

**COMMUNITY SPORTS COMMITTEE**  
**Report of the 5th Hong Kong Games Organising Committee**

**Introduction**

This paper aims to report to Members on the summary of the activities of the 5th Hong Kong Games (HKG) and put forward recommendations for the next HKG.

**Background**

2. The Sports Commission and its Community Sports Committee (CSC), in partnership with the 18 District Councils (DCs), the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), the Leisure and Cultural Services Department (LCSD) and the relevant National Sports Associations (NSAs), have organised the HKG biennially since 2007 with a view to further promoting the “Sport for All” culture in the community. The HKG is a territory-wide major multi-sport event with the 18 DCs as the participating units. The objectives of the HKG are to provide districts with more opportunities for sports participation, exchanges and co-operation, to encourage active public participation in sports, to strengthen the public’s sense of belonging to the districts they live in, and to enhance community cohesion through facilitating communication and fostering friendship among the 18 districts.

3. The CSC formed the 5th HKG Organising Committee (OC) in early March 2014 for co-ordinating and organising the 5th HKG. Members of the OC included representatives from the CSC, the 18 DCs, the SF&OC, the eight relevant NSAs, the Home Affairs Bureau and the LCSD. A Standing Committee (SC) was set up under the OC in late March 2014. Apart from the representatives from the OC, the SC also comprised representatives from the media/public relations sector, the Hong Kong Schools Sports Federation and the Hong Kong Elite Athletes Association with a view to listening to the views of different sectors for more effective planning and organising work for the 5th HKG. The structures of the OC and the SC are set out at **Annex 1**.

**Summary of Activities of the 5th HKG**

***Sports Competitions***

4. The 5th HKG was successfully held from 25 April to 31 May 2015 with competition events of eight popular sports, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball. Through a standardised selection mechanism, the 18 DCs selected in an open manner members of the public meeting the eligibility requirements as their representatives from June 2014 to January 2015. Participants could only take part in the athlete selection organised by the DCs of the districts they live in, and should be nominated by the respective DCs if selected. A total of 6 749 members of the

public enrolled in the district selection, through which a total of 3 205 athletes were selected to represent the 18 districts in the eight sports competitions, representing an increase of 68 athletes (2%) from the 3 137 athletes in the last HKG. Among them, the age group “15 – 19” constituted the majority (808 people, or 25%), followed by the age groups “20 – 24” (726 people, or 23%) and “25 – 29” (548 people, or 17%). The numbers and age distribution of participants in the eight competition events of the 5th HKG are set out in the table at **Annex 2**.

5. Starting from 22 March, competitions for the 5th HKG were held at easily accessible and convenient venues on weekday evenings and on Saturdays, Sundays and public holidays to facilitate the participation of the public as athletes and spectators. A total of 84 events in over 1 000 matches were organised in the 5th HKG, with 251 medals awarded, comprising 84 gold, 84 silver and 83 bronze medals. After a series of exciting competitions, Yuen Long District won the Overall Champion of the 5th HKG with the highest accumulated points obtained from the eight sports competitions. The Overall 1st Runner-up and 2nd Runner-up of the 5th HKG went to Sha Tin and Wong Tai Sin Districts respectively. The “District with the Most Gold Medals” prize was shared by Yuen Long and Sha Tin Districts, both obtaining 10 gold medals. The prize-winning districts of the 5th HKG are listed at **Annex 3**.

### ***Publicity and Public Participation Activities***

6. The updates on the 5th HKG were publicised and disseminated to members of the public through diversified publicity activities and different media. Besides, eight elite athletes were appointed as Sports Ambassadors to help promote and publicise the HKG. Souvenir T-shirts imprinted with the calligraphy written by renowned artist Mr Andy LAU for the HKG were distributed as free gifts through various activities to further promote public participation. The report on the publicity work of the 5th HKG is at **Annex 4**.

7. In order to encourage territory-wide support for and participation in the HKG in different ways, the Organiser held a total of 21 diversified publicity and public participation activities, including press conferences, online games, thematic exhibitions, “Elite Athletes’ Demonstration and Exchange Programmes” of the eight sports, “Sports Seminar cum Carnival”, the 18 districts’ pledging ceremony, “Dynamic Moments Photo Contest”, “Cheering Team Competition for the 18 Districts”, a grand opening ceremony, a closing cum prize presentation ceremony, voting for “My Favourite Sporty District”, guessing the “Overall Champion of the 5th HKG”, as well as the new “The Jockey Club Vitality Run”. These activities were met with huge support and attracted more than 400 000 people.

8. In order to promote the social integration between able-bodied and disabled persons, the 5th HKG continued to invite the Hong Kong Sports Association for Persons with Intellectual Disability, the Hong Kong Paralympic Committee and Sports Association for the Physically Disabled, as well as other organisations for people with disabilities to participate in various activities of the HKG such as the Elite Athletes’ Demonstration and Exchange Programmes, Sports Seminar cum Carnival and The Jockey Club Vitality Run. The numbers of participants in various activities of the 5th HKG are set out at **Annex 5**.

### ***Training Programmes for the District Teams***

9. The 5th HKG continued to provide the 18 districts with financial assistance through the funding for district support of the LCSD so as to help them offer 24 hours of pre-competition training to their teams for each of the competition events. The districts were also provided with qualified coaches on a need basis under the arrangements of the relevant NSAs to help with the training and leading the district teams to participate in the competitions in order to enhance the skills of athletes.

### ***Sponsorship***

10. There were two types of sponsors for the 5th HKG, namely the HKG Sponsors and the HKG District Sponsors. The Organiser received sponsorship of \$7.19 million in cash and about \$3.52 million in kind or service in total from 17 organisations, among which the Hong Kong Jockey Club offered cash sponsorship of \$6 million and continued to be the “Principal Contributor” of the 5th HKG, as well as the Title Sponsor for the Vitality Run, the futsal and basketball competitions. The World Gazers, offering cash sponsorship of \$1 million and the performances at the opening ceremony in the value of about \$0.6 million, was the “Double Diamond Sponsor”. As for the HKG District Sponsors, seven districts (Central & Western District, Kwai Tsing District, Tai Po District, Wong Tai Sin District, Tsuen Wan District, Yau Tsim Mong District and Yuen Long District) obtained sponsorship from local dignitaries or organisations. The lists of HKG Sponsors and HKG District Sponsors with the details of sponsorship are set out at **Annex 6**.

### ***Financial Expenditure***

11. The total expenditure of the 5th HKG was about \$30 million. After deducting the cash sponsorship of about \$7.19 million, the balance was borne by the LCSD. The main expenditure items were the expenses for the sports competitions, publicity and public participation activities, the opening and closing ceremonies and the financial support offered to the district teams. The actual expenditures have not yet been verified. The details of the total expenditure of the 5th HKG are set out at **Annex 7**.

### ***Review of the Activity***

12. To review the effectiveness of the 5th HKG and improve the arrangements for the next HKG, the Secretariat of the OC collected views on the 5th HKG from various sectors of the community during the organisation process and the course of the activities through different channels such as the meetings of the CSC, and the phone calls and correspondence from the public and the media, etc. Moreover, the Secretariat invited the participating districts and co-organisers to complete a pre-designed opinion collection form in order to solicit their views on the 5th HKG. At its fourth meeting held on 11 August 2015, the OC reviewed various arrangements for the 5th HKG. The key views are at **Annex 8**.

13. In consolidating the key views from various sectors of the community, the OC considered that the 5th HKG, with a satisfactory overall arrangement and smooth operation and compared favourably with the previous editions in terms of scale of organisation and atmosphere, was able to promote community cohesion, active public participation in sports as

well as the public's sense of belonging to their districts. The OC, upon discussion, made the following recommendations for the next HKG.

### ***Recommendations***

#### **I. Maintaining the Positioning and Targets of the HKG**

- ◆ To maintain the positioning and targets of the HKG and continue to further promote the "Sport for All" culture in the community.

#### **II. Maintaining the Existing Competition Events**

- ◆ To maintain the existing eight sports events of the HKG, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball, with the same level of resources input.
- ◆ To study the feasibility of including the Cheering Team Competition for the 18 Districts on the list of scoring events of the HKG.

#### **III. Review of the Competition Format and Competition Rules**

- ◆ To continue to adopt the seeding system as the grouping method for the preliminary rounds of team events.
- ◆ To discuss with the relevant NSAs the feasibility of adopting a seeding system for individual events.
- ◆ To discuss with the Hong Kong Amateur Athletic Association the method of submitting the players' lists for the relay events and the arrangements for the team leaders' meeting.
- ◆ To review the competition scheduling for the athletics and swimming competitions with the relevant NSAs and discuss with them the feasibility of announcing the competition schedules earlier in the prospectuses, so that the districts can co-ordinate their athletes' enrolment more effectively.
- ◆ To review the competition scheduling for the table tennis competition with the Hong Kong Table Tennis Association.
- ◆ To review whether the positions and results obtained by athletes/teams judged to have withdrawn after entering the quarter-finals should be retained.
- ◆ To consider dividing the events of the HKG into different age groups, so that more members of the public can participate.

#### **IV. Review and Co-ordination of Competition Dates and Venues**

- ◆ To continue to use venues with spectator stands near the MTR lines as competition venues as far as possible for easy access by both athletes and spectators.
- ◆ To continue to liaise with the relevant NSAs on the competition dates, including fallback dates, to avoid clashing with the dates of other competitions and causing the absence of athletes from the competitions of the HKG.
- ◆ To review the inclement weather arrangements for the competitions with the relevant NSAs, such as advancing the athletics and tennis competitions, and making early decisions to cancel or reschedule competitions, so as to reduce the implication

for athletes' schedules and their mental and physical burdens.

V. Review of the Eligibility Requirements for Athletes

- ◆ To continue to review the eligibility requirements for athletes in each sports competition with the relevant NSAs.
- ◆ To continue to review the types of documents recognised by the HKG as proof of place of residence of participating athletes.

VI. Maintaining the Standardised Method and Mechanism for District Athlete Selection

- ◆ To maintain the existing standardised and open mechanism for district athlete selection by the 18 districts.
- ◆ To discuss with the relevant NSAs such issues as prolonging the duration for handling of athlete selection for the athletics and swimming competitions, and advancing the announcement of the specifications for the equipment and the lists of recognised competitions for the athletics competition and the selection methods for the doubles events of the next HKG.

VII. Review of the Arrangements for Training, Coaches and Team Leaders of District Teams

- ◆ Continue to review the arrangements for pre-competition training, and consider the provision of two additional deputy chief team leaders for each district.
- ◆ Liaise with the relevant NSAs and co-organisers on the arrangements for taking out public or third party liability insurance to protect all the participants of events.

VIII. Review of the Guidelines on Sportswear for Competitions

- ◆ Require HKG athletes to wear sportswear which complies with the requirements of the Organiser and bears the names or logos of their respective districts during the competitions for easy identification.

IX. Review of the Arrangements for the Opening Ceremony

- ◆ Continue to stage the opening ceremony indoor at the Hong Kong Coliseum.
- ◆ Review the number of spectator seats, location of the VIP Zone, and the arrangements for VIP tickets distribution and the parade of delegations from the 18 Districts for the opening ceremony.

X. Review of the Arrangements for the Closing cum Prize Presentation Ceremony

- ◆ Review the seating arrangement, prize presentation schedule and programme rundown of the prize presentation ceremony.

XI. Optimising the Promotion and Publicity Strategy

- ◆ Strengthen the publicity of the HKG where resources permit, e.g. enhance the promotion through media such as television and radio, and arrange for live webcast of HKG competitions.
- ◆ Disseminate the latest information and competition results of the HKG to district councilors through the Secretariats of the 18 DCs in a timely manner, so as to step up publicity and encourage members of local communities to watch the competitions at the venues.

- ◆ Continue to organise the family-friendly Vitality Run and increase the quota of the event to enable wider public participation; and discuss with the Hong Kong Jockey Club the incorporation of the Sha Tin Racecourse into the course of the Vitality Run to make the activity more appealing.
- ◆ Where resources permit, consider the provision of more resources for enhancing the training for district cheering teams, and include the cheering team leaders and coaches as members of the district delegations.
- ◆ The LCSD may consider, where resources permit, installing large video screens on the external walls of competition venues for broadcasting the competitions to draw spectators to the competitions from the community. It is also suggested that large scoreboards be provided at the competition venues so that the spectators can enjoy the competitions easily.
- ◆ Co-ordinate with the Information Services Department on the broadcasting schedule of HKG APIs to avoid undermining their publicity effects due to overlapping with the publicity schedules for other government policies or campaigns.

## XII. Provision of More Resources for Districts

- ◆ Review the arrangements for virement of funding between individual items to enhance the flexibility in the use of the funding by the districts; and increase the funding for district support where resources permit.

## **Conclusion**

14. The 5th HKG, lasting for 37 days, was concluded successfully in joy and laughter with smooth preparation, enhanced organisation and scale, and continued growth in the number of participants. All districts involved themselves actively in organising and preparing for the HKG, showing excellent organisational ability throughout the course of preparatory work from the selection of athletes, formation of delegations, arrangements for district team training to the formation of cheering teams, etc. The participating athletes from the 18 districts fully demonstrated their indomitable spirit and sportsmanship in striving for excellence in the competitions. Through the organisation of and involvement in the HKG, the Government worked closely with the DCs, NSAs, district sports associations, schools and district sports organisations to effectively promote sports development at the district level, encourage active public participation in sports activities and develop a strong sporting culture in the community.

## **Presentation**

15. Members are invited to note the report on various items of work and the recommendations set out in this paper.

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Secretariat of the 5th Hong Kong Games Organising Committee  
August 2015

## **Structure of the 5th Hong Kong Games Organising Committee**

Honorary Patron: The Hon C Y LEUNG, GBM, GBS, JP  
Chief Executive of the Hong Kong Special Administrative Region

Honorary Presidents: The Hon IP Kwok-him, GBS, JP  
Member of the Legislative Council

The Hon MA Fung-kwok, SBS, JP  
Member of the Legislative Council

Mr Timothy FOK Tsun-ting, GBS, JP  
President of the Sports Federation & Olympic Committee of  
Hong Kong, China

President: Mr TSANG Tak-sing, GBS, JP  
Secretary for Home Affairs

Adviser: Mrs Betty FUNG CHING Suk-ye, JP  
Permanent Secretary for Home Affairs

Vice President: Ms Michelle LI Mei-sheung, JP  
Director of Leisure and Cultural Services

### Organising Committee

Chairman: Mr William TONG Wai-lun, MH, JP  
Chairman of the Community Sports Committee

Vice Chairmen: Mr David YIP Wing-shing, BBS, MH, JP  
Vice Chairman of the Community Sports Committee

Mr Raymond FAN Wai-ming, JP  
Deputy Director of Leisure and Cultural Services (Leisure  
Services)

Executive Adviser: Mr CHAU How-chen, GBS, JP

Members:  
(In no particular order)

Mr Henry CHAN Chi-chiu, MH, JP  
Member of the Community Sports Committee

Professor Stephen WONG Heung-sang  
Member of the Community Sports Committee

Mr Kenneth FOK Kai-kong  
Representative of the Sports Federation & Olympic Committee of  
Hong Kong, China

Mr Thomas NG Siu-keung, MH, JP  
Representative of Central & Western District Council

Mr David LEUNG Kwok-hung  
Representative of Eastern District Council

Ms CHEUNG Sik-yung  
Representative of Southern District Council

Ms Yolanda NG Yuen-ting, MH  
Representative of Wan Chai District Council

Mr LUK King-kwong  
Representative of Kowloon City District Council

Mr KAN Ming-tung  
Representative of Kwun Tong District Council

Mr LO Wing-man, JP  
Representative of Sham Shui Po District Council

Mr Derek HUNG Chiu-wah  
Representative of Yau Tsim Mong District Council

Dr WONG Kam-chiu, MH  
Representative of Wong Tai Sin District Council

Ms YU Lai-fan, MH  
Representative of Islands District Council

Ms Nancy LAM Chui-ling, MH  
Representative of Kwai Tsing District Council

Mr LAI Sum  
Representative of North District Council



Members:  
(In no particular order)

Mr CHONG Yuen-tung  
Representative of Sai Kung District Council

Mr LAW Kwong-keung  
Representative of Sha Tin District Council

Mr CHAN Cho-leung  
Representative of Tai Po District Council

Mr Richard CHAN Kam-lam, MH, JP  
Representative of Tsuen Wan District Council

Mr CHOW Kam-cheung, BBS, MH  
Representative of Tuen Mun District Council

Mr Daniel CHAM Ka-hung, BBS, MH, JP  
Representative of Yuen Long District Council

Dr Simon YEUNG Sai-mo  
Representative of the Hong Kong Amateur Athletic Association

Mr CHAU Yat-kwong  
Representative of the Hong Kong Badminton Association

Mr CHU Chun-sang  
Representative of the Hong Kong Basketball Association

Mr Brian LEUNG, MH  
Representative of the Hong Kong Football Association

Mr David CHIU Chin-hung  
Representative of the Hong Kong Amateur Swimming  
Association

Professor CHAN Cheong-ki  
Representative of the Hong Kong Table Tennis Association

Mr Ian LAU  
Representative of the Hong Kong Tennis Association

Ms Marina TSUI Wai-fun  
Representative of the Volleyball Association of Hong Kong,  
China

Mr Richard WONG Tat-ming  
Assistant Director of Leisure and Cultural Service (Leisure  
Services)

Members:  
(In no particular order) Miss Petty LAI Chun-yee  
Principal Assistant Secretary for Home Affairs (Recreation and Sport)

Secretary General: Ms Rebecca LOU Wai-yi  
Chief Leisure Manager (Major Events),  
Leisure and Cultural Services Department

### Standing Committee

Chairman: Mr William TONG Wai-lun, MH, JP  
Chairman of the 5th Hong Kong Games Organising Committee

Vice Chairman: Mr David YIP Wing-shing, BBS, MH, JP  
Vice Chairman of the 5th Hong Kong Games Organising Committee

Members:  
(In no particular order) Mr Richard WONG Tat-ming  
Assistant Director of Leisure and Cultural Services (Leisure Services)

Mr Kenneth FOK Kai-kong  
Representative of the Sports Federation & Olympic Committee of Hong Kong, China

Ms Yolanda NG Yuen-ting, MH  
Representative of District Councils on Hong Kong Island

Dr WONG Kam-chiu, MH  
Representative of District Councils in Kowloon East

Mr LO Wing-man, JP  
Representative of District Councils in Kowloon West

Mr LAW Kwong-keung  
Representative of District Councils in New Territories East

Mr Daniel CHAM Ka-hung, BBS, MH, JP  
Representative of District Councils in New Territories West

Members:  
(In no particular order)

Mr CHAN Chi-hung  
Representative of the Hong Kong Schools Sports Federation

Dr Lobo LOUIE Hung-tak  
Representative of Media & Public Relations

Mr CHAN King-yin, MH  
Representative of the Hong Kong Elite Athletes Association

Secretary General:

Ms Rebecca LOU Wai-yi  
Chief Leisure Manager (Major Events),  
Leisure and Cultural Services Department

### Numbers and Age Distribution of Participating Athletes in the 5th Hong Kong Games

Age	Athletics		Badminton		Basketball		Futsal	Swimming		Table Tennis		Tennis		Volleyball		Total Number of Athletes (%)		
	Men	Women	Men	Women	Men	Women	Men	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Total (%)
10-14	11	45	5	23	0	0	0	61	92	7	34	14	17	0	0	98	211	309 (9.6%)
15-19	124	126	34	52	8	30	35	133	88	34	31	15	24	25	49	408	400	808 (25.2%)
20-24	97	40	60	39	32	75	108	24	9	43	25	12	5	76	81	452	274	726 (22.7%)
25-29	32	11	41	23	84	64	65	10	1	22	11	17	7	98	62	369	179	548 (17.1%)
30-34	13	3	29	6	65	27	58	0	0	17	4	18	5	43	41	243	86	329 (10.3%)
35-39	7	0	21	9	22	9	14	0	0	14	5	16	16	22	16	116	55	171 (5.3%)
40-44	6	4	8	11	3	0	2	0	0	5	0	8	18	4	4	36	37	73 (2.3%)
45-49	7	7	4	16	0	2	0	0	1	7	12	24	33	4	1	46	72	118 (3.7%)
50-54	2	1	8	8	0	0	2	0	0	3	7	15	21	0	0	30	37	67 (2.1%)
55-59	2	0	1	2	0	0	0	0	0	6	10	5	6	0	0	14	18	32 (1.0%)
60-64	0	1	0	0	0	0	0	0	1	4	5	5	1	0	0	9	8	17 (0.5%)
65-69	0	0	0	0	0	0	0	0	0	1	3	0	0	0	0	1	3	4 (0.1%)
70-74	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0	1	2	3 (0.1%)
Total	301	238	211	189	214	207	284	228	192	164	149	149	153	272	254	1823	1382	3205 (100%)
	539		400		421		284	420		313		302		526				

Remark: A total of 14 athletes participated in more than one sports competition.

## Overall Results of the 5th Hong Kong Games

**(1) Overall Champion, 1st Runner-up and 2nd Runner-up of the 5th Hong Kong Games:**

<b>Overall Champion of the 5th Hong Kong Games</b>	Yuen Long District
<b>Overall 1st Runner-up of the 5th Hong Kong Games</b>	Sha Tin District
<b>Overall 2nd Runner-up of the 5th Hong Kong Games</b>	Wong Tai Sin District

**(2) Overall Results of Sports Competitions and Prize Winners of “District with Impressive Progress”:**

<b>Event</b>	<b>Champion</b>	<b>1st Runner-up</b>	<b>2nd Runner-up</b>	<b>District with Impressive Progress</b>
<b>Athletics</b>	Yuen Long District	Sha Tin District	Sai Kung District	Wong Tai Sin District
<b>Badminton</b>	Kowloon City District	Yuen Long District	Southern District	Tai Po District
<b>Basketball</b>	Kwun Tong District	Central & Western District	Wong Tai Sin District	Wong Tai Sin District
<b>Futsal</b>	Eastern District	Sham Shui Po District	North District	Tuen Mun District
<b>Swimming</b>	Eastern District	Sha Tin District	Wong Tai Sin District	Sham Shui Po District
<b>Table Tennis</b>	Central & Western District	Yau Tsim Mong District	Sai Kung District	Central & Western District and Sai Kung District
<b>Tennis</b>	Sha Tin District	Yuen Long District	Kowloon City District	Tsuen Wan District
<b>Volleyball</b>	Yuen Long District	North District	Sham Shui Po District	Kwun Tong District and Wong Tai Sin District

**(3) Other Prize Winners:**

<b>District with the Most Gold Medals</b>	Sha Tin District and Yuen Long District
<b>District with the Greatest Participation</b>	Yuen Long District
<b>District with the Best Progress</b>	Wong Tai Sin District

<b>Paper Voting - My Favourite Sporty District</b>	Sham Shui Po District
<b>Online Voting - My Favourite Sporty District</b>	Central & Western District
<b>District with the Strongest Cheering Squad</b>	Kowloon City District

**(4) Prize Winners of “District with the Best Sportsmanship”:**

<b>Champion</b>	<b>1st Runner-up</b>	<b>2nd Runner-up</b>
Yuen Long District	Wong Tai Sin District	Tsuen Wan District

**(5) Prize Winners of the Cheering Team Competition for the 18 Districts:**

<b>Prize</b>	<b>Champion</b>	<b>1st Runner-up</b>	<b>2nd Runner-up</b>
<b>The Best Performance</b>	Yuen Long District	Islands District	Yau Tsim Mong District
<b>The Best Local Characteristics</b>	Yuen Long District	Islands District	Yau Tsim Mong District
<b>Highest Popularity</b>	Yuen Long District		

**The 5th Hong Kong Games  
Report on Publicity Work**

Item	Date of Implementation	Remarks
<p><b>1. <u>Setting up a Dedicated Website</u></b></p> <p>Setting up a dedicated website for the HKG with a mobile version and establishing links to the Facebook, Twitter and Sina Weibo webpages about the HKG to facilitate browsing and sharing by the public</p>	From 20/5/2014 onwards	
<p><b>2. <u>Promotion on the Internet</u></b></p> <p>i) Giving information about the activities of the HKG on LCSD website and under the section “Programme Highlights” of LCSD e-Magazine</p> <p>ii) Setting up hyperlinks on HKG website to the websites of the relevant organisations, including:</p> <ul style="list-style-type: none"> <li>- Sports Federation &amp; Olympic Committee of Hong Kong, China (SF&amp;OC), the 8 relevant National Sports Associations (NSAs) and the Hong Kong School Sports Federation</li> <li>- The webpages of GovHK for “What is HK Talking About” and “Recreation &amp; Sports”</li> <li>- Hong Kong Sports Association for Persons with Intellectual Disability</li> <li>- Hong Kong Paralympic Committee &amp; Sports Association for the Physically Disabled</li> <li>- Hong Kong Education City</li> <li>- Cheerleading Federation of Hong Kong, China</li> <li>- The Photographic Society of Hong Kong</li> <li>- “1823 Online” website</li> <li>- “Youth.gov.hk” website</li> </ul>	<p>From 20/5/2014 onwards</p> <p>From May 2014 onwards</p> <p>From June 2014 onwards</p> <p>From September 2014 onwards</p> <p>From September 2014 onwards</p> <p>From September 2014 onwards</p> <p>From October 2014 onwards</p> <p>From October 2014 onwards</p> <p>From November 2014 onwards</p> <p>From December 2014 onwards</p>	

Item		Date of Implementation	Remarks
3.	<b><u>Promotion in Newspapers (Press Releases / Advertisements)</u></b>		
	i) Placing advertisements (publicity posters) in newspapers	From 20/5/2014 onwards	Total number of appearances: 12
	ii) Publishing promotional articles in newspapers	From 20/5/2014 onwards	Total number of appearances: 48
	iii) Publishing news reports in the column “康體繽紛” in newspapers	From June 2014 onwards	Total number of appearances: 24
	iv) Issuing press releases to newspapers and uploading them onto the websites of the Government and the LCSD	From 19/5/2014 onwards	
4.	<b><u>Promotion on Radio</u></b>		
	i) Producing five 30-second announcements of public interest (APIs) for broadcast on all radio channels in Hong Kong during the airtime for government publicity to publicise the following: <ul style="list-style-type: none"> <li>- Athlete selection</li> <li>- The Vitality Run</li> <li>- Opening Ceremony</li> <li>- Related activities of the HKG</li> <li>- Attending competitions</li> </ul>	5/2014 – 1/2015 1 – 3/2015 4/2015 3 – 4/2015 4 – 5/2015	
	ii) Providing regular updates on the HKG to the hosts of the programme “十項全能” of Radio Television Hong Kong (RTHK) Radio 1 for reporting in the programme	From July 2014 onwards	
	iii) Arranging for the programme “十項全能” of RTHK Radio 1 to give coverage to The Jockey Club Vitality Run	14/3/2015	
	iv) Arranging for the programme “也文也武” of DBC 4 to conduct interviews with the Chairman of the OC and a district basketball team member	27/4/2015 and 4/5/2015	



Item	Date of Implementation	Remarks
<p>5. <b><u>Publicity/Interviews in Television Programmes</u></b></p> <p>i) Arranging for the programme “Sport World” of TVB Jade to give coverage to:</p> <ul style="list-style-type: none"> <li>- Press Conference on the 5th HKG</li> <li>- Elite Athletes’ Demonstration and Exchange Programmes</li> <li>- District athlete selection</li> <li>- Press Conference on The Jockey Club Vitality Run</li> <li>- The 18 Districts’ Pledging Ceremony</li> <li>- The Jockey Club Vitality Run</li> <li>- Cheering Team Competition for the 18 Districts</li> <li>- Opening Ceremony</li> <li>- The 8 competition events</li> <li>- Closing cum Prize Presentation Ceremony</li> </ul> <p>ii) Arranging for HKC News Express to give coverage to the Press Conference on the 5th HKG</p>	<p>24/5/2014</p> <p>7 – 12/2014</p> <p>9 – 12/2014</p> <p>17/1/2015</p> <p>21/2/2015</p> <p>14/3/2015</p> <p>4/4/2015</p> <p>2/5/2015</p> <p>9/5/2015 (Swimming), 16/5/2015 (Volleyball and Futsal), 23/5/2015 (Athletics and Badminton) and 30/5/2015 (Tennis and Table Tennis)</p> <p>6/6/2015</p> <p>15 - 16/6/2014</p>	

Item	Date of Implementation	Remarks
<p><b>6. <u>Announcements of Public Interest (APIs)</u></b></p> <p>Producing two 30-second APIs on the HKG for broadcasting by the following media:</p> <p>i) Television stations Broadcasting APIs on all television stations in Hong Kong during the airtime for government publicity to publicise the following:</p> <ul style="list-style-type: none"> <li>- Athlete selection</li> <li>- Other specific themes</li> </ul> <p>ii) MTR train compartments Broadcasting APIs in train compartments on MTR East Rail, West Rail, Kwun Tong and Ma On Shan Lines through HKC News Express to publicise the following:</p> <ul style="list-style-type: none"> <li>- Athlete selection</li> <li>- Other specific themes</li> </ul> <p>iii) Public bus compartments Broadcasting APIs in the bus compartments of Kowloon Motor Bus (KMB) through RoadShow to publicise the following :</p> <ul style="list-style-type: none"> <li>- Athlete selection</li> <li>- Other specific themes</li> <li>- 18 district teams' preparation for the competitions, express news on the competition results and concluding information</li> </ul> <p>iv) LCSD Leisure Venues (including broadcasting on the large video walls in the Victoria Park and Urban Council Centenary Garden)</p> <p>v) The Internet (the dedicated website of the HKG, YouTube, etc.)</p> <p>vi) TV screens in MTR stations</p>	<p>5/2014 – 1/2015 2 – 5/2015</p> <p>5/2014 – 1/2015 2 – 5/2015</p> <p>5/2014 – 1/2015 2 – 5/2015 3 – 5/2015</p> <p>From May 2014 onwards</p> <p>From 20/5/2014 onwards</p> <p>3 – 4/2015</p>	

	Item	Date of Implementation	Remarks
7.	<p><b><u>Producing HKG Mini TV Programmes</u></b></p> <p>Engaging a free-to-air television station to produce and broadcast 2 series of mini programmes:</p> <ul style="list-style-type: none"> <li>- The first series focusing on The Jockey Club Vitality Run and offering tips for long distance running (a total of 6 episodes, each lasting 2 and a half minutes)</li> <li>- The second series featuring updates on the HKG (a total of 6 episodes, each lasting 2 and a half minutes)</li> </ul>	<p>31/1, 7/2, 15/2, 22/2, 1/3 and 8/3/2015</p> <p>26/4, 3/5, 10/5, 17/5, 24/5 and 31/5/2015</p>	<p>Broadcasted at 7:30 p.m. on TVB Jade</p> <p>Broadcasted at 7:30 p.m. on TVB Jade</p>
8.	<p><b><u>Advertisements</u></b></p> <ul style="list-style-type: none"> <li>i) on the bodies of KMB buses to publicise the following: <ul style="list-style-type: none"> <li>- Athlete selection (30 buses in total)</li> <li>- Other specific themes (40 buses in total)</li> </ul> </li> <li>ii) on the second pouch boxes of the Hongkong Post across the territory (5 - 6 boxes in each district; 100 boxes in total)</li> <li>iii) on the back of the seats of KMB buses (20 buses in total)</li> <li>iv) on the bodies of the buses of Citybus and New World First Bus</li> <li>v) on the advertising lightboxes at bus stops</li> <li>vi) on the large advertising panels at the Star Ferry Pier in Tsim Sha Tsui</li> <li>vii) on the electronic display panels in MTR stations in the form of animation</li> <li>viii) along the escalators in MTR stations</li> <li>ix) on large billboards at the entrance of the Cross Harbour Tunnel in Hung Hom, Kowloon</li> <li>x) on tram bodies (full-body)</li> </ul>	<p>21/7 – 24/9/2014</p> <p>4 – 5/2015</p> <p>19/8 – 18/11/2014</p> <p>2 – 5/2015</p> <p>3 – 5/2015</p> <p>3 – 5/2015</p> <p>4 – 5/2015</p> <p>4/2015</p> <p>4 – 5/2015</p> <p>4 – 5/2015</p> <p>4/2015</p>	

	Item	Date of Implementation	Remarks
9.	<p><b><u>Publicity Display Boards / Easy-mount Frames</u></b></p> <p>i) Putting up publicity display boards in turn at major LCSD leisure venues</p> <p>ii) Putting up publicity display boards for the HKG at the “Healthy Exercise for All Campaign – Exercise and Health Roving Exhibitions”</p> <p>iii) Displaying publicity boards for the HKG at the District Leisure Services Offices and leisure venues of the LCSD (90 nos. in total)</p> <p>iv) Displaying publicity easy-mount frames for the HKG at major LCSD leisure venues</p> <p>v) Displaying publicity display boards for the HKG at the “Hong Kong North District 2014 Flower, Bird, Insect &amp; Fish Show”</p> <p>vi) Setting up a large floral wall for the HKG at the “Hong Kong Flower Show 2015”</p> <p>vii) Displaying information about the quarter-finals to the final of each event at the District Leisure Services Offices of the LCSD and at the competition venues for the quarter-finals to the finals (35 cardboards in total)</p>	<p>20/5/2014 – 31/1/2015</p> <p>8/2014 – 1/2015</p> <p>7/2014 – 5/2015</p> <p>6/2014 – 5/2015</p> <p>23 – 29/12/2014</p> <p>3/2015</p> <p>18/4 – 1/6/2015</p>	<p>A total of 34 venues (for about two weeks at each venue)</p> <p>A total of 20 locations, including shopping centres, parks and playgrounds</p>

	Item	Date of Implementation	Remarks
10.	<p><b><u>Publicity Posters and Printed Materials</u></b></p> <p>i) Displaying publicity posters at the District Leisure Services Offices and venues of the LCSD, the 18 District Councils, the SF&amp;OC, the eight co-organising NSAs, the Hong Kong Sports Association for Persons with Intellectual Disability, the Hong Kong Paralympic Committee &amp; Sports Association for the Physically Disabled, various tertiary institutions, secondary and primary schools across the territory, as well as on the notice boards at footbridges, pedestrian subways, public housing estates, bus stops and government buildings in various districts that are managed by the Information Services Department</p> <p>ii) Placing advertisements on the cover and inside pages of the monthly booklet “Community Recreation and Sports Programme” published by the LCSD and/or giving information on the activities in the booklet</p> <p>iii) Including the publicity slogans for the HKG in the monthly “district recreation and sports programme sheet” and the publicity materials for district activities</p> <p>iv) Making use of the bills issued by public utilities to publicise the HKG:</p> <ul style="list-style-type: none"> <li>- Enclosing publicity leaflets for the HKG with gas bills</li> <li>- Printing publicity slogans on electricity bills (HK Electric)</li> <li>- Printing publicity slogans on electricity bills (CLP Power)</li> </ul>	<p>From 20/5/2014 onwards</p> <p>5/2014 – 4/2015</p> <p>From 6/2014 onwards</p> <p>the bill for 8/2014</p> <p>the bills for 8/2014 and 3/2015</p> <p>the bill for 3 – 4/2015</p>	

	Item	Date of Implementation	Remarks
11.	<p><b><u>Displaying Publicity Banners</u></b></p> <p>i) Displaying giant publicity banners on the external walls of LCSD venues to publicise the following:</p> <ul style="list-style-type: none"> <li>- Athlete selection (24 banners in total)</li> <li>- Other specific themes (56 banners in total)</li> </ul> <p>ii) Displaying giant publicity banners at the venues hosting the following major events:</p> <ul style="list-style-type: none"> <li>- Volleyball World Grand Prix – HK 2014</li> <li>- Hong Kong Jockey Club Beach Festival 2014</li> <li>- Hong Kong Open Badminton Championships 2014</li> </ul> <p>iii) Displaying publicity banners (15 feet x 3 feet) at major LCSD venues to publicise the following:</p> <ul style="list-style-type: none"> <li>- Athlete selection (180 banners in total)</li> <li>- Other specific themes (15 banners in each district; 270 banners in total)</li> </ul>	<p>5/2014 – 1/2015 2 – 5/2015</p> <p>8 – 10/8/2014 11 – 26/10/2014 18 – 23/11/2014</p> <p>5/2014 – 1/2015 2 – 5/2015</p>	
12.	<p><b><u>Displaying Lamp-post Buntings</u></b></p> <p>Displaying lamp-post buntings at main streets in the 18 districts (150 buntings in each district)</p>	<p>2 – 5/2015</p>	
13.	<p><b><u>Uniforms</u></b></p> <p>Providing uniforms, including a tracksuit and a polo T-shirt, for members of the OC, SC and the district delegations in order to build up an image for the HKG</p>	<p>2/2015</p>	
14.	<p><b><u>Souvenirs</u></b></p> <p>Producing a series of souvenirs, e.g. a souvenir T-shirt imprinted with the calligraphy written by Mr Andy Lau for the HKG, for distribution to the public at various activities to widely publicise the 5th HKG</p>	<p>From 6/2014 onwards</p>	

## Numbers of Participants in Various Activities of the 5th Hong Kong Games

Name of Activity		Date of Activity	Number of Participants	
			Participants	Spectators
<b>Sports Competitions</b>				
I.	District Athlete Selection			
1	Athletics Competition	June 2014 – January 2015	726	—
2	Badminton Competition		711	—
3	Basketball Competition		943	—
4	Futsal Competition		524	—
5	Swimming Competition		732	—
6	Table Tennis Competition		857	—
7	Tennis Competition		718	—
8	Volleyball Competition		1 538	—
Subtotal:			6 749	—
II.	Sports Competitions			
1	Athletics Competition	16 – 17 May 2015	539	1 051
2	Badminton Competition	11 April – 17 May 2015	400	3 252
3	The Jockey Club Basketball Competition	12 April – 30 May 2015	421	4 050
4	The Jockey Club Futsal Competition	11 April – 23 May 2015	284	5 310
5	Swimming Competition	2 – 3 May 2015	420	1 680
6	Table Tennis Competition	19 April – 24 May 2015	313	3 542
7	Tennis Competition	22 March – 30 May 2015	302	1 526
8	Volleyball Competition	22 March – 24 May 2015	526	3 672
Subtotal:			3 205	24 083
<b>Public Participation Activities</b>				
III.	Elite Athletes' Demonstration and Exchange Programmes			
1	Athletics	28 June 2014	93	1 543
2	Badminton	19 October 2014	140	305
3	Basketball	17 August 2014	112	253
4	Futsal	29 November 2014	152	530
5	Swimming	23 November 2014	274	354
6	Table Tennis	9 August 2014	92	2 805
7	Tennis	8 September 2014	114	2 850
8	Volleyball	6 July 2014	123	678
Subtotal:			1 100	9 318

Name of Activity		Date of Activity	Number of Participants		
			Participants	Spectators	
IV.	Opening and Closing Ceremonies				
	1	Opening Ceremony	25 April 2015	1 725	6 078
	2	Closing cum Prize Presentation Ceremony	31 May 2015	1 475	—
Subtotal:				3 200	6 078
V.	Other Publicity Activities				
	1	The 5th Hong Kong Games Press Conference	19 May 2014	118	—
	2	Sports Seminar cum Carnival	1 November 2014	1 080	2 200
	3	The Jockey Club Vitality Run Press Conference*	12 January 2015	168	—
	4	18 Districts' Pledging Ceremony cum Carnival	15 February 2015	963	2 103
	5	The Jockey Club Vitality Run cum Carnival*	8 March 2015	5 230	630
	6	Cheering Team Competition for the 18 Districts	29 March 2015	750	955
	7	Online game "Mini Hong Kong Games"	May 2014 – May 2015	75 897	—
	8	Online Voting for "My Favourite Sporty District" and Guessing the "Overall Champion of the 5th Hong Kong Games"	15 February – 10 May 2015	63 406	—
		Paper Voting for "My Favourite Sporty District" and Guessing the "Overall Champion of the 5th Hong Kong Games"		159 404	—
	9	Dynamic Moments Photo Contest	8 March – 31 May 2015	224	—
	10	"Healthy Exercise for All Campaign – Exercise and Health" Roving Exhibitions	October 2014 – February 2015	25 320	
	11	Setting up a large thematic floral wall in the "Hong Kong Flower Show 2015"	20 – 29 March 2015	42 510	
Subtotal:				375 070	5 888



Name of Activity	Date of Activity	Number of Participants	
		Participants	Spectators
<b>Number of Participants in the Public Participation Activities: ( III + IV + V )</b>		<b>379 370</b>	<b>21 284</b>
		<b>400 654</b>	
<b>Total Number of Participants in the 5th Hong Kong Games: ( I + II + III + IV + V )</b>		<b>389 324</b>	<b>45 367</b>
		<b>434 691</b>	

Remark: \*New activities in the 5th Hong Kong Games

**The 5th Hong Kong Games  
Lists of Sponsors**

**I. The Hong Kong Games Sponsors**

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
1.	* The Hong Kong Jockey Club	Principal Contributor	\$6,000,000	—	—
2.	* Mr Henry CHAN Chi-chiu, Founder of the World Gazers	Double Diamond Sponsor	\$1,000,000	Performances at the Opening Ceremony: Live orchestra performance and other performances	\$600,000
3.	*Otsuka Pharmaceutical (HK) Ltd.	Official Drink (sports drinks)	—	43 000 bottles of Pocari Sweat and 10 000 bottles of distilled water (53 000 bottles in total)	\$600,000
4.	Chickeeduck Retail (HK) Ltd	Diamond Sponsor	—	3 200 sports towels and 2 000 caps in the brand name of ProSport	\$600,000
5.	* Pyromagic Multi-media Productions Ltd.	Diamond Sponsor	—	Pyrotechnic and multi-media display on stage at the Opening Ceremony	\$600,000
6.	Hsin Chong Construction Group	Gold Sponsor	\$100,000	—	—
7.	* Crocodile Garments Ltd	Gold Sponsor	\$50,000	Gift coupons	\$50,000
8.	Long Far Herbal Medicine Manufacturing (HK) Ltd	Gold Sponsor	—	A total of 1 000 boxes of Superior Cordyceps	\$249,000
9.	Vita Green Health Products Co. Limited	Gold Sponsor	—	Doctor's Choice "Antioxidant", "Aloe Vera" and "MVM for Eyes" (1 300 boxes in total)	\$218,400
10.	* Gold Medal Sports Wholesalers Co.	Gold Sponsor	—	960 tubes of Li-Ning competition shuttlecocks; 24 SPALDING competition basketballs and 1 920 DHS competition table tennis balls	\$213,484

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
11.	FrieslandCampina (Hong Kong) Ltd	Gold Sponsor	—	19 600 gift packs of Dutch Lady (including a box of High Calcium Less Fat Milk Beverage, a leaflet on nutrition information and a reusable bag)	\$140,000
12.	* Hong Kong Chinese Martial Arts Dragon and Lion Dance Association Ltd.	Gold Sponsor	—	Dragon and lion dance performance at the Opening Ceremony	\$108,000
13.	Nutriworks Limited	Prize Sponsor	—	Flexi-Patch (3 800 packs)	\$81,000
14.	* Tamron Industries (HK) Ltd	Prize Sponsor	—	Prizes for the photo contest: 6 camera lenses in total	\$64,960
15.	* The Yuen Yuen Institute	Placement of Advertisement in the Souvenir Programme (A full inside page)	\$20,000	—	—
16.	CITIC Telecom International Holdings Limited	Placement of Advertisement in the Souvenir Programme (A half inside page)	\$10,000	—	—
17.	Panda Hotel	Placement of Advertisement in the Souvenir Programme (A half inside page)	\$10,000	—	—
* Previous sponsors of the Hong Kong Games			<b>\$7,190,000</b>	Total Estimated Value of Sponsorship in Kind/Service	<b>\$3,524,844</b>
<b>Total:</b>			<b>\$10,714,844</b>		

## II. The Hong Kong Games District Sponsors

Serial No.	Name of Sponsor/District	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
1.	<b>Central &amp; Western District</b>			
	Mr TONG Yeuk-fung	\$100,000	—	—
	Tung Sin Tan	\$30,000	—	—
	Mr HA Chung-kin	\$30,000	—	—
	Ms LAM Suet-ying	\$30,000	—	—
	Mr YIP Wing-kui	\$30,000	—	—
	Mr OR Shing-choi	\$3,000	—	—
	Mr LAM Chun-fung	\$3,000	—	—
	Mr LAM Yiu-man	\$3,000	—	—
	Ms LAU Wai-yan	\$3,000	—	—
	Mr TONG Tai-wai, Raphael, MH	\$3,000	—	—
Subtotal:		\$235,000	—	—
2.	<b>Kwai Tsing District</b>			
	Kai Shing Management Services Limited	\$10,000	—	—
	Mr CHEUNG King-chuen, Bobby, Executive Director of Telecom Digital Holdings Limited	\$10,000	—	—
	Mr WONG Chun-fai, Chief President of Kwai Tsing Division of Hong Kong Industrial & Commercial Association	\$10,000	—	—
	Mr CHAU Hau-lap, Chairman of Centrum Holdings Limited	\$10,000	—	—
	Dr YEUNG Hoi-shan	\$5,000	—	—
	MTR Corporation Limited	\$2,000	—	—
	Hong Kong Ferry (Holdings) Company Limited	\$1,000	—	—
Subtotal:		\$48,000	—	—
3.	<b>Tai Po District</b>			
	Tai Po Sports Association	\$50,000	—	—
4.	<b>Wong Tai Sin District</b>			
	Wong Tai Sin District Recreations & Sports Council	—	Prizes for the colouring and slogan competition in response to the 5th HKG (book coupons)	\$4,000
		—	Placing advertisements on 15 minibuses' bodies	\$68,000
Subtotal:		—	—	\$72,000

Serial No.	Name of Sponsor/District	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
5.	<b>Tsuen Wan District</b>			
	Mr LEUNG Cheong-ming, TWS Industrial (Holdings) Limited	\$60,000	—	—
6.	<b>Yau Tsim Mong District</b>			
	Ms CHAN-Heung-lin, Jenny	\$100,000	—	—
	Ms CHAN Oi-ching, Daisy	\$100,000	Uniforms for the Delegation and other relevant expenses	—
	Mr CHEUNG Hok-sau, MH, JP	\$100,000	—	—
	Mr Zaman Minhas QAMAR	\$10,500	Expenses for the Cheering Team	—
	Ms HUI Mei-sheung	\$10,000	Expenses for the Table Tennis Team	—
	Mr LOW Lock-ming	\$10,000	Expenses for the Basketball Team	—
	Dr LUI Kam-fong	\$10,000	Expenses for the Athletics Team	—
	Mr HUI Chun-choi	\$10,000	Expenses for the Badminton Team	—
	Mr CHONG N.K., John	\$10,000	Expenses for the Futsal Team	—
	Mr Kenneth CHAN	\$10,000	Expenses for the Swimming Team	—
	Mr CHIU Sung-bun	\$10,000	Expenses for the Tennis Team	—
	Dr Albert WONG	\$10,000	Expenses for the Volleyball Team	—
	Subtotal:		\$390,500	—
7.	<b>Yuen Long District</b>			
	Winner Surveying Consultants Co.	\$30,000	—	—
	Ming Wai Estates Holdings Limited	\$30,000	—	—
	Construction Machinery Technical Training Centre	\$30,000	—	—
	Mr TANG Tat-sin	\$10,000	—	—
Subtotal:		\$100,000	—	—
<b>Total:</b>		<b>\$883,500</b>	Total Estimated Value of Sponsorship in Kind/Service	<b>\$72,000</b>
		<b>\$955,500</b>		

## Financial Expenditure of the 5th Hong Kong Games

(As at 30 July 2015)

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
<b>I. Support for District Teams</b> <sup>Note 1</sup>	
1. Sports Equipment (e.g. the balls for practice)	94,027
2. Official's Remuneration (e.g. coaches and part-time officials)	2,778,213
3. Formation of Cheering Teams	207,064
4. District Selection Competition	853,694
5. Transportation (e.g. pick-up service for athletes and residents of respective districts for participation in the opening and closing ceremonies)	205,572
6. Athletes' Competition Uniforms	900,393
7. District Delegations' Uniforms	1,075,016
8. Publicity in Districts	416,058
9. Miscellaneous Expenses	125,746
Subtotal:	<b>6,655,783</b>
<b>II. Sports Competitions</b>	<b>2,139,403</b>
(athletics, basketball, badminton, table tennis, swimming, tennis, futsal and volleyball)	
<b>III. Public Participation Activities</b>	
1. Elite Athletes' Demonstration and Exchange Programmes (8 sports)	195,377
2. Sports Seminar cum Carnival	153,451
3. 18 Districts' Pledging Ceremony (including the Carnival)	641,160
4. The Jockey Club Vitality Run (including the Carnival)	1,778,656
5. Cheering Team Competition for the 18 Districts	469,567
6. Voting and Guessing Activities	222,798
7. Photo Contest	47,969
Subtotal:	<b>3,508,978</b>
<b>IV. Publicity</b>	
1. Organising Publicity and Public Participation Activities (including press conferences and exhibitions)	572,105
2. Advertisements (including advertising on newspapers, radio,	6,980,558

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
television, public transport vehicles, the MTR and at an exit of the Cross-Harbour Tunnel)	
3. Publicity Items (including posters, lamp-post bunting, banners, souvenir programme, promotional videos, souvenir T-shirts and souvenirs)	3,302,735
4. Computer system of the HKG and setting up the dedicated website <sup>Note 2</sup>	700,716
Subtotal:	<u>11,556,114</u>
<b>V. Opening and Closing Ceremonies</b>	
1. Opening Ceremony	4,321,709
2. Closing Ceremony	776,724
Subtotal:	<u>5,098,433</u>
<b>VI. Employment of Temporary Staff</b>	<b>915,875</b>
<b>VII. Miscellaneous Items</b>	<b>150,000</b>
<b>Total:</b>	<u><b>30,024,586</b></u>

Notes:

Note 1 : Expenditure items handled by the District Leisure Services Offices of the LCSD for the participation of District Delegations in the HKG, excluding the Notional Venue Charges for sports venues of the LCSD.

Note 2 : The expenditure of \$6 million borne by the Office of the Government Chief Information Officer (OGCIO) for upgrading the computer system and developing online games for the HKG not included.

## **Key Views from Various Sectors of the Community on the 5th HKG**

### **I. Overall Views on the 5th HKG**

- ◆ It was generally opined that the 5th HKG was clearly positioned with specific targets and the objectives had been achieved as expected to enhance community cohesion, encourage active public participation in sports and strengthen the public's sense of belonging to the districts they live in. Also, with satisfactory overall arrangement and smooth operation, the 5th HKG had improved in terms of scale and atmosphere compared with the previous HKGs.

### **II. Competition Events**

- ◆ It was generally considered that the eight existing sports were appropriate. The sports were relatively popular at the community level, widely accepted by the public and provided with adequate facilities in various districts for the purposes of training and competition. However, some organisations/members of the public suggested that some other sports competitions such as squash, handball and dragon boat should be organised by/added to the HKG.
- ◆ Some Members suggested including the Cheering Team Competition for the 18 Districts as a scoring event in the next HKG.

### **III. Competition Formats and Rules**

- ◆ It was generally accepted that the introduction of a seeding system to decide the grouping for the preliminary rounds of team events in the 5th HKG was an improved and fairer arrangement. It made the events more competitive and appealing to spectators on the one hand, and encouraged the participating teams to strive for the best performance and get prepared for the next HKG on the other hand, bringing the HKG in line with the established practice of major sports events. Some Members, however, considered each edition of the HKG as independent, and pointed out that different athletes were nominated through open selection by their respective districts in different editions of the HKG. They were doubtful about the rationale behind the seeding system based on the results in the previous HKG.
- ◆ Some Members suggested that a seeding system for individual events might be considered and reference might be made to the ranking of individual athletes on the lists of the relevant National Sports Associations (NSAs).
- ◆ Some Members and DCs held that the competition schedules for the athletics and swimming competitions were too tight and suggested extending the competition period from one and a half day (half day on Saturday and a full day on Sunday) to two Sundays. It was also suggested that the competition schedules be released earlier together with the prospectuses, so that the districts could enter suitable athletes in the events according to the schedules and prevent the athletes'



performance from being affected by their participation in successive events.

- ◆ Some DCs suggested that the enrolment procedure of the relay events in the athletics competition should be the same as that of the swimming competition, i.e. the players' lists could be submitted by a coach on the event day instead of beforehand. In this way, the teams could be spared the inconvenience caused by on-the-spot replacement due to the absence of athletes.
- ◆ Some Members and DCs suggested that the team leaders' meeting of the athletics competition be replaced by a technical meeting and rescheduled to a few days or one week before the competition, so that the finalised players' lists could then be confirmed after ensuring that the athletes concerned were ready for the competitions.
- ◆ Some Members and DCs suggested that the group matches in the preliminary rounds of team events, especially for the last two matches, should be held concurrently to ensure fairness. This could minimise the possibility of the qualification results being affected by match-fixing.
- ◆ Some Members suggested that, instead of one match a day, two matches a day could be held in the preliminary rounds of team events of the table tennis competition. Individual events could be held in two days, with matches from the preliminary rounds to the semi-finals being held on the first day and matches from the semi-finals to the finals on the second day.
- ◆ Some Members were of the view that athletes/teams entering the quarter-finals should be allowed to retain their positions and results even if they were judged to have withdrawn from the matches, so that their progress in the competition could be reflected and used as a reference for drawing up the lists of seeded athletes/teams.
- ◆ Some Members and members of the public opined that it would be fairer and might attract more participants if the events of the HKG could be divided into different age groups.

#### IV. Event Dates, Times and Venues

- ◆ It was generally opined that the locations of competition venues of the 5th HKG were more convenient and accessible. Some DCs suggested that the events on weekday evenings should be held in urban areas or near MTR stations as far as possible to give athletes sufficient time to arrive at the venues earlier after work for warm-up and getting prepared for the events.
- ◆ Some Members and DCs pointed out that some of the competition dates of the HKG clashed with those of other events organised by the relevant NSAs, and that some athletes preferred other events to the HKG, and thus affecting the competition results of the districts concerned.
- ◆ Some Members thought that competitions of the HKG could be held at venues with spectator stands, so as to attract the public to attend the competitions.
- ◆ Some DCs suggested that the athletics and tennis competitions be held earlier to minimise the possibilities of being affected by inclement weather. The LCSD should consider reserving indoor tennis courts as fallback venues in the long run.

## V. Eligibility Requirements for Athletes

- ◆ It was generally opined that the eligibility requirements for athletes of the 5th HKG were reasonable and clear. It was also agreed that “resident cards” should not be accepted as proof of place of residence of athletes in the 5th HKG.
- ◆ Some Members suggested that the eligibility requirement concerning the place of residence be relaxed, so that apart from residents of a district, students of the schools located in the district should also be allowed to represent the district in order to encourage more school teams to participate in the HKG.
- ◆ Some DCs and members of the public suggested that the eligibility requirements for athletes be tightened in a way that athletes who participated in competitions as national squad (including the junior squad) members, in the first division events of local competitions, in the competitions of the HKG, in beach volleyball competitions as Hong Kong team members, etc. in the past three years should not be allowed to participate in the competitions of the corresponding sports of the HKG.
- ◆ Some Members opined that the skill levels of the athletes of the HKG varied greatly and were mainly at the level of district competitions. Due to the lack of competitiveness, the events could not attract more attendance or created a charged competition atmosphere.
- ◆ Some DCs suggested cancelling certain documents as acceptable proof of place of residence of athletes, e.g. mobile phone bills and credit card statements, since proof of place of residence is not required when applying for the service.
- ◆ Some Members suggested that documentary proof of place of residence within the latest 6 months instead of 3 months should be provided.

## VI. Method and Mechanism for the District Athlete Selection

- ◆ It was generally considered fair for the 18 districts to select their athletes through the existing standardised and open selection mechanism.
- ◆ Some DCs opined that the two-week timeframe for handling athlete selection for the swimming and athletics competitions was too tight, and suggested extending it to at least 3 weeks to allow enough time to complete the selection.
- ◆ A DC suggested announcing the specifications of the equipment for the HKG athletics competition and the list of recognised athletics competitions as soon as possible, so that the members of the public who were interested in the competition could make timely arrangements to take part in the competitions concerned in order to obtain recognised qualification for entering the district athlete selection for the athletics competition.
- ◆ A suggestion was made by the public that the selection competitions should adopt the single round robin system in order to select more effectively outstanding athletes to represent the districts. Another suggestion was that it would be fairer and more reasonable for the lists of players for HKG double events to consist only of athletes who had won the single events of the selection competitions.

## VII. Training for District Teams and Arrangements for Coaches and Team Leaders

- ◆ It was generally agreed that the qualifications and remuneration of coaches were satisfactory and that the pre-competition training of 24 hours was sufficient to help raise the skill levels of district athletes. However, a Member suggested that more resources should be provided for extending the training hours of district teams in order to enhance the co-ordination among coaches and team members, and attract more outstanding athletes to represent their districts.
- ◆ Some DCs reflected that the relatively low attendance rates of the pre-competition training were due to the fact that some athletes were unable to attend the pre-competition training because they had to attend the regular training provided by other organisations such as schools and NSAs.
- ◆ A Member suggested that the districts could make pre-competition training compulsory and set the required attendance rate for athletes to represent their districts.
- ◆ A DC suggested that each district delegation should have two additional deputy chief team leaders, so that the arrangements for leading the district teams to the competitions could be more effective.

## VIII. Competition Sportswear

- ◆ It was generally agreed that the guidelines on sportswear for competitions provided by the Secretariat of the HKG were clear and could facilitate the provision of suitable sportswear for competitions for athletes.
- ◆ A member pointed out that some athletes did not wear the competition sportswear of their respective districts, making them not easily identified and making it difficult for spectators to distinguish the districts they were representing.

## IX. Opening Ceremony

- ◆ It was generally opined that changing the venue of the opening ceremony to the Hong Kong Coliseum had brought about satisfactory results as the venue is conveniently located, easily accessible and unaffected by weather. It was also generally agreed that the DCs could help their guests get seated more efficiently under the arrangement of assigning VIP areas to the districts in advance.
- ◆ Some DCs opined that the allocation of only 170 tickets for the opening ceremony to each DC was not enough to meet the needs of the organisations in the district and members of the district delegation.
- ◆ Some DCs considered the ticket collection procedure for guests quite complicated, and suggested reviewing the arrangement.
- ◆ A DC suggested that guests from the same district should be seated in the same area to facilitate communication and enhance their sense of belonging to the district.
- ◆ Some DCs opined that the waiting time for delegations staying outside the venue before the parade into the venue was relatively long, making elderly delegation members feel tired.

## X. Closing cum Prize Presentation Ceremony

- ◆ Some DCs held that the estimated duration of the prize presentation ceremony should be close to the actual time needed, so as to avoid an overrun and facilitate the participation of the district delegations.
- ◆ Some DCs considered that it would be better if the seats of the prize-winning athletes were in the same area with their families and other members of the delegations.
- ◆ Some DCs considered that the flag bearers selected by the DCs had no particular role to play in joining the ceremony, and that the masters of ceremony showed a lack of respect for them for not introducing their names.

## XI. Strategies, Channels and Effectiveness of Publicity

- ◆ It was generally agreed that the publicity strategies adopted for the 5th HKG were more satisfactory and effective than those for the previous HKGs, and that the public's awareness of and involvement in the 5th HKG had been significantly enhanced. Some Members suggested that the publicity in schools be enhanced to encourage students' participation in the HKG.
- ◆ It was generally agreed that the positioning of and arrangements for the newly added The Jockey Club Vitality Run were satisfactory. Well received by the public with a favourable atmosphere, the activity was able to publicise the HKG and further promote the "Sport for All" culture in an effective manner. In addition, some Members suggested that the Overall Best Team Costume Prize be increased from one to three prizes, i.e. the champion, 1st runner-up and 2nd runner-up.
- ◆ Some Members suggested that the Sha Tin Racecourse be incorporated into the course of the Vitality Run for the next HKG to make the activity more appealing and enhance the attendance.
- ◆ Some Members suggested that the LCSD should provide live broadcasts of the competitions by installing large video screens on the external walls of competition venues to draw spectators to the competitions from the community. It was also suggested that large scoreboards be provided at the competition venues so that the spectators can enjoy the competitions easily.
- ◆ It was generally opined that the Cheering Team Competition for the 18 Districts ran smoothly with a festive atmosphere. Some DCs suggested that additional resources be provided for the DCs to strengthen the training of their cheering teams, and that the team leaders and coaches of the cheering teams be included as members of the district delegations.
- ◆ It was generally agreed that the overall performance of the website of the 5th HKG had improved compared to that of the previous HKG. With attractive design features, rich contents and efficient information updating, it provided users with information about the HKG in an effective manner.
- ◆ Some Members suggested that the athletics competition be excluded from the photo contest as the majority of participants disregarded the instructions given by officials and took photos in inappropriate and unsafe areas, bringing risks to the competition in progress and their own safety.

- ◆ Some members of the public suggested that live webcasts of the competitions of the HKG be provided, and that the publicity be enhanced by, for example, developing mobile applications for the HKG.
- ◆ Some Members suggested that the Organiser of the next HKG should co-ordinate with the Information Services Department on the broadcasting schedule of HKG APIs to avoid undermining their publicity effects due to overlapping with the publicity schedules for other government policies or campaigns.

## XII. Financial Arrangements

- ◆ It was generally agreed that the district support funding for the 5th HKG was sufficient, but some DCs held that the funding for certain items, such as the remuneration of officials, competition uniforms, organisation of cheering teams, and traffic and transport arrangements, had to be increased in order to optimise the arrangements in various aspects.
- ◆ Some DCs considered that the existing limit of allowing the virement of only 20% of the funding between individual items for district support was not flexible enough to cater for the practical needs of the DCs.