

**CONTROLLING OFFICER'S REPLY**

**HAB171**

**(Question Serial No. 2371)**

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 8th Hong Kong Games (HKG) to be held in 2022, please inform this Committee of the following:

- (a) What is the estimated expenditure for the 8th HKG? What is the specific breakdown of the estimated expenditure for venue and equipment, staff expenses and allowances, publicity and promotion, etc.?
- (b) 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? 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 not, what are the reasons?

(Note: The Leisure and Cultural Services Department has verified with the Legislative Council Office of Hon MA Fung-kwok through the Legislative Council Secretariat that “the 7th HKG” as mentioned in Question (b) should be amended as “the 8th HKG”.)

- (c) 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.: 37)

Reply:

- (a) The Hong Kong Games (HKG) is held on a biennial basis. The 8th HKG originally scheduled for 2020 and 2021 will be postponed for a year to 2021 and 2022 due to the impact of COVID-19. Athlete selection in the 18 districts and most of the community participation programmes originally scheduled for 2020 will be postponed to 2021.

The estimated expenditure for the 8th HKG is \$51.4 million. The breakdown of the expenditure is set out below:

| Items  | Estimated Expenditure<br>(\$ million) |
|--|---------------------------------------|
| Competitions and training<br>(District athlete selection competitions, pre-match training of district teams and inter-district competitions of 8 sports) | 21.7                                  |
| Community participation programmes   | 17.1                                  |
| Promotion and publicity  | 12.6                                  |
| Total  | 51.4                                  |

- (b) & (c) The events of the 8th HKG postponed to 2021 and 2022 include 8 sports competitions, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball as well as a wide array of community events. We will publicise and promote the HKG through different channels and platforms, including printed materials, online and social media, together with extensive marketing and advertisements, as well as collaborate with various partner organisations such as the District Councils (DCs), the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), schools and “national sports associations” (NSAs).

Apart from sports competitions, a wide array of community participation programmes will be organised. While the “HKG Mascot Voting” was already held in 2020, the community participation programmes will be organised from 2021 to 2022 to promote sport for all including ‘Webinars of the HKG – “The New Normal of Sports and Wellness Series”’, “Sports Legacy – Exercise to Get Super Fit”, “HKG 8-minute School Vitality Run”, “Women’s Futsal Demonstration Event” and “3 on 3 Basketball Demonstration Event”, etc.

The estimated number of participants/spectators of major community participation programmes in the 8th HKG is as follows:

| Major community events   | Estimated number of participants/spectators |
|--|---|
| HKG Mascot Voting  | * 3 141                                     |
| Webinars of the HKG - “The New Normal of Sports and Wellness Series” | 1 200                                       |
| Sports seminar, sports demonstrations and exchange programmes        | 1 240                                       |
| 18 Districts’ Pledging cum Cheering Team Competition                 | 2 000                                       |
| Vitality Run cum carnival  | 6 300                                       |
| HKG 8-minute School Vitality Run                                     | 25 000                                      |
| District Pledging Ceremonies and promotional activities              | 65 000                                      |
| Themed Exhibition at Hong Kong Flower Show 2022                      | 40 000                                      |
| Opening and prize-presentation ceremonies                            | 10 300                                      |

|                          |         |
|--------------------------|---------|
| Public voting activities | 350 000 |
| Total                    | 504 181 |

\* The event was completed.

With a view to attracting more members of the public to participate in or watch the sports competitions and community involvement programmes, the following new initiatives/arrangements will be implemented in the 8th HKG:

- (i) holding the online “HKG Mascot Voting”, in which members of the public voted for their favourite mascot which they considered best represent the HKG through the dedicated website of the HKG, and “Cheering Larry” was selected. In addition, “Cheering Larry” will be promoted and publicised via the dedicated website of the HKG in phases so as to enhance the understanding of members of the public about the mascot and HKG;
- (ii) designing 3 sets of “HKG Fitness Exercises” suitable for different groups and people of different physical abilities, including “Exercises for Parents and Children”, “Exercises for All” and “Exercises to Stay in Shape” using the HKG theme song as background music and inviting sports ambassadors and elite athletes to engage in the production of promotional videos with the HKG mascot, which will be uploaded onto the dedicated website of the HKG, social media platforms and broadcast at the leisure venues of the Leisure and Cultural Services Department (LCSD), and distributing the DVDs to all primary and secondary schools across the territory to encourage active participation among students;
- (iii) organising webinars on sport and mental health through the LCSD or other social media platforms by inviting psychiatrists or healthcare practitioners to share their expertise or answer sport-related enquiries from members of the public and promoting message on sport and health to the public;
- (iv) inviting renowned elite athletes and sports ambassadors of the 8th HKG to produce promotional videos to be widely broadcast on websites, social media platforms and in the leisure venues of the LCSD;
- (v) arranging live broadcast of the finals of the 8 sports competitions;
- (vi) organising sports games, namely “Fun for All@Hong Kong Games” during the intermissions of the finals of the sports competitions for spectators to enjoy the fun of sports;
- (vii) including an obstacle race in “Vitality Run” for participation by parents and children;
- (viii) inviting renowned elite athletes to attend the finals of the sports competitions; and
- (ix) setting up large-scale 3D models and the photo-taking corner at the competition venues.

An Organising Committee, comprising representatives from the Community Sports Committee, 18 DCs, SF&OC, relevant NSAs, the Home Affairs Bureau and LCSD, was formed in May 2020 to oversee and coordinate the work of the 8th HKG, including the mode and promotion strategies, and formulate the detailed arrangements of the 8th HKG to enhance the appeal of the event and public participation.

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