parade). To add excitement to the New Year's Eve countdown and capture the city's joyful celebrations as we step into 2008 – the Olympic Year, the HKTB will also line up performances prior to the great moment, which will be broadcast live in Hong Kong and shared by overseas audiences.

Initiatives for Cultivating the Olympic co-host city Atmosphere

21. Hong Kong will be dressed up to enhance the Olympic co-host city atmosphere, to provide an attractive backdrop for visitors and residents, and to enhance community interest in the Games. We are working with Official Games Sponsors to erect Olympic-themed buntings, banners and posters at prominent locations including major thoroughfares and streets, footbridges, and the external walls of some government buildings. We have arranged for the display of Olympic-themed posters and airing of APIs at the airport and MTR/KCR stations as well as on buses. These convey Olympic promotional messages to visitors and the public.

22. We will intensify such decoration work as the Games draw near and will cover more prominent locations and all points of entry. Planned initiatives include mounting of Olympic-related decorations at ports of entry, government venues, prominent outdoor locations and tunnel entrances, displaying giant Olympic icons and mascots on the Victoria Harbour waterfront and elsewhere in Hong Kong, and enhanced greening and beautification projects in districts. We will also encourage DCs to incorporate Olympic messages into their district-based projects and decorations.

Projects in Commemoration of the Equestrian Events and for the Promotion of Olympic Legacy

23. Separately, as required by the IOC/BOCOG, we are considering ways to commemorate the staging of Equestrian Events in Hong Kong and to promote the Olympic legacy. Some of the purpose-built Olympic-themed legacy structures like giant Olympic icons, and decorations appealing to

tourists as mentioned above could be retained to form part and parcel of our legacy plan. In addition, we plan to mount a permanent exhibition on Olympics to display important relics relating to the promotion of Olympism and the staging of the Equestrian Events in Hong Kong.

Funding Arrangements

24. The Government has an obligation to prudently spend public funds and will therefore make use of existing manpower resources as far as possible to promote Olympism. We will also appeal to other sources of funding (e.g. the Equestrian Fund, DC's vote on community building projects subject to their agreement, Official Games Sponsors) to support various activities to promote Olympism although we must prevent any breach of Olympic intellectual property rights and avoid ambush marketing so as to protect the commercial interests of the Official Games Sponsors. Given the magnitude, prolonged duration, and extensive coverage of the proposed publicity and promotional programme, we consider that additional resources will be required to effectively implement initiatives such as the territory-wide carnivals, Torch Relays, those initiatives for cultivating the Olympic co-host city atmosphere as required by the IOC/BOCOG.

Financial Implications

25. We estimate that an additional funding of \$150 million is required for the Government to implement the above proposals over a period of two financial years from 2007-08 to 2008-09. A rough breakdown is as follows:

	Item	Total (\$M)
1	Territory-wide carnivals: (a) Torch Relays and related activities; (b) Live Sites, an Olympic-themed square, etc.	25.0 35.0
2	Community participation: education, sport and other activities including exhibitions/lectures, special activities/programmes targeting youths	23.0
3	Publicity programmes including publicity/PR materials, e.g. APIs and multimedia creation	16.0

4	Initiatives for cultivating the Olympic co-host city atmosphere and branding Hong Kong as an Olympic co-host city locally and overseas, and city dress up projects	36.0
5	Projects in commemoration of the Equestrian Events and for the promotion of Olympic legacy	10.0
6	Contingency	5.0
	Total	150.0

A more detailed breakdown of the expenditure items is at **Annex III**. Without this additional funding support, we will not be able to fully meet our obligations required of Hong Kong as an Olympic co-host city and would lose the golden opportunity to promote Olympic/Paralympic Spirit and tourism in Hong Kong.

Economic Benefits

26. The economic benefits of the promotion of Olympism in Hong Kong should be manifold. In terms of intangible benefits, the staging of the Equestrian Events will help project our image as a vibrant world city. The attraction of world-class athletes and coaches, sporting officials and spectators from around the world will help foster the Olympic atmosphere across Hong Kong and raise Hong Kong's international profile. More importantly, this will help inculcate growing interests in sports among our youngsters, and create a strong sport spirit in our community. In terms of tangible benefits, the anticipated rise in incoming visitors will help bolster the inbound tourism industry and the retail business.

Way Forward

27. Subject to Members' comments, we plan to seek the approval from the Finance Committee for the proposed funding as soon as possible.

Home Affairs Bureau
November 2007

**Information Note on Beijing 2008 Olympic and Paralympic
Torch Relays in Hong Kong**

Background

Torch Relay is a prelude to and one of the most important ceremonies of Olympic Games. It aims to spread the Olympic spirit and arouse public active participation in the Games. The Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) will be organising Torch Relays for the Beijing 2008 Olympic Games as well as the Paralympic Games.

2. The Torch Relay for the Beijing 2008 Olympic Games will be held from 25 March to 8 August 2008 worldwide. The theme of the Beijing Olympic Torch Relay is “Journey of Harmony” and the slogan is “Light the Passion, Share the Dream”. The Torch Relay will traverse the longest distance (137,000km), visit five continents and throughout China, and include the largest number of torchbearers (21,880 bearers) in Olympic history. The Torch Relay for the Beijing 2008 Paralympic Games will be conducted from August to September 2008. The theme of the Relay is “Transcendence, Equality and Integration” and it shares the same slogan as the Beijing 2008 Olympic Games.

Torch Relays in Hong Kong

3. Hong Kong has been invited by the BOCOG to organise Torch Relays for both the Olympic and Paralympic Games. The Olympic Torch Relay is most likely to take place in Hong Kong in early May 2008 for about eight hours. The Olympic Flame will be carried by 120

torchbearers to different parts of Hong Kong through various modes of transportation. It will pass through major landmarks and scenic spots of Hong Kong to showcase Hong Kong's gorgeous scenery and unique city glamour to the world.

4. To arouse public interest, we will organise a series of pre-event promotional and community involvement programmes. Upon the arrival of the flame, a Olympic Flame receiving ceremony will be arranged. On the day of the Torch Relay, apart from the launching ceremony and the closing ceremony, we will organise a major community celebration programme en-route involving mass and active participation by members of the public.

5. TV broadcast will be arranged to cover the Torch Relay and the celebration ceremonies and programmes throughout the day. Members of the public and cheering teams are expected to greet and support the torchbearers along the route. We expect that the Torch Relay will create a strong Olympic atmosphere among the local community in the lead up to the Games in August 2008.

6. The Torch Relay for the Paralympic Games in Hong Kong is expected to be held in early September 2008. We plan to organise various publicity and promotional programmes as well as community involvement activities commensurate with the scale of the event.

7. The total budget for the two Torch Relays is \$25M. It is expected that about 200,000 to 300,000 headcounts will join the two events and their related programmes in one way or another. Breakdown of the proposed budget is set out as follows:

Item	Description	Estimated Expenditure (\$) for the Olympic and Paralympic Torch Relays and related activities
1	TV Broadcasting / Production	\$6,000,000
2	Publicity & Advertisements	\$7,000,000
3	Ceremonies / Celebrations / Events Operation	\$11,000,000
4	Outreach Programmes for Public	\$1,000,000
Grand Total		\$25,000,000

**Information Note on Beijing 2008 Olympic and Paralympic
Live Sites in Hong Kong**

Background

Beijing will be hosting the 2008 Olympic Games and Paralympic Games (the Games) in August and September 2008 respectively. Hong Kong is co-hosting the Equestrian Events. The International Olympic Committee (IOC) and the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) require the co-host cities to set up Live Sites at central locations during the Games period to broadcast Olympic/Paralympic competition events live on giant video walls in conjunction with the cultural and entertainment programmes as well as other related activities. The objectives of the Live Sites are to create a positive and festive atmosphere for the Games, to spread the Olympic spirit and culture, and to attract active public participation in the Games.

Olympic and Paralympic Live Sites in Hong Kong

2. To satisfy IOC/BOCOG's requirements and to create a strong Olympic atmosphere for the local community, we will set up two official Live Sites in Victoria Park and Sha Tin Park for the free enjoyment of the public. According to the guidelines set out by the BOCOG, each Live Site will comprise seven zones, namely, (i) Stage performance and broadcast of sporting competitions, (ii) Exhibition area, (iii) Entertainment area, (iv) Fitness area, (v) Kiosk services area, (vi) Sales of licensed products area, and (vii) Information services area. The Live Sites will also have a consistent image and look to tie in with the overall theme and arrangements of the Games. At **Appendix** is a conceptual site plan for the Live Site at Victoria Park.

3. We plan to operate the Live Sites during the Olympic Games period from 8 to 24 August 2008 daily at selected hours. We will arrange for the live broadcast of popular sports competitions and also presentation of diversified cultural and entertainment programmes as well as other related activities for people to enjoy and share the Olympic atmosphere. We will also organise opening and closing ceremonies for the Live Sites for mass participation of members of the public at large. Similar arrangements will be made for the Live Site to be set up on selected dates during the Paralympic Games period from 6 to 17 September 2008.

4. The Hong Kong Tourism Board (HKTB) will also organise celebration activities at the Hong Kong Cultural Centre Piazza for the enjoyment of visitors and local residents.

5. The total budget for the official Olympic Live Sites and HKTB's celebration site is \$35M. It is expected that about 500,000 people will visit the Live Sites/celebration site and enjoy the programmes and activities provided there. Breakdown of the proposed budget is set out follows:

Item	Olympic and Paralympic Live Sites	Estimated Expenditure
1	Programmes and Performance	\$12,800,000
2	Venue Set up and Technical Services	\$11,620,000
3	Publicity and Ceremonial Expenses	\$2,850,000
4	Operational Expenses and Supporting Services	\$2,730,000
		\$30,000,000

Item	An Olympic-themed celebration site to be set up the HKTB during the Olympic Games period	Estimated Expenditure
1	Expenses for the celebration site	\$5,000,000

Total Estimated Expenditure
\$35,000,000

Appendix – Conceptual Site Plan for the Live Site at Victoria Park



- [1.] Stage performance and Broadcast of Sporting Competitions [2.] Exhibition Area [3.] Entertainment Area [4.] Fitness Area
 [5.] Sales of Licensed Product Area [6.] Kiosk Services Area [7.] Information Services Area

Promotion of Olympism

	Item	Description	Total (\$ million)
	Territory-wide Carnivals: Torch Relays, Live Sites, etc.		
1	Torch Relays for Olympic and Paralympic Games	The Torch Relays for Olympic and Paralympic Games will be respectively held in Hong Kong in May and Sep 2008, involving mass involvement activities in addition to the torchbearers. A series of publicity programmes will be organised before the Torch Relay. Key activities to be held on the day of the Torch Relay include live broadcast, ceremonies to celebrate the launching and sending-off of the torch flame, major community celebration programme en-route involving tens of thousands of participants, and celebration programme at the end of the relay.	25.0
2	Live Sites to be set up during the periods of the Olympic/Paralympic Games and an Olympic-themed square	To create a festive atmosphere during the Games period and maximise community involvement in the Games, we will set up Live Sites in Hong Kong as required by the IOC and the BOCOG. Our plan is to set up Live Sites at Victoria Park and Sha Tin Park for the Olympic Games from 8 to 24 Aug 2008. We plan to set up a Live Site for the Paralympic Games on selected dates from 6 to 17 Sep 2008. We will broadcast Olympic competition events live at giant screens and arrange diversified cultural and entertainment programmes for community participation and enjoyment free of charge at the Live Sites. Large scale ceremonies will also be held at the Live Sites to mark their opening and closing. In addition, during the Olympic Games period, the HKTB will turn the Hong Kong Cultural Centre Piazza into an Olympic-themed square for gathering/celebrations in a carnival ambience by visitors and local residents. We may partner with the private sector to set up small sites at shopping plazas for delivering Olympic information and organising activities.	35.0
	<i>Sub-total</i>		<i>60.0</i>
	Community Participation: Education, Sport and Other Activities		
3	Exhibitions and cultural programmes on horses, sports, Olympics and other related themes	A series of exhibitions and cultural programmes on the themes of horses in Chinese culture, sports, Olympics and related themes will be organised. These will include exhibitions of Chinese paintings, jades, ceramics and Hong Kong art works and an exhibition of artifacts from the British Museum on Olympics at the Heritage Museum. Public lectures and workshops will be organised during the exhibitions.	5.0

	Item	Description	Total (\$ million)
4	Olympic-themed youth, cultural exchange and other activities	HAB will join hands with the BOCOG, the SF&OC, the Equestrian Company, schools, uniformed groups, and youth organisations to organise a range of large-scale regional/territory-wide cultural/sport/educational programmes targeting youths to promote Olympism in Hong Kong. Visits to the Olympic host/co-host cities in the Mainland will also be organised for youths. We may mobilise resources to provide hospitality and necessary logistics support to the Equestrian Events during the preparation and operation stages.	18.0
	<i>Sub-total</i>		<i>23.0</i>
	Publicity Programmes		
5	Publicity/PR programmes/materials for the promotion of Olympism targeting local audience and tourists	<p>APIs/videos targeting local audience and tourists would be produced. We will develop a website and publish publications to promote Olympism, covering various cultural/sport/celebration programmes/activities planned/organised by Government and stakeholders (e.g. SF&OC, Equestrian Company, the Equestrian Fund, Hong Kong Equestrian Federation, Consulate-Generals in Hong Kong, District Councils, schools, local organisations and Official Games Sponsors) in connection with the promotion of Olympism and the Games.</p> <p>Olympic decorations on visitor directional signage would be undertaken to cater for the needs of tourists visiting Hong Kong. Olympic-themed publication with maps for visitors would also be distributed by the HKTB. To add excitement to the New Year's Eve countdown and capture the city's joyful celebrations as we step into 2008 – the Olympic Year, the HKTB will line up performances before the great moment, which will be broadcast live in Hong Kong and shared by overseas audiences. Special effects will be added to A Symphony of Lights on the date of the Torch Relay for the Olympic Games and the opening date of the Live Sites for the Olympic Games.</p>	16.0
	Initiatives for cultivating Olympic co-host city atmosphere		
6	Banners, buntings, other decorations	As requested by IOC/BOCOG, Hong Kong as an Olympic co-host city has an obligation to dress-up the City to instill an Olympic atmosphere. In this connection, we will gradually step up our dress-up efforts as the Games draw near. Planned initiatives include mounting of banners, buntings, stickers and other Olympic-related decorations at all ports of entry (e.g. Airport and railway stations), government venues, prominent outdoor locations, tunnel entrances, tour coaches and traffic signal poles; and placing of advertising at public transport stations or vehicles.	18.5

	Item	Description	Total (\$ million)
7	Giant inflatable mascots and Olympic icons	We plan to undertake promotional ideas e.g. display of giant Olympic icons/mascots on the waterfront of the Victoria Harbour and elsewhere in Hong Kong to enhance our Olympic attraction to tourists.	12.5
8	Greening and flower beautification work	To tie in with the theme of “Green Olympics” and to create an atmosphere of an Olympic co-host city, we will also enhance our greening and beautification projects in districts to make our city more attractive to visitors/locals and to arouse their interest in the Games.	5.0
	<i>Sub-total</i>		<i>36.0</i>
	Others		
9	Projects in commemoration of the Equestrian Events and for the promotion of the Olympic Legacy	Hong Kong as an Olympic co-host city has an obligation to commemorate the staging of Equestrian Events in Hong Kong and to promote the Olympic legacy. In this connection, we plan to mount a permanent exhibition on Olympics to display important relics relating to the promotion of Olympism and the staging of the Equestrian Events in Hong Kong. We may also retain the large Olympic-themed structures like giant Olympic rings, and other decorations appealing to tourists.	<i>10.0</i>
10	Contingency		<i>5.0</i>
		Total	150.0