

COMMUNITY SPORTS COMMITTEE

Minutes of the 18th Meeting of Community Sports Committee

Date: 4 March 2009 (Wednesday)

Time: 10:30 am

Venue: Conference Room I, Home Affairs Bureau, 41/F, Revenue Tower,
5 Gloucester Road, Wanchai, Hong Kong.

Present Mr CHAU How-chen (Chairman)
Mr TONG Wai-lun (Vice-chairman)
Mr Daniel Cham Ka-hung
Mrs Susana CHAN LO Yin-bing
Mr Norman CHAN Shui-tim
Ms CHAU Chuen-heung
Mr Francis CHAU Yin-ming
Mr CHENG Shu-ming
Prof CHEUNG Siu-yin
Mr Cowen B C CHIU
Mr Kenny CHOW Kun-wah
Mr Alan CHOW Yiu-ming
Mr James KONG Tze-wing
Mr FUNG Kwong-chung
Mr Benedict LEE Shui-sing
Mrs Laura LING LAU Yuet-fun
Mr LIU Ah-chuen
Dr LO Wing-lok
Mr Lawrence LO Wing-man
Mr PUI Kwan-kay
Mr Raphael TONG Tai-wai
Mr YEUNG Hoi-cheung
Mr George YIP Chi-wai

Department Representatives in Regular Attendance

Mr Donald CHOY Chi-mun (Representative from Leisure and Cultural Services Department)
Mr Danny SUNG Wai-kiwok (Representative from Home Affairs Bureau)
Dr Regina CHING Cheuk-tuen (Representative from Department of Health)
Mr Benjamin YUNG Po-shu (Representative from Education Bureau)

Ms Olivia YIP Wai-ling	(Representative from Social Welfare Department)
Ms Iris YICK Pui-yin	(Representative from Home Affairs Department)

Absent with Apologies

Prof LEUNG Mee-lee

In Attendance

Mr Thomas CHOW Tat-ming	(Leisure and Cultural Services Department)
Mr Vincent LIU Ming-kwong	(Leisure and Cultural Services Department)
Mrs Kane LI CHOI Wing-kwan	(Leisure and Cultural Services Department)
Ms LOK Kit-ha	(Secretary) (Leisure and Cultural Services Department)
Mr Jonathan MCKINLEY	(Home Affairs Bureau)
Mr YEUNG Wing-nin	(Education Bureau)
Mr Johnny WOO Wai-man	(Chief Executive Officer of the 2009 East Asian Games (Hong Kong) Limited)

Opening Remarks

1.1 The Chairman welcomed all Members and representatives from various government departments to the meeting. He congratulated Mr TONG Wai-lun on his appointment as the Vice-chairman of the Community Sports Committee (CSC) by the Secretary for Home Affairs. He also thanked all Members and representatives from various government departments for continuing to support the work of the CSC of the new term.

1.2 The Chairman remarked that the current CSC consisted of 30 Members, among which six were new, including Mr Daniel CHAM and Mr Lawrence LO from the District Councils (DCs), Mr LIU Ah-chuen from the education sector, and Mr CHENG Shu-ming, Mr Raphael TONG and Mr George YIP from the sports sector. The Chairman was grateful to the former Members, including Mr CHAN Kui-yin, Mr LEUNG Che-cheung, Mr SUEN Kai-cheong and Mr Kenneth TSUI for their contribution to the CSC. He hoped that all Members would actively voice their opinions and work hand in hand for the development of community sports.

1.3 The Chairman welcomed Mr CHOY Chi-mun, the Acting Assistant Director of the Leisure and Cultural Services Department (LCSD) and Mr Johnny WOO, the Chief Executive Officer of the 2009 East Asian Games (Hong Kong) Limited (EAG Limited) to the meeting.

1.4 On behalf of the Government, Mr Thomas CHOW, the Director of Leisure and Cultural Services thanked the Chairman and all Members for participating in the work of the CSC and promoting Sport for All. He remarked that the workload of the CSC was very heavy and various important issues were handled by the CSC in the past. After the Beijing 2008 Olympic Games, Hong Kong would host the East Asian Games (EAG) and the 2nd Hong Kong Games (HKG) in 2009. He believed that the workload of the CSC would be even heavier. He thanked the Chairman, the Vice-chairman and all Members for their wholehearted support and welcomed the new Members and Mr Jonathan McKINLEY, the Deputy Secretary for Home Affairs who had just assumed office. He believed that the CSC would give the Government more valuable opinions about the development of community sports.

1.5 Mr Jonathan McKINLEY, the Deputy Secretary for Home Affairs said that the EAG was an important project of the year. He hoped that all Members would continue to support the work of the EAG Limited and the LCSD. Besides, the Home Affairs Bureau (HAB) also valued the work of the Sports Commission and its three Committees. He hoped that all Members would continue to support the work of the Sports Commission.

Item 1: Confirmation of the Minutes of the 17th Meeting of the CSC

2.1 The draft minutes of the 17th meeting was faxed to Members for comment on 18 February by the Secretariat and hitherto proposals for amending items 6.4(j) and 6.4(l) of the minutes from the HAB were received. As no further amendment was proposed at the meeting, the Chairman announced that the minutes of the 17th meeting was endorsed.

Item 2: Matters Arising

(i) Retention of the Student Sports Activities Co-ordinating Sub-Committee

3.1 The CSC set up the Student Sports Activities Co-ordinating Sub-Committee in 2004 to formulate strategies to promote student sports activities. To continue to promote sports activities in schools, the Chairman suggested that the CSC of the new term should retain the Sub-Committee and nominated Mr YEUNG Hoi-cheung as the convenor. The Chairman remarked that the post of convenor had been taken up by representatives of the education sector in the past. Since Mr YEUNG was the Chairman of the Primary School Sports Council and the Vice-chairman of the Board of the Hong Kong Schools Sports Federation and had rich experience in the sports area, it was believed that he could lead the Sub-Committee to

fully implement sports development for schools.

3.2 The Chairman also called upon all Members to participate in the work of the Sub-Committee and give opinions regarding sports affairs of schools. Interested Members could fill in the reply slips after the meeting and return them to the Secretariat.

(ii) Setting Up a Task Force to Follow Up the Recommendations of the Report on the Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities

4.1 The Chairman stated that in order to follow up the recommendations of the Report on the Study on Sport for All – the Participation Patterns of Hong Kong People in Physical Activities (the Report), the Committee endorsed at its 17th meeting the establishment of a task force under the new CSC. The Task Force would be responsible for following up on various recommendations of the Study. The composition of the Task Force had been drafted by the Secretariat. The Chairman asked Members to refer to the information tabled at the meeting and give their views.

4.2 Members agreed on the composition of the Task Force. The Chairman suggested that Dr LO Wing-lok, convener of the dissolved Working Group on the Formulation of Indicators for Measuring the Effectiveness of Sport for All, should be invited to serve as the convener of the Task Force as well. He also invited Members to join the Task Force, and asked those interested to fill in and return the reply slips to the Secretariat after the meeting.

4.3 The Chairman pointed out that the Secretariat had collated the recommendations of the Report and Members' views, and had initially formulated follow-up actions on the Report for further examinations and discussions by the newly established Task Force. The Chairman asked Members to refer to the information tabled at the meeting. He also asked Ms LOK Kit-ha, the Secretary, to brief Members on the content.

4.4 Ms LOK Kit-ha briefed Members on the scope of discussions and follow-up actions of the Task Force. The Chairman invited Members to give their views.

4.5 Prof CHEUNG Siu-yin suggested updating some of the information in the Report. She pointed out that the US Department of Health and Human Services introduced new indicators for participation in physical activities (especially for the age group of 13 to 19) in October 2008. Since the findings of the survey would be

released by the Committee in 2009, she suggested supplementing the Report with the above new information.

4.6 Ms LOK Kit-ha responded that Prof Stanley HUI of the Department of Sports Science and Physical Education of the Chinese University of Hong Kong, the Consultant, explained at the 17th meeting that as the new US proposals had not been introduced at the time the Study was conducted, the indicators used at that time were adopted. Prof HUI had also confirmed those indicators with the authority concerned in the US.

4.7 Prof CHEUNG Siu-yin stated that as the new information from the US had already been uploaded to the Internet, youth participation in physical activities was insufficient at present, and the Legislative Council was paying attention to the obesity problem of Hong Kong students in the light of the continuous increase in the number of obese students, she suggested that the latest information should be added to the Report.

4.8 The Chairman said that the relevant problems were discussed in depth at the previous meeting. Dr LO Wing-lok would lead the newly established Task Force to examine various recommendations of the Report in detail. He asked Prof CHEUNG Siu-yin to provide the relevant information to the Secretariat for reference.

4.9 Dr LO Wing-lok said that different indicators had already been discussed in detail. At the moment, data that catered for different indicators had already been collected. Upon the announcement of the Report, the Task Force would study it thoroughly and handle it with care.

4.10 Mr Francis CHAU stated that the newly established Task Force would be responsible for following up various recommendations of the Report. He suggested that members of the dissolved Working Group and the Consultant should examine the arrangement for the adoption of two sets of indicators for analysing the data. Moreover, the paper suggested that the Task Force should brief the DCs on the findings and recommendations of the Report. He wanted to know if it should be done in written form, or by sending representatives to attend meetings of the 18 DCs. The Chairman suggested that the new Task Force should study the ways to follow up the relevant work.

(iii) Report of the 2nd Hong Kong Games Organising Committee

5.1 The 2nd HKG would be held from 9 to 31 May 2009. The Chairman invited Mrs LI CHOI Wing-kwan, Secretary General of the 2nd HKG Organising

Committee (OC), to brief Members on the latest progress of the 2nd HKG.

5.2 Mrs LI CHOI Wing-kwan reported that the OC and Standing Committee (SC) had held three and two meetings respectively since their establishment. The progress of various preparatory work was summarised as follows:

- (a) With regard to the preparatory work of the events, the 18 DCs had completed all selection of athletes in February 2009 and submitted the name lists of district teams and athletes for all events to the OC respectively. It was anticipated that the 18 DCs would field a total number of 2 000 athletes to participate in six sports events. Most of the preliminary rounds would commence in mid-April and all finals would be held between 9 and 31 May. Mrs LI thanked the six relevant national sports associations for agreeing to act as referees.
- (b) Regarding publicity and activities for community-wide participation, in order to promote the 2nd HKG extensively, the publicity posters and banners concerned had been distributed to the 18 districts for posting and hanging. Moreover, the latest information on the HKG had been disseminated to the public on many occasions through different channels including newspapers, radios, televisions and Internet. Apart from broadcasting the APIs on the HKG at the LCSD venues, a series of 24 episodes on the 2nd HKG would be broadcast via RoadShow on buses between March and June with a view to promoting various activities of the 2nd HKG and reporting the preparation work for the Games in the 18 DCs. The APIs on the HKG would also be broadcast on trains and the large TV screen on the external wall of the World-wide House in Central, and lamppost buntings would be erected at appropriate locations in the 18 districts. The 18 DCs were encouraged to increase the number of lamppost buntings to create an ambience for the HKG.
- (c) The launching ceremony of the 2nd HKG was held successfully at Kowloon Park, Tsim Sha Tsui on 28 February 2009. After the launching ceremony, the OC arranged the media to interview the representatives of the 18 DCs on the preparation for the Games at the district level. In addition, the OC would organise six “Elite Athletes Demonstration and Experience Sharing Sessions” between March and April. Voting for “My Favourite Sporty District”, guessing “The Overall Champion of the 2nd HKG” and “Dynamic

Moments Photo Contest” would be held between 9 March and 9 May. The opening ceremony and the closing ceremony cum prize presentation ceremony would be held on 9 and 31 May respectively.

- (d) To enhance the enthusiastic atmosphere, each DC would field a cheering team to lead their respective athletes into the venue and participate in a cheering competition at the opening ceremony to be held at Tseung Kwan O Sports Ground on 9 May. The Cheerleading Federation of Hong Kong, China consented to provide professional advice to the competition and join the judge panel. Other members of the judge panel included two CSC members and one representative from the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC). Mrs LI invited the CSC to appoint two members as the judges for the “Cheering Competition for the 18 Districts”.
- (e) The OC hitherto had obtained consent from seven organisations to sponsor the 2nd HKG in different forms including cash sponsorship, prizes for the voting and guessing activities/photo contest, the suits for the OC and SC members, the advertisements at advertising light boxes in MTR stations, the fireworks display as well as the dragon and lion dance performance at the opening ceremony, etc. Financially, the estimated budget of the 2nd HKG had increased from \$9 million to \$10 million to enhance publicity.

5.3 The Chairman remarked that the opening ceremony of the 2nd HKG and the track and field events of the EAG would be held at Tseung Kwan O Sports Ground, Sai Kung. He expected that the newly built sports ground would provide more fascinating sports programmes to the public. Moreover, he stated that it had been a practice for the Vice-chairman of the CSC to take up the post of Vice-chairman of the OC and SC of the HKG. Hence, the newly appointed Vice-chairman, Mr TONG Wai-lun, would become the Vice-chairman of the OC and SC of the 2nd HKG.

5.4 Regarding the nomination of two members as the judges of the “Cheering Competition for the 18 Districts”, the Chairman said that Mr Kenny CHOW and Mr YEUNG Hoi-cheung were the judges in the 1st HKG and therefore he proposed to invite them to act as the judges of the “Cheering Competition for the 18 Districts” of the 2nd HKG. The proposal was endorsed by Members. The Chairman thanked Mr CHOW and Mr YEUNG for accepting the invitation.

**Item 3 : Progress Report on Preparation for Hong Kong 2009 East Asian Games
(CSC Paper 1/09)**

6.1 The Hong Kong 2009 EAG would be held in Hong Kong in December 2009. The Chairman invited Mr Johnny WOO, the Chief Executive Officer of the EAG Limited to report on the latest progress of various preparation work of the EAG and asked Members to refer to the updated information provided at the meeting.

6.2 Mr Johnny WOO briefed Members on CSC Paper 1/09 by PowerPoint. The Chairman invited Members to give their views.

6.3 Members gave their views on the EAG. Their views and responses were summarised as follows:

- (a) Mr Daniel CHAM suggested holding roving exhibitions on the EAG for all districts and increasing the number of souvenir shops, such as selling some of the souvenirs in 7-Eleven convenience stores to enhance the atmosphere of the Games. Besides, he also asked about the co-ordination of cultural performances in various districts by the LCSD.
- (b) Mr WOO said in response that the Information Services Department was currently printing materials for the EAG display panels for roving exhibitions in shopping malls and sports venues of the LCSD. All districts were welcome to borrow the display panels to tie in with the promotion programmes in the districts. He also agreed that increasing the number of souvenir shops could help promote the EAG and thus he was currently discussing relevant arrangements with different firms. Besides, he remarked that there would be various cultural performances in different districts during the EAG.
- (c) Mr Vincent LIU, the Deputy Director of the LCSD added that the EAG display panels would be displayed in sports venues of the LCSD in all districts and shopping malls starting from March 2009. In addition, negotiations were under way with The Link regarding relevant promotion and exhibitions in the middle of the year in shopping malls managed by The Link. He encouraged all DCs to organise more promotion programmes on the EAG this year and welcomed the idea of borrowing the EAG display panels to display in those programmes. Regarding locations of souvenir shops, he commented that there would be certain difficulties in the

negotiations with some firms. Apart from the current locations, there were also retail outlets in MTR stations and the Hong Kong Tourism Board for distributing publicity materials and selling souvenirs of the EAG. The EAG Limited would continue to contact other firms for increasing the number of souvenir shops. As for cultural performances, to tie in with the theme of a Cultural EAG, he encouraged all districts to actively organise various kinds of cultural programmes in addition to the cultural programmes organised by the LCSD. Apart from local performing bodies, citizens from the other eight EAG participating regions could also be invited to perform. He could provide the districts with contact details for reference if necessary. Besides, he said that information on the promotion programmes on the EAG was currently being collected from the 18 districts for printing booklets, which would be distributed to the public in June to encourage their active participation in those programmes.

- (d) Ms CHAU Chuen-heung remarked that all DCs were currently dealing with the provision for the year. All District Offices under the LCSD could submit proposals of beautification programmes to the DCs for allocation of resources for promoting the EAG. Also, she suggested that the LCSD should disseminate messages on the EAG through the leisure and cultural programmes regularly organised at present. Since different districts had different characteristics in terms of cultures and arts, she hoped that the LCSD could co-ordinate accordingly and co-organise cultural programmes with quality performing bodies to engage participation throughout the community.
- (e) Mr Vincent LIU responded that beautification of the environment was one of the important elements of a Green EAG. He suggested that all districts should organise community beautification programmes, such as horticultural and tree planting activities. He also hoped that all DCs would allocate resources for organising programmes of a Green EAG. On top of that, he remarked that the regular recreational and sports programmes organised in all districts in the coming year would be tailored in the best way possible to tie in with the staging of the EAG. Meetings would also be regularly held with different District Offices to ensure clear understanding of the overall implementation policies among all district managers.

- (f) Mr Benedict LEE wished to obtain more information on the head count of audience and tourists. He was of the opinion that enhancing the attractiveness and promotion of the Games could increase the numbers of audience and tourists. He opined that traffic and transport were very important to encourage active participation among the public. He suggested discussing with the relevant units responsible for traffic and transport and promulgating transport arrangements for the Games as soon as possible. Besides, he wished to know more about the current situation of fund raising for the EAG.
- (g) Mr WOO said in response that there would be about 430 000 tickets for the 23 sports events. If the attendance was 50%, the number of audience would be over 200 000. He opined that the calibre of athletes was crucial for enhancing the attractiveness of the Games. He said that General Administration of Sport of China had agreed to send national athletes of the highest calibre to participate in the EAG, which would certainly enhance the attractiveness of the Games. Apart from that, Hong Kong athletes might also achieve remarkable results in some of the events. It was thus believed that Hong Kong people would be present to show their support. Besides, schools would be contacted for attending events held on weekdays to boost the attendance. As for transport arrangements, he remarked that one of the co-ordinating committees of the EAG would be responsible for traffic and transport arrangements. For example, the opening ceremony would be held at the Victoria Harbour with a stage at sea and a fireworks display, which would be a rather new and original idea. The relevant co-ordinating committee had held discussions with the departments responsible for transportation and would consult the relevant DCs and promulgate transport arrangements for the EAG as soon as possible. Regarding funding, he said that in addition to the sum for the construction of new venues and the upgrade of existing venues provided by the Government, which accounted for over \$1.2 billion, the funding for organising the whole EAG was about \$240 million, of which \$123 million was provided by the Government and the rest came mainly from sponsors, proceeds of tickets, sale of souvenirs and other fund raising activities. He commented that the primary funding target was reached, rendering sufficient funding for organising the EAG.
- (h) Mr Thomas CHOW added that the traffic arrangements for the EAG

would be announced later. Apart from that for the BMX competition, most of the competition venues were easily accessible. He would like Members to continue to seek sponsorship for the EAG. If more funds were raised, more diversified activities could be held and publicity be strengthened, thereby enhancing the attractiveness of the Games.

- (i) Mr Vincent LIU added that booklets would be published to inform the public of the traffic arrangements during the EAG. The MTR would also put up signs for EAG venues in MTR stations to facilitate the public. To tie in with a Green EAG, he encouraged the public to go to the competition venues via public transport.
- (j) Prof CHEUNG Siu-yin commented that the EAG theme song was melodious and rhythmic. She suggested that an “EAG exercise” could be designed to go with the song and that coaches be sent to the communities and schools to teach the public and students to do the exercise. The public could do the exercise in the EAG opening ceremony at the Victoria Harbour while the EAG theme song was being broadcast. The importance of doing more exercises could also be conveyed at the same time. As regards students’ obesity problem, she suggested that reference could be made to the concept of “Health Banks” when encouraging students to do exercises in an active manner. In the period from September to December, students’ exercise time could be recorded and EAG souvenirs or tickets could be awarded to them in return. The communities could also consider such scheme. As China had designated 8 August as the National Fitness Day from this year onwards, Prof CHEUNG proposed considering designating 5 December to be a territory-wide Exercise Day in Hong Kong to motivate community-wide participation in sports.
- (k) Mr WOO thought that the “EAG exercise” was a good idea. Later, he would discuss with the LCSD and the Education Bureau (EDB) respectively regarding how to incorporate the exercise into district activities and the feasibility of operating a “Health Bank”.
- (l) Mr YEUNG Wing-nin stated that EAG promotion campaigns had been launched in schools upon completion of the Olympic Games in September 2008, with satisfactory results in some schools. The EDB would hold a seminar the next day and representatives from the

EAG Limited, the SF&OC, a secondary school and a primary school were invited to share their experiences with other teachers. The EDB and the LCSD had exerted much effort through the sportACT and sportFIT Award Schemes under the School Sports Programme (SSP) to encourage students to do exercises actively. Moreover, the EDB was currently launching an activity similar to the SSP together with the Hong Kong Childhealth Foundation and the Physical Fitness Association of Hong Kong, China, though this activity was not solely launched for the EAG.

- (m) Mr Vincent LIU stated that the LCSD would organise activities on 8 August to tie in with the National Fitness Day. He welcomed views on the EAG exercise and would consider the promotion details. Moreover, some of the EAG souvenirs had already been reserved for schools and details of how to encourage active participation in sports among students could be examined.
- (n) Mr James KONG pointed out reference should be made to the experiences learnt from the Olympic Games in publicising the EAG widely. He proposed strengthening publicity in taxi and MTR stations (especially at stations near the competition venues) to boost the atmosphere of the EAG. He enquired if television stations would broadcast the EAG competitions live to facilitate the public to watch them at home. He suggested that the Committee should participate in the spectacular events of the EAG wholeheartedly so as to gain more experiences. These experiences would serve as reference for the organisation of the HKG and other major activities in the future.
- (o) Mr WOO hoped that it would be a sports event not extravagant yet with Hong Kong characteristics. If more resources could be solicited, he hoped that more activities could be organised and publicity enhanced. On television broadcast, he said that the semi-finals and finals of ten popular sports would be broadcast live and highlights of the competitions of the remaining 13 sports would be relayed in daytime or at night. Furthermore, the opening and closing ceremonies of the EAG would also be broadcast live.
- (p) Mr Vincent LIU added that EAG publicity activities had been launched one after another such as the organisation of the One-year Countdown to the EAG, the EAG Concert and the display of

publicity materials, etc. He said that the Government would step up the EAG publicity in the next few months. For example, the EAG logo would be printed on some MTR trains; trailers of the 23 EAG sports would be broadcast via RoadShow on buses; and there would be time slots for publicity on television. He further stated that he was liaising with RTHK to produce a “One-Minute English” programme to teach taxi drivers the ways to introduce the EAG to their passengers. He said the Government would widely promote the EAG by various channels and welcomed Members to give their views.

- (q) Dr LO Wing-lok shared the view that the EAG was a sports event for all and considered that 200 000 spectators for the EAG was a rather conservative estimate. He would like to know if any competitions would be held on public holidays or at night to facilitate public attendance after work. He opined that as media publicity was very important, consideration should be given to how to enhance public and district participation through media publicity. He also asked about the number of spectators who would watch the competitions through broadcasts.
- (r) Mr WOO responded that the estimate on the number of spectators was based on an attendance rate of 50%. As there would be live television broadcast and relay for the EAG, those who could not attend the competitions in person might watch the broadcasts at home. Since the EAG opening ceremony would be held at the Victoria Harbour, the public could watch the fireworks display on both sides of the Harbour and feel the EAG atmosphere. He believed that the opening ceremony would attract about 300 000 to 500 000 spectators and said that in view of the short EAG period, some of the competitions had to be held in daytime. Discussions were being held with the EDB in the hope that it would issue a notice to encourage schools not to schedule examinations during the EAG period in the coming year. Schools were also encouraged to organise EAG-related activities such as EAG days for students to watch the competitions, thereby increasing the EAG attendances.
- (s) Mr Thomas CHOW hoped that Members would download the EAG theme song as the ringing tone of their mobile phones and also encourage their friends to do the same to help widely promote the EAG.

- (t) Mr LIU Ah-chuen said that schools had their established operational procedures. School calendars for the next half year were prepared in May each year mainly by principals and PE teachers. He suggested that the EDB should give detailed explanations in the notice why schools were advised not to schedule examinations during the EAG period. He also asked if there were sufficient free admission tickets for schools which would hold an EAG day. He believed that many schools were interested in watching the competitions. Since situations were different in different districts, he hoped that schools could be informed in advance of the related arrangements to facilitate their corresponding arrangements. In his opinion, it was very important to encourage active participation of PE teachers in the EAG. He suggested that briefings on the EAG should be held for PE teachers so that they could help promote the EAG in schools. He advised the EAG Limited to strengthen its liaison and communication with the EDB.
- (u) Mr George YIP opined that the EAG was an attractive sports event. However, it would be difficult for the public to watch the competitions on weekdays because of work and studies. He asked if the Government would consider designating any public holidays in the EAG period to facilitate public attendance in EAG competitions. To make the EAG more attractive, he suggested that the EAG Limited should strengthen its communication with the participating national sports associations with a view to introducing in the 18 districts the overseas EAG participating athletes and the readiness of Hong Kong athletes by means of celebrity publicity.

6.4 The Chairman thanked Members for their valuable views. Publicity, promotion, admission and sales of souvenirs were this Committee's concerns. He asked the EAG Limited to give thorough consideration to the suggestions.

Item 4: Any Other Business

7.1 Prof CHEUNG Siu-yin introduced to Members the Healthy Exercise for Longevity Project put forward by the Chief Executive in the 2006 Policy Address. It was a project for all the elderly jointly implemented by seven national sports associations and 17 social welfare agencies under the assistance of the LCSD. The purpose of the project was to train up energetic elderly who would then act as coaches in elderly centres. The project had been implemented for two years. She opined

that cross-sector promotion of sports activities was very important and hoped that the project would be further implemented.

7.2 The Chairman thanked Prof CHEUNG Siu-yin for her views and asked her to pass relevant information to the Secretariat for reference.

7.3 The Chairman thanked Members for attending the meeting and hoped that Members would reserve time to attend the next meeting re-scheduled for 3 June.

Adjournment of Meeting

8.1 The meeting was adjourned at 12:30 pm.

Community Sports Committee Secretariat
March 2009