

Community Sports Committee
Report on the Corporate Games 2025

Purpose

This paper aims to report to Members on the implementation of the Corporate Games 2025¹ (the Games).

Background

2. Organised by the Leisure and Cultural Services Department (LCSD), this territory-wide multi-sport event is held specifically for employees from both the public and private sectors. It aims to encourage the working population to exercise regularly in order to stay healthy and fit to cope with the challenges at work. It also fosters team spirit through participation in competitions, thereby promoting “Sport for All” and conveying the message of the benefits of exercise for the body and mind.

Event Arrangements

3. Held between March and September 2025 at various recreation and sports venues throughout Hong Kong, the Games comprise 11 sports competitions, covering athletics, badminton, basketball, distance run, futsal, snooker, table tennis, tennis, tenpin bowling, volleyball, and 11-a-side soccer. The event attracted entries from about 200 organisations, drawing over 6 300 employees.

¹ The Games were first held in 1990 and, since 2009, have been held biennially. Due to the COVID-19 pandemic, the Games were postponed to 2023.

4. Each competition was divided into Group A (for organisations and government departments with 300 or more employees in Hong Kong) and Group B (for those with fewer than 300 employees). Prizes were awarded to the champion, the first runner-up and the second runner-up of each event in respective groups. To enhance participation and excitement, an Overall Championship trophy was awarded to the organisation accumulating the highest points from all events for each group.

Publicity

5. To encourage active participation among the working population, the LCSD launched a comprehensive publicity campaign through diverse channels and platforms, including:

- setting up a dedicated website to centralise the release of event information, with hyperlinks provided on the LCSD homepage, the “LCSD e-Magazine”, and the relevant webpage of the Information Services Department;
- utilising social media platforms to disseminate updates via the “LCSD Plusss” Facebook and Instagram pages;
- conducting media publicity through television, newspapers, and radio;
- displaying posters and banners for promotional purposes at District Leisure Services Offices and LCSD venues;
- setting up photo check-in spots at competition venues; distributing souvenirs to participants and the public to enhance engagement; and
- placing advertisements on bus bodies to expand community reach.

Prize Presentation Ceremony

6. The seven-month Games concluded successfully, with participating employees demonstrating enthusiastic engagement and exemplary sportsmanship.

The Prize Presentation Ceremony was held on 28 September 2025 at the Kwun Chung Sports Centre, where the Immigration Department (Group A) and WRISE Prestige (Hong Kong) Limited (Group B) were awarded the title of Overall Champion.

Sponsorship

7. The LCSD has introduced a sponsorship scheme, inviting corporations and organisations to support the Games through cash or in-kind contributions. In 2025, a total of 18 organisations supported the event, contributing approximately HK\$290,000 in cash and approximately HK\$960,000 worth of goods and services. The sponsors comprised 4 Title Sponsors, 7 Gold Sponsors, 4 Silver Sponsors, and 3 Bronze Sponsors. This fully demonstrated the business sector's strong commitment to promoting sports in the community.

Conclusion

8. The biennial Games ran smoothly and were well-received. Attracting over 6,300 employees from approximately 200 organisations, the Games achieved an encouraging outcome. Through close collaboration between corporations and government departments, the event not only promoted sports within the business sector but also encouraged employees to take an active part in physical activities, fostering a community culture that values sports and health.

Submission of Paper

9. Members are invited to note the implementation of the Games.

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Leisure and Cultural Services Department

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