

**CONTROLLING OFFICER'S REPLY**

**HAB131**

**(Question Serial No. 2290)**

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 (Vincent LIU)

Director of Bureau: Secretary for Home Affairs

Question:

Regarding the 7th Hong Kong Games (HKG) held in 2019, please inform this Committee of the following:

- (a) What is the actual expenditure for the 7th 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 7th HKG.
- (c) Please set out in a table the average attendance figures and average attendance rates of final competitions of various sports events in the 7th HKG.
- (d) Please set out in a table the average number of viewers watching live webcast of final competitions of various sports events in the 7th HKG.
- (e) Did the Government arrange live or pre-recorded broadcast of competitions of the HKG? If so, what are the details? How many viewers watch each competition?
- (f) What measures did the Government adopt to publicise and promote the 7th HKG, with a view to encouraging public participation and attracting members of the public to watch the competitions? How effective were such measures? 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?
- (g) 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 (LegCo internal reference no.: 100)

Reply:

- (a) The actual expenditure for the 7th Hong Kong Games (HKG) held in 2018 and 2019 is \$41.7 million. The breakdown of the expenditure is set out below:

Item	Expenditure (\$ million)
Competitions and training (District athlete selection competitions, pre-match training of district teams and inter-district competitions of 8 sports)	17.3
Community participation programmes	12.8
Promotion and publicity	11.6
Total	41.7

- (b) The number of athletes taking part in the selection and inter-district competitions of 8 sports in the 7th HKG are as follows:

Sport	Number of athletes	
	Selection	Inter-district competitions
Athletics	798	555
Badminton	956	412
Basketball	949	482
Futsal	544	295
Swimming	540	390
Table Tennis	1 199	326
Tennis	711	283
Volleyball	1 771	601
Total	7 468	3 344

- (c) The total number of spectators of inter-district competitions of the 8 sports in the 7th HKG is listed below:

Sport	Number of spectators
Athletics	1 160
Badminton	3 130
Basketball	4 792
Futsal	5 872
Swimming	1 775
Table Tennis	3 740
Tennis	2 207
Volleyball	3 190
Total	25 866

- (d) & (e) The finals of the 8 sports of the 7th HKG were held during the “HKG Finals Fortnight” scheduled for 18 to 19 and 25 to 26 May 2019 to create an ambience of HKG and make the competitions more exciting. Radio Television Hong Kong (RTHK) arranged live webcast of the finals of all the 8 sports on RTHK YouTube Channel, HKG’s dedicated website and HKG’s YouTube Channel. Apart from live webcast, RTHK also arranged live broadcast of the finals of 4

sports, namely swimming, volleyball, futsal and basketball on RTHK TV 32 to attract more members of the public to watch the sports. The total number of viewers watching the finals of the 8 sports via webcast and RTHK TV as at 31 August 2019 is as follows:

Sport	Number of viewers		
	Webcast	TV	Total number of viewers
Athletics	16 479	38 520	54 999
Badminton	44 740	19 260	64 000
Basketball	25 727	12 840	38 567
Futsal	18 267	19 260	37 527
Swimming	21 544	38 520	60 064
Table Tennis	20 427	12 840	33 267
Tennis	12 915	25 680	38 595
Volleyball	24 217	44 940	69 157
Total	184 316	211 860	396 176

- (f) & (g) The 7th HKG was held in 2018 and 2019 featuring competitions of 8 sports and a wide array of community events. We promoted the HKG through different channels and promotional platforms, including printed materials, online and social media, together with extensive marketing and advertisements. We also organised a number of community participation programmes in collaboration with various partner organisations such as the District Councils, the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), schools and “national sports associations” (NSAs). These included a number of innovative events such as “Sports Legacy - Exercise to Get Super Fit”, “HKG 7-minute School Vitality Run” and “Rugby Sevens Demonstration Event”, etc. to promote sport for all. The number of participants/spectators of major community participation programmes in the 7th HKG is as follows:

Major community events	Number of participants/ spectators
Sports seminar, sports demonstrations and exchange programmes	1 340
18 Districts’ Pledging cum Cheering Team Competition	2 020
Vitality run cum carnival	5 740
HKG 7-minute School Vitality Run	21 179
District Pledging Ceremonies and promotional activities	60 429
Themed Exhibition at Hong Kong Flower Show 2019 <sup>(1)</sup>	40 000
Opening and prize-presentation ceremonies	8 893
Public voting activities	347 145
Total	486 746

Note

- (1) One of the spectacular mosaiculture displays in the Hong Kong Flower Show 2019 adopted the HKG as its theme, demonstrating the active participation of athletes in the 8 sports and demonstration events as well as their unyielding sportsmanship.

With a view to attracting more members of the public to watch the sports competitions, the following new initiatives were introduced in the 7th HKG:

- (i) inviting renowned elite athletes and sports ambassadors of the 7th HKG to produce promotional videos for wide broadcast on websites, social media platforms and at the leisure venues of the Leisure and Cultural Services Department (LCSD);
- (ii) arranging live webcast of the finals of the 8 sports and live broadcast of the finals of 4 sports on RTHK TV 32;
- (iii) organising sports games, namely “Fun for All@Hong Kong Games” during the intermissions of the finals of the sports for spectators to enjoy the fun of sports;
- (iv) inviting renowned elite athletes to attend the finals of the sports; and
- (v) setting up large-scale 3D models and photo-taking corner at the competition venues.

An Organising Committee (OC), comprising representatives from the Community Sports Committee, 18 District Councils, the SF&OC, relevant NSAs, the Home Affairs Bureau and the LCSD, oversees and evaluates the organisation and effectiveness of each HKG. The 7th HKG OC commissioned an academic institution to conduct a survey during the competition period to assess the effectiveness of the HKG. The 8th HKG OC will be formed shortly to review the overall operation of the 7th HKG, including the mode and promotion strategies, and formulate the detailed arrangements of the 8th HKG so as to enhance the appeal of the event and public participation.

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