

LEGISLATIVE COUNCIL PANEL ON HOME AFFAIRS

**Procedural and Related Arrangements
for the Submission of a
Bid to Host the 2006 Asian Games**

INTRODUCTION

This paper outlines in brief the procedural arrangements for bidding for the right to host the Asian Games. It also summarises the Administration's thinking on how we might proceed with supporting the submission of a bid by the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) to host the Games in 2006.

BACKGROUND

2. In June of this year the President of the SF&OC announced the SF&OC's intention to bid for the right to host the 2006 Asian Games in the Hong Kong Special Administrative Region. On 30 June the Legislative Council unanimously endorsed a motion moved by the Hon. Timothy Fok –

“That this Council requests the Government to expedite its undertaking to designate land for the building of a multi-purpose stadium and aquatic centre complex adequate for the hosting of the 2006 Asian Games; this Council also urges the Government to consider integrating an art and cultural centre with the complex for the economy of scale, synergy and generation of communal pride, civic identity, quality of life and the development of tourism.”

3. Following consideration of a number of issues related to the viability of a bid to host the 2006 Asian Games, the Administration announced on 20 November its support for the SF&OC to lodge a formal expression of interest with the Olympic Council of Asia (OCA) before the latter's General Assembly in Kuwait on 23 November. The President of the SF&OC duly made known the SAR's interest in bidding to host the 2006 Games to the OCA President, Sheikh Ahmad Al-Fahad Al-Sabah, on 22 November.

4. The Administration has already issued the following papers on this issue –

- (a) a Legislative Council brief, entitled:
“Support for the Bid to Host the 2006 Asian Games”, dated 22 November 1999; and

- (b) a paper for this Panel, entitled:
 “Sports Venues for 2006 Asian Games”, dated 27 November 1999.

As these papers already cover aspects relating to our decision to support the 2006 Games bid, this note will concentrate on procedural aspects and how we propose to take the bid forward.

OCA REQUIREMENTS

5. Article 38 of the OCA Constitution deals with applications to host the Asian Games. Briefly, any application should be made by a member of the OCA – in the case of the SAR this would be the SF&OC – in accordance with the form prescribed by the OCA. This form requires the applicant to provide information regarding the individual sports to be included in the Games programme, the proposed dates of the Games, the facilities and general arrangements proposed, as well as information about the proposed host city.

6. The OCA also requires the member applying for the right to host the Games to obtain the written approval of its government. A payment of US\$10,000 is required upon application, with a further payment of US\$190,000 to be paid by the successful bidding member within three months of the OCA’s announcement of the results of the bidding.

Timing of the Bid for the 2006 Games

7. At the General Assembly meeting on 23 November, the Secretary General of the OCA informed members that the OCA would open the bidding for the 2006 Asian Games in January 2000. A complete set of bid documents would be sent to the interested Olympic Committees – including of course the SF&OC. Upon invitation, members have 90 days in which to submit applications in writing to the President of the OCA. It is likely, therefore, that the deadline for submitting a bid to host the 2006 Asian Games will be some time in April 2000.

8. Following the submission of formal bids to host the 2006 Games, the OCA will begin to evaluate the applications, and will visit the cities concerned. The final decision on the hosting of the Games is scheduled to be made by the OCA at its 19th General Assembly in Pusan, South Korea in November 2000.

SAR GOVERNMENT SUPPORT IN THE BIDDING PROCESS

9. The Administration recognizes that Hong Kong will need to prepare a strong and competitive bid to host the 2006 Asian Games. As pointed out in para. 5 above, the bid will have to be put forward by the SF&OC.

In order to ensure that the SF&OC can put forward a potentially successful application, we propose to assist the SF&OC through the setting up of a Bidding Committee. As advised through our announcement issued on 20 November 1999, this Committee will be led by Government and we will invite the SF&OC to join the Committee to participate in the formulation of the bid.

Expert Input

10. Before putting forward a formal bid to host the 2006 Games, we consider it desirable to have as clear a picture as possible of the likely financial implications of hosting the Games in the SAR. We therefore intend to engage the services of an independent financial consultant to provide us with a detailed analysis of the potential costs which the SAR would be likely to incur, as well as a projection of potential income from sources such as sponsorship, franchising, broadcasting rights and ticket sales. For reference, according to the report of the Bangkok Asian Games Organizing Committee, the 1998 Games attracted US\$103.36 million, or approximately HK\$804 million in revenue.

11. To assist in promoting Hong Kong's bid we would also look to hire the services of specialist public relations consultants with experience in mounting campaigns for major Games. In this regard, we have already begun sounding out professionals with a proven track record in helping to win Olympic Games and Commonwealth Games for their clients.

FUTURE ACTION

12. Within the next three weeks we intend to put the bidding process firmly in train by appointing the Bidding Committee and the relevant expert consultants. In due course, we shall brief Members of this Panel on the findings of our financial consultants, as well as on the work of the Bidding Committee.

13. For the SAR to be able to mount a competitive bid to host the 2006 Asian Games it is essential that the whole sports community, as well as the wider community of Hong Kong take a positive and constructive approach to this endeavour. We trust that this Panel and Members of the Legislative Council will contribute to the community's efforts to secure this landmark event for Hong Kong by offering appropriate advice and support.

Home Affairs Bureau
4 December, 1999