

For information

Legislative Council Panel on Home Affairs

Supplementary Information on Promotion of Olympism

Purpose

This paper seeks to set out the supplementary information requested by Members on the proposal to seek \$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. At the Legislative Council Panel on Home Affairs (HA Panel) meeting held on 9 November 2007, Members supported the submission of the funding proposal (ref. LC Paper No. CB(2)245/07-08(01)), to the Finance Committee (FC). We also undertook to provide more detailed supplementary information on the funding proposal prior to the FC's meeting for Members' consideration.

Supplementary Information

Measures to promote the message of integration of able-bodied and disabled persons in the community

3. We echo the target of the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) that "the Paralympic Games will be of equal splendour to the Olympic Games". In devising the publicity and promotional programmes, we focus on not only the promotion of Olympism, but also concepts of integration and equality as enshrined in the Paralympic Spirits. We will undertake the following programmes which will help promote the messages of integration.

4. We will take advantage of the major territory-wide carnivals to enhance public understanding of the sport for the disabled and to promote the spirit of integration between the able-bodied and disabled persons. A Torch Relay and a Live Site will be dedicated to the Beijing 2008 Paralympic Games (Paralympic Games). The Torch Relay for the Paralympic Games is expected to be held in September 2008 and various community involvement programmes including launching and closing ceremonies commensurate with the scale of the event will be organised. Pre-event publicity programmes will also be held months before the torch relay to enhance people's understanding of the sport for the disabled and to promote the spirit of integration between the able-bodied and the disabled persons, i.e. "Society for All". A Live Site (i.e. carnival), with broadcast of Paralympic events and staging of cultural and entertainment activities, is also tentatively planned for the Paralympic Games at Sha Tin Park on selected dates and hours from 6 September to 17 September 2008. Details, duration and timing for the Paralympic Torch Relay and Live Site have yet to be finalised as we are still discussing details with BOCOG.

5. To publicise the Paralympic Games, promote Paralympism and the message of integration, and demonstrate Hong Kong's support for the athletes taking part in the Paralympic Games, television (TV) and radio Announcements in the Public Interest (APIs), and government sponsored special TV and radio segments will be produced. Interview segments with the disabled athletes will also be produced and posted at a one-stop website being developed by the Information Services Department for the promotion of the Games, for conveying to the public the message of integration.

6. We will also erect mascots, banners, buntings and other Olympic/Paralympic-themed decorations at different locations throughout Hong Kong, including venues of the Leisure and Cultural Services Department and ports of entry. The display of visually attractive designs at prominent locations will enhance awareness of both the Beijing 2008 Olympic and Paralympic Games (the Games) among the public, cultivate the Olympic/Paralympic atmosphere and promote the concept of integration.

7. Last but not least, accessibility for the disabled persons is high on our agenda. The Olympic and Paralympic celebration events will be accessible

to all including the disabled persons. This not only demonstrates our commitment to equality, but also offers additional integration opportunities for able-bodied and disabled persons in these events.

Measures to facilitate the participation of members of the public from different districts in the promotional activities and the experiencing of Olympic co-host city atmosphere

8. The Games will also provide a good opportunity for extensive public involvement in celebrations. By setting up the Olympic Live Sites at Victoria Park (located on the Hong Kong Island) and Sha Tin Park (located in New Territories), and the Olympic-themed square at the Hong Kong Cultural Centre (located in Kowloon), we seek to make it convenient for people from different parts of Hong Kong to participate in the cultural and entertainment activities staged at the Live Sites and the Olympic-themed square.

9. To enable people living in different districts to enjoy the Olympic/Paralympic carnival atmosphere, we are now exploring with the private sector and the Housing Authority the possibility of setting up celebration sites at selected locations for live broadcast of the competition events, delivering Olympic information, and organising activities. We will also separately liaise with local organisations and non-governmental organisations (NGOs) to encourage them to join the Torch Relays and arrange organised visits to our Live Sites, if necessary through funding from District Councils. In addition, by reserving performance time for the district-based arts performance groups at the Live Sites, the district-based organised visit groups can support their neighbours/local peers, fostering a stronger sense of neighbourhood.

10. To enable residents in different districts to experience the Olympic co-host city atmosphere in their local vicinity, Olympic themes have also been incorporated into the Christmas/Chinese New Year lighting display at the districts as far as possible. We will also mount lamp-post buntings, giant wall banners and other Olympic/Paralympic-themed decorations at prominent locations in districts in order to cultivate the Olympic/Paralympic atmosphere.

Supplementary information on the exhibition showcasing horse-themed artefacts

11. An exhibition to be staged by the Leisure and Cultural Services Department at the Museum of History will showcase about 120 items of artefacts drawn from the major museums and cultural institutes of the Mainland. Many exhibits will reflect different themes on horses, for example the development of horse harnesses and chariots as well as their significance in national defence, foreign trade and daily life in the Chinese history. The role of horses in the cultural interaction between East and West will be discussed. Hong Kong artwork with horses as the theme will also be displayed.

Anticipated number of visitors drawn by the 2008 Olympic and Paralympic Equestrian Events (the Equestrian Events) and anticipated number of participants joining the Games-related programmes

12. Unlike other international events, the duration for promoting Olympism and encouraging the participation of the community extends for quite an extensive period. The Games per se last for more than four weeks as the highlight of Year 2008. In fact the periods leading up to the eventual co-hosting of the Games should witness many other community involvement and school-based activities spread across different parts of the territory.

13. A rough headcounts of Mainland/overseas visitors to be drawn by the Equestrian Events, consisting of athletes, sporting officials and entourage, equestrian spectators, as well as media reporters, will be around 45 000. We also expect that about 200 000 to 300 000 headcounts, excluding on-lookers along the relay route, will join the activities relating to the Olympic and Paralympic Torch Relays, and a total of 500 000 headcounts at least will visit the Olympic and Paralympic Live Sites as well as the Olympic-themed square at the Hong Kong Cultural Centre Piazza.

Breakdown of Budget

14. As requested by Members, detailed breakdowns of the overall budget, Torch Relays and Live Sites are appended at Enclosure 1, 2 and 3 respectively.

Advice Sought

15. Members are invited to note the supplementary information regarding the publicity and promotional programmes for the promotion of Olympism. We hope Members would support our FC submission when we bid for \$150 million on 14 December 2007.

Home Affairs Bureau
December 2007

Breakdown of the Funding Sought

	Major Item	Individual items	Description	Total (\$ million)
Territory-wide Carnivals: Torch Relays, Live Sites, etc.				
1	Torch Relays	Olympic and Paralympic Torch Relay	Live TV broadcasting/production, publicity/advertising, ceremonies/celebrations/events operation, outreach programmes for the public (Please refer to Enclosure 2 for a detailed breakdown)	22.0
<i>Sub-total for item (1)</i>				22.0
2	Live Sites / celebration site to be set up during the Olympic and Paralympic Games periods	Olympic and Paralympic Live Sites at Victoria Park and Sha Tin Park	Programmes/performances, venue set-up and technical services, publicity and ceremonies, operational needs and supporting services (Please refer to Enclosure 3 for a detailed breakdown)	30.0
		Olympic celebration site at the Hong Kong Cultural Centre Piazza	Programmes/performances, venue set-up and technical services, publicity and ceremonies, operational needs and supporting services	5.0
<i>Sub-total for item (2)</i>				35.0
Funding required for territory-wide carnivals: Items (1) and (2)				57.0
Community Participation: Education, Sport and Other Activities				
3	Exhibitions and cultural programmes	An exhibition showcasing horse-related artefacts drawn from the major museums and cultural institutes of the Mainland	Funding required for the exhibition	5.0
<i>Sub-total for item (3)</i>				5.0
4	Olympic-themed youth, cultural exchange and other activities	Large-scale regional/territory-wide cultural, sport and educational programmes, as well as exchange visits to the Olympic host and co-host cities in the Mainland	Funding support for youth-focused cultural, sport and educational programmes as well as cultural exchange activities	8.0
		School-based programmes for the promotion of Olympism and/or sports	Funding support for primary and secondary schools, e.g. song or poetry competitions, sports competitions, etc.	7.0
		Community support to the Equestrian Events	Funding support for volunteer, hospitality and logistics services to the Equestrian Events during the preparation and operation stages	5.0
<i>Sub-total for item (4)</i>				20.0
Funding required for community participation: Items (3) and (4)				25.0

	Major Item	Individual items	Description	Total (\$ million)
Publicity Programmes				
5	Publicity/public relations programmes/materials for the promotion of Olympism	Overseas publicity and promotional programmes targetting key overseas markets	(a) A regional TV campaign to be launched in partnership with major cable channels, such as National Geographic and ESPN; (b) Production of special segments and feature articles for overseas TV and print media; and (c) Targetted consumer promotions with overseas equestrian federations and travel trade in key long-haul markets	9.5
		Production and broadcast of videos/APIs for the promotion of Olympism/Olympic Games/Paralympic Games/Equestrian Events targetting local/Mainland/overseas audience and visitors in general	(a) A video on Hong Kong and its preparation work for the Equestrian Events targetting local and overseas audience; (b) A series of TV and radio APIs promoting Olympism and Paralympism, demonstrating Hong Kong's commitment as a good host and showing support to the Hong Kong athletes taking part in the Olympic and Paralympic Games; (c) A set of TV and radio APIs announcing various arrangements relating to the Equestrian Events; and (d) Broadcast of videos and APIs at shopping malls, the Airport, MTR stations and various tourist destinations	3.4
			Special programmes for broadcast on local/Mainland/overseas TV and radio stations	4.5
			A documentary video recording Hong Kong's participation as an Olympic co-host city	0.6
		Production of a promotional video for overseas consumers and trade	To be shown at major consumer and trade shows worldwide, and posted on the one-stop portal of the HKTB and various consumer channels	2.0
		Other publicity and promotional initiatives/materials	Olympic decorations to dress up visitor directional signs in 18 districts	0.5
			Olympic-themed booklets with maps to facilitate Olympic fans and visitors in general in the summer of 2008	0.8
		"Greet & Meet" at the Airport and Lo Wu	Arrange "Meet & Greet" to welcome visitors during the core periods of the Olympic and Paralympic Games	0.5
		Website development - a one-stop portal for the promotion of Olympism and updated information to local residents and visitors	Website design and development of interactive games	0.4
			Production of a music video on the theme song and interview segments with Hong Kong's able-bodied and disabled athletes	0.5
Funding required for publicity programmes : Item (5)				22.7

	Major Item	Individual items	Description	Total (\$ million)
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Initiatives for cultivating Olympic co-host city atmosphere

6	City dress-up covering all districts and prominent sites	Decorations at LCSD venues	Mascots, buntings, giant wall banners, outdoor sticker decoration on glass panels, exhibition boards, decoration of walls and pillars to be displayed in about 35 prominent LCS venues throughout the territory.	8.0
		Decorations at ports of entry (e.g. Airport and railway stations)	Mounting of banners, buntings, stickers and other Olympic-themed decorations	3.0
		Decorations for tour coaches	Stickers and other Olympic-themed decorations	0.5
		Decorations at other prominent public locations	Stickers on meter heads of on-street parking spaces, posters on traffic signal poles, and rentals for advertising spaces at government tunnels	3.2
			Lamp-post buntings and giant wall banners at outdoor locations	0.8
		Advertising on public transport	Bus/tram body advertising	0.8
	Greening and flower beautification work	(a) Mosaiculture of Olympic Rings and BOCOG emblem; and (b) Planting of seasonal flowers in August and September 2008	5.0	
Other structures	Mega Olympic rings	To construct mega Olympic rings on the waterfront of the Victoria Harbour for display during the Olympic and Paralympic Games	7.5	

Funding required for initiatives for cultivating Olympic co-host city atmosphere: Item (6) **28.8**

Olympic Legacy Projects

7	Projects in commemoration of the Equestrian Events and for the promotion of the Olympic Legacy	Olympic legacy projects	To commemorate the Equestrian Events staged in Hong Kong and to leave a lasting legacy, we plan to mount a permanent exhibition on Olympics to display important artefacts relating to the promotion of Olympism. We may also retain the large purpose-built Olympic-themed structure and other decorations which are appealing to local residents and visitors.	8.0
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Funding required for Olympic legacy projects: Item (7) **8.0**

Contingency

8	Contingency			8.5
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Funding reserved for contingency purposes: Item (8) **8.5**

Total funding required for the publicity and promotional programme: Items (1) to (8) **150.0**

**Breakdown of Estimated Expenditure
for the Olympic and Paralympic Torch Relays**

Description	\$	\$
1 Live television (TV) broadcasting / production for two Torch Relays		6,000,000
2 Publicity and advertising for two Torch Relays		3,000,000
(a) Advertisements (newspapers and supplements), bunting and directional signs etc.)	500,000	
(b) Pre-event promotion (press conference, production of Announcements in the Public Interest (APIs) and TV/radio trailers)	1,600,000	
(c) Other publicity materials (posters, banners, buntings, leaflets and inflatable features)	900,000	
3 Ceremonies / celebrations / events operation for two Torch Relays		12,000,000
(a) Ceremonies to receive the Flame, and launching and closing ceremonies for both Torch Relays, as well as community celebration programmes for the Olympic Torch Relay – venue decoration (stage, lighting and PA system) and performances	7,500,000	
(b) Event staff cost (cleansing workers, security guards, uniform and meals for volunteers)	2,050,000	
(c) Transportation	600,000	
(d) Printing materials and equipment	850,000	
(e) Others (ceremonial expense, marquees, photography and mobile toilets)	1,000,000	
4 Outreach programmes for public for two Torch Relays		1,000,000
(a) Miscellaneous expenses/equipment for on-lookers and cheering teams	200,000	
(b) Roving exhibitions	510,000	
(c) Hiring and decoration of floats and production of souvenirs	290,000	
	Total	<u>22,000,000</u>

**Breakdown of Estimated Expenditure
for the Olympic and Paralympic Live Sites**

Description	\$	\$
1 Programmes and performance for three Live Sites (two for the Olympic Games and one for the Paralympic Games)		12,800,000
(a) Opening ceremonies/closing ceremonies cum variety shows with TV telecast services	5,200,000	
(b) Celebration programmes (fitness corner, games stalls and fringe activities etc.)	3,300,000	
(c) Entertainment programmes including production fees	4,300,000	
2 Venue set-up and technical services for three Live Sites		11,620,000
(a) Venue decoration (backdrop, stage, bunting and directional signs etc.)	3,000,000	
(b) Hire of giant outdoor video walls	2,000,000	
(c) Lighting, public address system and electrical works	3,400,000	
(d) Setting up of marquees, information counter, cooling stations and other supporting equipment	3,220,000	
3 Publicity and ceremonial expenses for three Live Sites		2,850,000
(a) Press conference and public relations activities	800,000	
(b) Printing materials (including posters, leaflets, brochures)	1,080,000	
(c) Ceremonial expenses (including souvenirs for participants)	970,000	
4 Operational expenses and supporting services for three Live Sites		2,730,000
(a) Security, cleansing services and service groups	1,830,000	
(b) Miscellaneous	900,000	
	Total	30,000,000