

For discussion on
8 January 2010

Legislative Council Panel on Home Affairs
Review on the Hong Kong 2009 East Asian Games

Purpose

This paper reports to Members on the Hong Kong 2009 East Asian Games held in December 2009.

Background

2. The Hong Kong 2009 East Asian Games (EAG) was the 5th edition of the East Asian Games and the first large-scale international multi-sport event ever held in Hong Kong. It was staged at 20 venues and various road sections from 5 to 13 December 2009 (please see Annex 1 for details). Around 2 100 athletes from nine countries and regions¹ competed in 22 sports (Annex 2). As the host city, Hong Kong fielded a delegation of around 400 athletes to participate in all the 22 sports. Six sports were featured as EAG sports for the first time, namely: cue sports, squash, table tennis, windsurfing, rugby sevens and cycling. The nine-day event was held successfully in a safe and orderly manner.

3. The Opening Ceremony of the EAG was held in the evening of 5 December 2009. Unlike the usual practice of other major games, the ceremony took place at the Victoria Harbour with its renowned night scenery as the backdrop, complemented by a floating stage, a parade of adorned vessels and a firework display.

¹ Other than Hong Kong, China, the participating countries and regions included China; Democratic People's Republic of Korea; Guam; Japan; Korea; Mongolia; Macau, China and Chinese Taipei.

4. Athletes from various countries and regions set a total of 58 new EAG records². The Hong Kong delegation also achieved the best-ever result in major games by winning a total of 110 medals, comprising 26 gold, 31 silver and 53 bronze (please see Annex 3 for details) and ranked 4th in the medal tally, coming just after China, Japan and Korea (please see Annex 4 for the medal tally). Hong Kong athletes had outstanding performances in many events and made major breakthroughs in team events like football, rugby sevens and hockey. The Hong Kong Men's football team won a historic gold medal in major games by beating the Japanese team in the finals. The Men's and Women's rugby sevens teams took a silver and a bronze respectively, while the Men's hockey team got a bronze. Hong Kong also did well in its elite sports. For instance, Hong Kong cyclists snatched the gold, silver and bronze medals in the Men's individual road race while the Hong Kong squash team made a clean sweep of all the seven gold medals. Our windsurfing and wushu athletes also won three and five gold medals respectively.

5. While the achievements of Hong Kong athletes in the EAG was remarkable, the success of the EAG hinged on the participation of the whole community and the staunch support from different sectors and organisations in the preparation and staging of the Games.

Participation of the whole community

6. In order to involve the whole community in the EAG, the Administration and the 2009 East Asian Games (Hong Kong) Limited (EAG Company) embarked on various promotional and publicity activities years ago. Such activities included the design of emblem, slogan, mascots, torch, medals, countdown clock and theme song, as well as the setting up of a dedicated EAG website and gallery. After the One-year Countdown Ceremony held on 5 December 2008, promotional and publicity activities gradually intensified, including the 200-day countdown to EAG held in May. The City Dress-up programme and the broadcast of announcements of public interest on television and radio were launched in the end of June. We also issued press releases in the

² The 58 new EAG records comprised 3 in athletics, 3 in shooting, 17 in weight-lifting and 35 in swimming.

Asian region in different languages including Chinese, English, Japanese, Korean and Mongolian to publicise the Games.

7. Publicity activities to promote the EAG culminated about three months before the opening ceremony to enhance public awareness of the event. Major activities included the 100-day countdown to EAG and the torch relay held on 29 August. We also sponsored 12 reporters from Japan, Korea and Taiwan to come to Hong Kong to report on this event and other EAG preparations. In addition, during the period from September to the end of November, the School Torch Relay Programme was held in more than 500 primary and secondary schools and tertiary institutions, attracting the participation of over 400 000 teachers and students. From October onwards, we enhanced the city dress-up programme to boost the atmosphere of the EAG in the city. At the district level, more than 350 supporting programmes were organised by various organisations in the 18 districts. Some of the major ones included the “Sports Carnival” in Wong Tai Sin, the “EAG Floats Procession” in Shum Shui Po and “Celebrating National Day and Welcoming East Asian Games” in Yau Tsim Mong District. Besides, we obtained the support of various trades including transport, hotel and shopping malls to assist in the publicity of the EAG. On the night of the Opening Ceremony of the EAG, some shopping malls also organised celebration activities and live broadcast of the ceremony.

8. During the Games period, public support for the Games was best demonstrated by their attendance at competition venues. Of the 330 000 tickets (including those for the Opening and Closing Ceremonies) available for sale, over 265 000 or about 80% of the tickets were sold. The Hong Kong Jockey Club purchased 120 000 tickets for sponsoring students and teachers or members from over 800 local primary and secondary schools/tertiary institutions/youth groups to watch the competitions. For events with tickets available for sale, 15 out of 22 of them had been sold out before these events started. The overall attendance rate increased from over 30% during the preliminaries to over 80% during the finals, which was higher than many other major games. The attendance rates of individual events such as DanceSport and Taekwondo, even reached 100%.

9. The Opening Ceremony was watched by guests and spectators with admission tickets at the Tsim Sha Tsui Hong Kong Cultural Centre, while about 200 000 people and tourists witnessed the extravaganza on both sides of the Victoria Harbour and more chose to watch the live broadcast on television at various shopping malls or at home. We understand that the Opening Ceremony was also broadcast live via satellite to 18 countries and cities in the region and viewed by hundreds of millions of people. Also, we issued press release of the Opening Ceremony in 12 languages and broadcast a 3-minute clip of the ceremony globally.

10. Apart from the Opening Ceremony, the EAG reached another climax at the football finals on 12 December 2009. Almost 40 000 tickets at the Hong Kong Stadium were sold out on that day, and all local electronic media arranged the broadcast of the game. The most touching moment came when the Hong Kong team won the gold medal at last.

Overseas tourists

11. We began to actively promote the EAG through our overseas Economic and Trade Offices and the overseas offices of the Hong Kong Tourism Board one year before the EAG. We also disseminated news about the EAG through various consulates-general to both their nationals living in Hong Kong and back home. The EAG Company also launched its promotion of the EAG to travel agents and airlines and arranged for reservation of tickets for overseas tourists since June. During the EAG period from 2 to 13 December 2009, over 1.11 million tourists visited Hong Kong, representing an increase of more than 60 000 tourists (about 5.7%) when compared with the corresponding period in the previous year (i.e. 2008). The number represented an increase of 9.1% of Mainland tourists and 1.2% of non-Mainland tourists.

Volunteers and voluntary groups

12. Support from volunteers during the EAG was very important. We started recruiting volunteers in May 2008 and received more than

14 000 applications. About 6 000 people from various sectors of the community were eventually shortlisted to receive general, specific and on-site training to assist in the opening and closing ceremonies, various competitions and related activities, as well as to receive athletes, guests and spectators from different countries and regions.

13. Apart from volunteers, a number of voluntary groups provided services during the EAG. They included the Auxiliary Medical Service, the St. John Ambulance, the Civil Aid Service, the Scout Association of Hong Kong, the Association of Hong Kong Flag-guards and the Hong Kong Sea School. Furthermore, 130 doctors and nurses from the Hospital Authority provided immediate medical services to injured athletes and other people at the competition venues; 150 professional physiotherapists and staff members of the Department of Rehabilitation Sciences and students of the physiotherapy programmes of the Hong Kong Polytechnic University provided professional services to athletes participating in various competitions; about 500 teachers and students from 18 schools and performing groups gave performances at competition venues.

Media Coverage

14. The EAG attracted considerable local and overseas media coverage. The EAG Media Centre, which was converted from the Exhibition Gallery located on the ground floor of the Hong Kong Central Library, accommodated the International Broadcasting Centre for processing and transmitting video and audio signals, the Press Conference Theatre for holding press briefings, and the Press Centre for providing work space for print journalists. Throughout the EAG, a total of about 2 500 journalists (including 2 200 local and 300 from overseas) were accredited. More than 4 000 photographs were issued by various major news agencies, and the news about the EAG was widely covered by both local and overseas media. For example, the news about the Closing Ceremony on 13 December 2009 was transmitted through 423 websites in 14 languages.

Sponsors

15. Apart from the \$123 million allocated by the Finance Committee of the Legislative Council for covering the expenditure of the EAG, individual and corporate sponsors rendered substantive support to the smooth running of the EAG by offering sponsorships of over \$120 million in cash and tens of millions of dollars in kind.

National Sports Associations

16. As each sports event had its own requirements for venue, facilities, timing, scoring and assessment, we must rely on the National Sports Association (NSAs) which were experienced in organising international competitions. The NSAs did a great deal of preparation work before the opening of the EAG, including advising on venue arrangements, assisting in sourcing suitable competition facilities, liaising with referees and organising various test events, so as to ensure that the EAG competitions could be held smoothly.

Related Government Departments and Organisations

17. The success of the EAG also owed much to the concerted efforts of more than 40 government bureaux and departments. The security, traffic and transportation, food and health as well as immigration arrangements for the Games were finalised after thorough deliberation by various government departments and consultation with those affected.

Conclusion

18. While there is room for improvement in the arrangements of individual areas in hosting the EAG, swift follow up actions were taken and contingency plans were implemented by the EAG Company, various government departments and relevant organisations through an effective communication and response mechanism that had been set up beforehand. For example, in response to the request for improvement to door sales service, four new sales outlets were arranged on top of the original three on the same day as we received the suggestion in order to meet the need

of the public and visitors. We had also made improvements to the seating arrangements at individual venues to allow more spectators to watch the competitions at a better angle.

19. The full participation of the Hong Kong community in the EAG and the commendations by the participation teams have helped to enhance the international image of Hong Kong and strengthen our social cohesion.

20. The impressive achievements made by our athletes in the EAG were the results of their arduous training. In this respect, the Administration provided a special grant of \$ 19.4 million in December 2008 for athletes to make preparation and for NSAs to organise test events. The Administration also granted \$5.3 million for the Hong Kong delegation to participate in the event. The EAG provided our athletes with greater exposure to major competitions. They would be better prepared for future events, including the Guangzhou 2010 Asian Games and the London 2012 Olympic Games. The Hong Kong Sports Institute is conducting a more detailed review of the performances of our athletes at the EAG and it will report to the Sports Commission in due course. Taking into account the result of the review and other related factors, the Administration will consider whether it is necessary to have more intensive measures or new initiatives to further support athletes and promote sports development. On the other hand, the valuable experience gained has strengthened the capabilities of participating parties in organising major competitions and formulating promotional strategies, thereby further reinforcing Hong Kong as a capital of sports events.

Advice Sought

21. Members are invited to note the content of the paper.

Home Affairs Bureau
December 2009

2009 東亞運動會比賽項目及場地

2009 East Asian Games Competition Events and Venues

比賽項目		比賽場地
1	水上運動 Aquatics	九龍公園游泳池 Kowloon Park Swimming Pool
2	田徑 Athletics	將軍澳運動場 Tseung Kwan O Sports Ground
3	羽毛球 Badminton	伊利沙伯體育館 Queen Elizabeth Stadium
4	籃球 Basketball	西區公園體育館 Western Park Sports Centre 香港體育館 Hong Kong Coliseum
5	保齡球 Bowling	國際展貿中心 Hong Kong International Trade & Exhibition Centre
6	桌球 Cue Sports	國際展貿中心 Hong Kong International Trade & Exhibition Centre
7	單車 Cycling	公路賽車 - 科學園至馬鞍山繞道 Road Cycling - Science Park to Ma On Shan Bypass 小輪車 - 賽馬會國際小輪車場 BMX - Hong Kong Jockey Club International BMX Park 室內單車賽 - 將軍澳體育館 Indoor Cycling - Tseung Kwan O Sports Ground
8	體育舞蹈 DanceSport	國際展貿中心 Hong Kong International Trade & Exhibition Centre
9	足球 Football	小西灣運動場 Siu Sai Wan Sports Ground 香港大球場 Hong Kong Stadium
10	曲棍球 Hockey	京士柏曲棍球場 King's Park Hockey Ground
11	柔道 Judo	石硤尾公園體育館 Shek Kip Mei Park Sports Centre

比賽項目		比賽場地
12	賽艇 Rowing	沙田賽艇中心 Sha Tin Rowing Centre
13	七人欖球 Rugby Sevens	香港大球場 Hong Kong Stadium
14	射擊 Shooting	南華體育會 South China Athletic Association
15	壁球 Squash	香港壁球中心 Hong Kong Squash Centre 香港公園體育館 Hong Kong Park Sports Centre 香港仔網球及壁球中心 Aberdeen Tennis and Squash Centre
16	乒乓球 Table Tennis	伊利沙伯體育館 Queen Elizabeth Stadium
17	跆拳道 Taekwondo	石硤尾公園體育館 Shek Kip Mei Park Sports Centre
18	網球 Tennis	維多利亞公園網球中心 Victoria Park Tennis Centre
19	排球 Volleyball	香港體育館 Hong Kong Coliseum
20	舉重 Weightlifting	荔枝角公園體育館 Lai Chi Kok Park Sports Centre
21	滑浪風帆 Windsurfing	赤柱正灘水上活動中心 Stanley Main Beach Water Sports Centre
22	武術 Wushu	西區公園體育館 Western Park Sports Centre

附件二
Annex 2

2009東亞運動會比賽項目及金牌數目
2009 EAG Competition Events and Number of Gold Medals of the Events

比賽項目 Competition Events	個別項目的金牌數目 Number of Gold Medals of Individual Events
水上運動 (游泳) Aquatics (Swimming)	40
水上運動 (跳水) Aquatics (Diving)	10
田徑 Athletics	46
羽毛球 Badminton	7
籃球 Basketball	2
保齡球 Bowling	12
桌球 Cue Sports	8
單車 (公路) Cycling (Road)	3
單車 (小輪車) Cycling (BMX)	2
單車 (室內) Cycling (Indoor)	5
體育舞蹈 DanceSport	12
足球 Football	1
曲棍球 Hockey	2
柔道 Judo	18
賽艇 Rowing	13
七人欖球 Rugby Sevens	2
射擊 Shooting	4
壁球 Squash	7
乒乓球 Table Tennis	7
跆拳道 Taekwondo	16
網球 Tennis	5
排球 Volleyball	2
舉重 Weightlifting	15
滑浪風帆 Windsurfing	4
武術 (散手) Wushu (Sanshou)	7
武術 (套路) Wushu (Taolu)	12
金牌數目 Total Number of Gold Medals	262

附件三
Annex 3

2009東亞運動會香港隊獎牌表
2009 East Asian Games Medal List for Hong Kong Team

項目 Sports	獎牌數目 No. of medals	金牌 Gold Medal	銀牌 Silver Medal	銅牌 Bronze Medal	獎牌數目 Total Number of Medals
水上運動(游泳) Aquatic(Swimming)			3	8	11
水上運動(跳水) Aquatic (Diving)				1	1
田徑 Athletics				7	7
羽毛球 Badminton	1	1		2	4
保齡球 Bowling			2		2
桌球 Cue Sports	2	1		1	4
單車(公路) Cycling(Road)	1	1		2	4
單車(小輪車) Cycling (BMX)	1				1
單車(室內) Cycling (Indoor)	1	5		3	9
體育舞蹈 DanceSport				3	3
足球 Football	1				1
曲棍球 Hockey				1	1
柔道 Judo	1			1	2
賽艇 Rowing	1	4		6	11
七人欖球 Rugby Sevens		1		1	2
壁球 Squash	7	5			12
乒乓球 Table Tennis	2	1		5	8
跆拳道 Taekwondo		1		2	3
舉重 Weightlifting				1	1
滑浪風帆 Windsurfing	3	2		2	7
武術(散手) Wushu (Sanshu)		1		4	5
武術(套路) Wushu (Tailu)	5	3		3	11
Total Number of medals 獎牌數目		26	31	53	110

2009東亞運動會獎牌榜
2009 East Asian Games Medals Tally

獎牌數目 No. of Medals	金牌 Gold Medal	銀牌 Silver Medal	銅牌 Bronze Medal	總數 Total
參與國家/地區 Participating Countries / Regions				
中國 China	113	73	46	232
日本 Japan	62	58	70	190
韓國 Korea	39	45	59	143
中國香港 Hong Kong, China	26	31	53	110
中華台北 Chinese Taipei	8	34	47	89
中國澳門 Macau, China	8	9	12	29
朝鮮 DPR Korea	6	8	11	25
蒙古 Mongolia	0	4	16	20
關島 Guam	0	0	1	1