

For discussion on
5 October 2009

Legislative Council Panel on Home Affairs

Hong Kong 2009 East Asian Games

Introduction

This paper aims to update Members on the latest progress of the preparations for the Hong Kong 2009 East Asian Games (EAG).

Background

2. In April this year, we briefed this Panel on the progress of the preparations for the EAG to be staged at the end of the year. Over the past few months, good progress has been made on all fronts. With just about two months to go before the EAG's opening on 5 December, various items of preparations have now entered the final stage. The 2009 East Asian Games (HK) Limited (EAG Company) has been working closely with the relevant government departments and organisations to make good preparations for the successful hosting of the EAG.

Venue Preparation

3. The competition events under the 22 sports of the EAG will be staged in 16 government venues, four non-government venues and some sections of public roads. A list of the EAG competition venues is at the **Annex**.

4. In support of the Hong Kong 2009 EAG, the Government has invested nearly \$400 million in the construction of a new Tseung Kwan O Sports Ground (TKOSG) and another \$800 million in the upgrading of facilities at 13 existing

venues (including Hong Kong Coliseum and Queen Elizabeth Stadium, etc.) in order to meet the requirements for holding the EAG and other international sporting events. The TKOSG, officially opened in May this year, is an athletics facility in Hong Kong certified by the International Association of Athletics Federation for holding continental and regional athletics competitions, including those of the EAG. Moreover, the upgrading works at the 13 venues have all been completed.

5. We have consulted the relevant National Sports Associations (NSAs) and District Councils (DCs) when we planned for the construction of the TKOSG and the upgrading of facilities at existing venues for the EAG. During the course of the construction works and before taking over the venues, we have also made several site visits and held meetings jointly with the EAG Company and the relevant NSAs to ensure that all facilities comply with the requirements of the Games. Subsequent to the completion of the construction/upgrading works, there were some follow-up works required to be done at individual EAG venues and these have already been completed. The minor protuberance found earlier on the tracks of the TKOSG has been repaired properly by the material supplier.

6. As for the four non-government venues, the preparations are also in good progress. Among these venues, construction works for the new Hong Kong Jockey Club International BMX Park, which will serve as the venue for the Cycling (BMX) event, commenced in June 2009 and are expected to be completed in early October. This is the first BMX park in Hong Kong that meets the international standards. The Park will be officially opened at the end of October and test events will be conducted before EAG.

7. Furthermore, some of the EAG events (including Cycling (Road) event and the Half Marathon and Race Walking events under Athletics) will be held on public roads. The EAG Company has, in collaboration with the relevant local NSAs and their respective Asian federations as well as the relevant government departments, identified the appropriate routes for the events. The relevant DCs have also been consulted.

8. We will hold test events at various competition venues prior to the staging of the EAG with a view to familiarising the operational staff with the venue operation and conducting test run of supporting facilities in order to perfect the competition arrangements for the EAG. Starting from early November, we will put up thematic design decorations at the venues to create a coherent and conspicuous image and build up an exciting atmosphere. Moreover, to meet the operational needs of various events, we will also provide temporary facilities such as designated press areas and victory ceremony platforms inside the venues. The relevant decoration and set-up work will be completed in late November. To carry out the above venue decoration and set-up work, the competition venues will be temporarily closed starting early or mid-November until the completion of the EAG events.

Publicity and Promotion Activities

9. Over the past few months, we have staged a series of publicity and promotion activities for the EAG, including the celebration of the 200-day Countdown in May, the rolling out of a comprehensive city dress-up programme at the end of June, and the broadcast of Announcements of Public Interest on TV and radio channels, etc. In addition, a 100-day Countdown Celebration-cum-Torch Relay was held on 29 August. A total of 65 torchbearers took part in the Relay which started at Kowloon Park in the afternoon on that day, passing through Tsim Sha Tsui area, across the Victoria Harbour to Wan Chai, and finally ended at the Golden Bauhinia Square. A Countdown Show was also staged at a television station in the evening. The whole process of the Torch Relay, including the last leg of the relay and the lighting of the cauldron as well as the Countdown Show, was open for media coverage and filming. We have also provided all media with the television signals of the Torch Relay and the Countdown Show through the Information Services Department and Radio Television Hong Kong.

10. In the coming two months or so, more intensive publicity strategies will be adopted to drum up public support for the athletes and the EAG. We will, through various channels and a greater range of activities, encourage the public

to involve actively in the EAG and attend the competition events as spectators. The key activities include:

July to December	Organisation of over 350 district support programmes by the 18 districts with the aim of promoting the EAG extensively in the community
Early September	Extensive distribution of the Learning and Teaching Packages jointly produced by the Education Bureau and the EAG Company to primary and secondary schools throughout the territory
10 September to 30 November	Launching of the School Torch Relay Programme in some 500 primary and secondary schools and tertiary institutions. It is estimated that over 400 000 teachers and students will participate in the Programme
Mid-October	Launching of a new series of city dress-up programmes after the National Day to publicise the date of the EAG Opening Ceremony and the competition events. The public will also be called upon to celebrate the Opening Ceremony of the EAG at the Victoria Harbour and view the fireworks display together on the first Saturday of December
Mid-October	Announcement of the name list of participating athletes and drawing for the grouping of team ball games
End of October	Opening Ceremony of the Hong Kong Jockey Club International BMX Park to introduce the city's first BMX Park that meets international standard to the public
End of October	Launching of a new EAG themed TV series of "Glamour of Sport" to introduce Hong Kong athletes participating in the EAG, the venues and the preparations for the Games

Late October	Joint press conference with 22 NSAs to highlight Hong Kong athletes' readiness for the EAG
Early November	Announcement of medal design
Late November	Pledging ceremony for volunteers
Late November	Opening of the media centre and site visit for the media to see the preparations at various venues
End of November	Announcement of details of the programme production for the Opening Ceremony and the fireworks display
End of November	Announcement of various operational arrangements
4 December	EAG flag raising ceremony at the Olympic Square in Hong Kong Park
5 December	Opening Ceremony of the EAG

11. Apart from the sports sector and schools, we will continue to liaise with other sectors such as the tourism, hotel and transport sectors to encourage various trades and industries to help promote and support the EAG.

Ticketing Arrangements

12. A total of 330 000 EAG tickets have been made available to the public, of which 120 000 education tickets are bought by the Hong Kong Jockey Club Charities Trust for free distribution to students, enabling them to enjoy the atmosphere of the Games as spectators. The remaining some 210 000 tickets are offered for public sale. Over 90% of the tickets are priced at \$50 and \$100. Senior citizens, persons with disabilities and full-time students are entitled to a half-price concession. Tickets have been offered for sale from 31 August 2009

onwards and members of the public may purchase tickets through different channels, including online booking, telephone booking as well as the 23 box offices/ticketing outlets. So far the tickets have been selling quite well. Of the 330 000 tickets, nearly 60% of them have been sold and tickets for the competition events of Diving, Bowling, Cue Sports, BMX, DanceSport, Judo, Taekwondo and Wushu have been sold out.

Broadcasting Arrangements

13. The EAG Company has discussed with seven local electronic media agencies and they have agreed on a broadcasting arrangement in the form of consortium partnership for all the competition events and the Opening and Closing Ceremonies of the EAG. The semi-finals and finals of 10 competition events (including Aquatics, Athletics, Badminton, Basketball, Cue Sports, Football, Rugby Sevens, Table Tennis, Tennis and Volleyball) of the EAG as well as the Opening and Closing Ceremonies will be broadcast live. As for the remaining 12 competition events, arrangements will be made for filming and editing of highlights for delayed broadcast. The media agencies will transmit all the live television signals and edited highlights to the International Broadcasting Centre of the Media Centre for use by all local electronic media free of charge and by the overseas broadcast rights holders.

The Way Forward

14. The Government will work in full collaboration with the EAG Company to continue carrying out all the remaining preparation work for the EAG with a view to making the event a resounding success and enhancing the community's involvement in and enthusiasm for the EAG.

Home Affairs Bureau

September 2009

Competition Venues of the Hong Kong 2009 East Asian Games

Region	District	Venue	Sport
Hong Kong Island	Central & Western	Western Park Sports Centre	Basketball (Preliminaries)
			Wushu (Sanshou & Taolu)
		Hong Kong Squash Centre	Squash (Preliminaries)
		Hong Kong Park Sports Centre	Squash (Finals)
	Wan Chai	Hong Kong Stadium	Rugby Sevens
			Football (Final)
		Queen Elizabeth Stadium	Badminton
			Table Tennis
		South China Athletic Association ^(note)	Shooting
	Eastern	Victoria Park Tennis Centre	Tennis
		Siu Sai Wan Sports Ground	Football (Preliminaries)
	Southern	Aberdeen Tennis and Squash Centre	Squash (Preliminaries)
Stanley Main Beach Water Sports Centre		Windsurfing	
Kowloon	Yau Tsim Mong	King's Park Hockey Ground	Hockey
		Kowloon Park Swimming Pool	Aquatics (Swimming & Diving)
		Hong Kong Coliseum	Volleyball
	Basketball (Finals)		
	Sham	Lai Chi Kok Park Sports Centre	Weightlifting
	Shui Po	Shek Kip Mei Park Sports Centre	Judo
			Taekwondo
		Route 8 (from Sha Tin to Sham Shui Po)	Cycling (Road)
	Kwun Tong	Hong Kong International Trade & Exhibition Centre ^(note)	DanceSport
			Bowling
		Cue Sports	

Region	District	Venue	Sport
New Territories	Sai Kung	Tseung Kwan O Sports Centre	Cycling (Indoor)
		Tseung Kwan O Sports Ground	Athletics
	Sha Tin	Shatin Rowing Centre ^(note)	Rowing
		Ma On Shan Bypass (via Hong Kong Science Park and Tate's Cairn Highway)	Cycling (Road)
	Kwai Tsing	The Hong Kong Jockey Club International BMX Park ^(note)	Cycling (BMX)

Note: non-government venues