

CONTROLLING OFFICER'S REPLY

(Question Serial No. 5406)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not specified

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Ms Michelle LI)

Director of Bureau: Secretary for Home Affairs

Question:

Regarding the 6th Hong Kong Games (HKG) held in 2017, please inform this Committee of the following:

- (a) What is the actual expenditure for the 6th HKG? What is the specific breakdown of the expenditure for venue and equipment, staff expenses and allowances, publicity and promotion, etc.?
- (b) Please set out in a table the numbers of athletes taking part in various sports events in the HKG in 2017.
- (c) Please set out in a table the average attendance figures and average attendance rates of final competitions of various sports events in the HKG in 2017.
- (d) Please set out in a table the average number of viewers watching live webcast of final competitions of various sports events in the HKG in 2017.
- (e) What measures did the Government adopt to publicise and promote the 6th HKG, with a view to encouraging public participation and attracting members of the public to watch the competitions? Will the Government review the publicity and promotion strategies to draw more public attention to the HKG as well as more participation in future? If so, what are the details? If no, what are the reasons?
- (f) Will the Government consider reviewing the mode of the HKG to enhance the appeal of the event? If so, what are the details? If not, what are the reasons?

Asked by: Hon MA Fung-kwok (Member Question No. (LegCo use): 43)

Reply:

- (a) The actual expenditure for the 6th Hong Kong Games (HKG) held in 2017 is \$39.5 million. The breakdown of the expenditure is set out below –

Items	Expenditure (\$ million)
Competitions and training (District athlete selection competitions, pre-match training of district teams and inter-district competitions of 8 sports)	16.8
Community participation programmes	11.0
Promotion and publicity	11.7
Total	39.5

- (b) The number of athletes taking part in the selection and inter-district competitions of 8 sports in the 6th HKG are as follows –

Sports	Number of athletes	
	Selection	Inter-district competitions
Athletics	728	568
Badminton	698	427
Basketball	925	419
Futsal	427	274
Swimming	444	378
Table Tennis	891	319
Tennis	631	291
Volleyball	1 644	593
Total	6 388	3 269

- (c) The total number of spectators of inter-district competitions of the 8 sports in the 6th HKG is listed below –

Sports competitions	Number of spectators
Athletics	1 150
Badminton	4 200
Basketball	4 756
Futsal	5 832
Swimming	1 710
Table Tennis	3 644
Tennis	2 737
Volleyball	4 000
Total	28 029

- (d) The number of viewers watching live webcast of final competitions on the event days of the 8 sports events in the 6th HKG is as below –

Sports competitions	Number of viewers
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Athletics	3 964
Badminton	9 723
Basketball	6 629
Futsal	4 102
Swimming	3 851
Table Tennis	9 035
Tennis	3 074
Volleyball	17 727
Total	58 105

The total number of viewers watching the webcast of final competitions of the 8 sports events as at March 2018 is over 160 000.

- (e) & (f) The 6th HKG was held in 2016 and 2017 which featured 8 sports competitions and a wide array of community events. We publicised and promoted the events through different channels and platforms, including printed, online and social media, extensive marketing and advertisements, as well as partner organisations such as the District Council, schools and “national sports associations” (NSAs). Apart from sports competitions, a total of 21 major community participation programmes were organised for public participation to promote sport for all. The number of participants/spectators of major community participation programmes in the 6th HKG is as follows –

Major community events	Number of participants/ spectators
Vitality run cum carnival	5 600
Pledging ceremonies and district promotional activities	113 450
Inter-district cheering team competition	1 954
Roving exhibitions	21 000
Sports seminar, sports demonstrations and exchange programmes	1 779
Opening and prize-presentation ceremonies	10 430
Public voting activities	281 210
Total	435 423

With a view to attracting more members of the public to watch the sports competitions, the following new initiatives were introduced in the 6th HKG –

- (i) arranging live webcast of the finals of the 8 sports competitions;
- (ii) inviting renowned elite athletes to attend the finals of the sports competitions;
- (iii) organising prize quiz, sports demonstrations, and dance performances on the days of the finals;

- (iv) setting up large-scale 3D models and photo-taking area at the competition venues; and
- (v) distributing event-specific souvenirs to spectators.

An Organising Committee (OC), comprising representatives from the Community Sports Committee, 18 District Councils, the Sports Federation & Olympic Committee of Hong Kong, China, relevant NSAs, the Home Affairs Bureau and the Leisure and Cultural Services Department, oversees and evaluates the organisation and effectiveness of each HKG. The 7th HKG OC will be formed shortly to review the overall operation of the 6th HKG, including the mode and promotion strategies, and formulate the detailed arrangements of the 7th HKG to enhance the appeal of the event and public participation.

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