

COMMUNITY SPORTS COMMITTEE

Report of the “3rd Hong Kong Games” Organising Committee

Introduction

This paper seeks to present to the Community Sports Committee (CSC) the activity report of the 3rd Hong Kong Games (HKG) and put forward recommendations for the 4th HKG to be held in 2013.

Background

2. To further promote the “Sport for All” culture in the community, the Sports Commission and the CSC under the Sports Commission, in partnership with the 18 District Councils (DCs), the Sports Federation & Olympic Committee of Hong Kong (SF & OC), the Leisure and Cultural Services Department (LCSD) and relevant National Sports Associations (NSAs), have organised the HKG biennially since 2007. The HKG are a territory-wide major multi-sport event in Hong Kong 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 with a view to promoting the “Sport for All” culture in the community, to strengthen the public’s sense of belonging to the districts they live in, and facilitate communication and promote friendship among the 18 districts so as to enhance community cohesion. The HKG are organised and co-ordinated by the Sports Commission and the CSC respectively, while the 18 DCs, SF & OC, relevant NSAs and the LCSD are the co-organisers.

The 1st and 2nd HKGs

3. The 1st HKG were held from 21 April to 6 May 2007. A total of 1 287 athletes participated in the competition events of four sports, namely, athletics, badminton, basketball and table tennis, and more than 100 000 people were attracted to take part in the 12 publicity and public participation activities. The 2nd HKG were

held from 9 to 31 May 2009. A total of 2 307 athletes participated in the competition events of six sports, namely, athletics, badminton, basketball, swimming, table tennis and tennis, and more than 160 000 people were attracted to take part in the 13 publicity and public participation activities. In the 2nd HKG, there were substantial growth in the numbers of athletes in competitions and participants in promotional activities, as compared with the 1st HKG. Such encouraging results also indicated that the HKG had gradually gained recognition from the whole community and become a significant sports event held biennially in the territory.

The 3rd HKG

4. The CSC formed the 3rd HKG Organising Committee (OC) in March 2010 for co-ordinating and organising the 3rd HKG. Members of the OC included representatives of the CSC, the 18 DCs, the SF & OC, relevant NSAs, the Home Affairs Bureau and the LCSD. A Standing Committee (SC) was set up under the OC in April 2010. Apart from the representatives of the OC, the SC also comprised representatives from the sports sector, the education sector, the media/public relations sector and the elite athletes, with a view to incorporating views of different sectors as well as planning and implementing various items of the organising work for the 3rd HKG in a more effective way. The structures of the OC and the SC are detailed at *Annex 1*.

Activity Report

Competition Events, the Participants and the Selection Mechanism

5. The 3rd HKG were successfully held from 14 May to 5 June 2011. A total of 3 017 athletes from the 18 DCs participated in the competition events of eight sports, namely, athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball. By means of a standardised selection mechanism, the districts selected athletes meeting the eligibility requirements as their representatives in an open manner starting from August 2010. Each athlete could only participate in the HKG selection competition of one district and could only represent one district in the HKG. A total of 5 147 athletes had participated in the open selection of the districts. After the selection carried out at districts, a total of 3 017 athletes were nominated to represent the 18 districts in the 3rd HKG. Among them, the age group “15 – 19” constituted the majority (1 061 people, or 35%), followed by the age groups “20 – 24” (638 people,

or 21%) and “25 – 29” (363 people, or 12%). The distribution of athletes by age in the 3rd HKG is set out in the table at [Annex 2](#).

6. The various sports competitions were held in the period between 26 March and 4 June on weekday evenings and on Saturdays, Sundays and public holidays to facilitate participation by the athletes of various districts and viewing of the competitions by the public. To minimise the time spent by the athletes on travelling to competition venues far away from their districts, the preliminary round of the team events of ball games were divided into four groups on a geographic basis with a round robin system adopted for each group, such that the matches at this level could be held within the athletes’ own regions. Eighty-three events were organised in the 3rd HKG, with 251 medals awarded, namely, 83 gold, 85 silver and 83 bronze. After weeks of fierce and tight competitions, Yuen Long District became the “Overall Champion of the 3rd Hong Kong Games”, while the Overall 1st and 2nd Runners-up went to Sha Tin District and Central & Western District respectively. The results of all competitions are set out in the table at [Annex 3](#).

Publicity and Public Participation Activities

7. Held for the third time this year, both the scale and acceptability of the HKG have been growing steadily. To further strengthen the publicity for the HKG and to create a strong atmosphere in the community, the OC had not only adopted the same publicity channels, such as posters, a dedicated website, press releases and advertisements, but also launched a series of new publicity initiatives, including the commencement of various publicity activities as early as in June 2010, and the staging of a launching ceremony to tie in with the 18 districts’ athlete selection scheduled to begin in August. For the first time, ten elite athletes were appointed the “Hong Kong Games Ambassadors”. Apart from participating in major publicity activities, they also appeared in promotional videos and cheered on the athletes from the 18 districts, as well as calling on all Hong Kong people to support and actively participate in the public participation activities. Meanwhile, two announcements of public interests (APIs) were produced for broadcast on TV and radio channels. These APIs were also uploaded onto the HKG’s dedicated website and the ISD on YouTube, and broadcast on public buses, trains and at LCSD venues in the 18 districts. A HKG theme song was also produced for the first time to build up a unique and distinct image for the HKG, so as to reinforce the public’s impression of the HKG. Moreover, large-sized advertisements were displayed on tram and bus bodies, in MTR stations and at both

entrances of the Cross Harbour Tunnel, in order to create a strong atmosphere for the HKG.

8. In order to encourage public support and participation in the 3rd HKG through different ways, we held a total of 18 diversified publicity and public participation activities. Besides the launching ceremony, the 18 Districts' Pledging Ceremony, the grand Opening Ceremony, the Closing cum Prize Presentation Ceremony, the Elite Athletes' Demonstration and Exchange sessions on the eight sports of the HKG, Voting for "My Favourite Sporty District", Guessing the "Overall Champion of the 3rd HKG" and the "Dynamic Moments Photo Contest", the "Cheering Team Competition for the 18 Districts" was held separately this year and the "Countdown to the 3rd HKG" was introduced. Meanwhile, an exhibition and a large thematic floral wall were set up in the "Hong Kong Flower Show 2011", and display panels were set up in the "Healthy Exercise for All Campaign – Exercise and Health Roving Exhibitions", in order to enhance the publicity effect.

9. In addition, elements of the integration between able-bodied and disabled persons were also introduced to the 3rd HKG. Athletes from the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled and the Hong Kong Sports Association for the Mentally Handicapped were also invited to participate in the Elite Athletes' Demonstration and Exchange sessions of four sports, namely, badminton, athletics, table tennis and swimming, so that different segments of the community could participate in HKG activities.

10. Regarding the awards, new prizes, namely the "Overall 1st Runner-up of the 3rd Hong Kong Game" and "2nd Runner-up of the 3rd Hong Kong Games", were added. Moreover, the "District with the Most Gold Medals" and the "District with the Best Progress" awards were introduced to encourage more active participation in the 3rd HKG by the districts. The 18 publicity and public participation activities of the 3rd HKG had attracted more than 300 000 people, reflecting a more enthusiastic response than the previous two HKGs. The numbers of participants in different activities are set out at *Annex 4*.

District Delegations and Training Programme and Coach Arrangements for the District Teams

11. In the 3rd HKG, each member of a district delegation could only represent one district, and a member could not take up more than one post/identity in the same

district delegation. All members of the district delegations, including heads, deputy heads, team leaders, coaches and athletes, were not allowed to hold more than one identity, in order to avoid confusion of roles. In order to raise the standard of sports in the districts, the LCSD had allotted 24 hours of training for each of the eight competition events to teams from the 18 districts as a form of pre-competition training through funding under the item on district support in the HKG. This represented a significant increase over the six-hour allotment in the last two HKGs. Moreover, arrangements for provision of systematic training by qualified coaches assigned by relevant NSAs to the district teams were made through the Secretariat (but for table tennis, the districts recruited on their own the qualified coaches who met the Organiser's requirements to provide the training.). During the competition period, the coaches also led the teams to the venues for participation in the competitions, in order to enhance the on-field performance, team spirit and co-operation of the athletes. The recruitment of and remuneration for coaches were handled in accordance with the established recruitment procedure and remuneration rates adopted by the LCSD.

Sponsorship

12. There were two types of sponsors for the 3rd HKG, namely the HKG Sponsors and the HKG District Sponsors. The Organiser received sponsorship of up to \$4.09 million in cash and about \$1.67 million in kind/service from 16 organisations, among which the Hong Kong Jockey Club offered cash sponsorship of up to \$3.5 million and became both the "Principal Contributor" of the 3rd HKG and the Title Sponsor for the futsal competition. The Hong Kong Jockey Club's sponsorship will be used to cover the expenditure on the training of district athletes in the 18 districts for participation in the 3rd HKG, the expenditures on the organisation of the "Elite Athletes' Demonstration and Exchange" for the eight sports and the Title Sponsorship for the futsal competition on a reimbursement basis. In addition, the Yuen Yuen Institute also offered cash sponsorship of \$500,000 and became the "Major Sponsor". The remaining cash sponsorship of \$90,000 was received from six other organisations. The sponsored items included the lucky draw prizes for the Voting and Guessing activities, the track jackets for the 18 district delegations, OC and SC members and the western suits for OC and SC members, the dragon and lion dance performance and the pyrotechnic display at the opening ceremony, drinks for the athletes etc. As for the HKG District Sponsors, response to invitation was also more active than the previous two HKGs, with nine districts (i.e. Central & Western District, Kwai Tsing District, Wan Chai District, Tsuen Wan District, Kowloon City District, Tai Po District, Eastern District, Yau Tsim Mong District and Sha Tin District) obtaining sponsorship from

local dignitaries/organisations. The details of the sponsorship from the HKG Sponsors and the HKG District Sponsors are set out at [Annex 5](#).

Financial Arrangements

13. The original estimated funding for the 3rd HKG was HK\$16 million, covering expenditure items such as the expenses for all competitions, publicity activities, the opening and closing ceremonies and the financial support offered to the 18 district teams. To further enhance the publicity for the HKG and promote public awareness of this event, the LCSD had allocated additional funding of \$3 million early this year. This amount, together with the cash sponsorship totalling a maximum of \$4.09 million received by the OC, had given rise to the revised estimated funding of about \$23 million for the 3rd HKG. The additional funding was used mainly for enhancing the major publicity items with a view to creating a stronger atmosphere for the HKG. The expenditure items of the 3rd HKG have yet to be verified for the time being, and it is estimated that the total expenditure of the Games should be around \$21.4 million. The financial statement is set out at [Annex 6](#).

Review of the Activity and Recommendations for the Next HKG

14. To assess the effectiveness of the 3rd HKG and perfect the arrangements for the next HKG, the Secretariat collected views on the 3rd HKG from various sectors of the community in both the organisation process and the course of the Games through different channels such as discussions by the CSC, the advice provided by the Independent Commission Against Corruption, public enquiries, the referrals of public opinions by district councillors and newspaper editorials. Moreover, the Secretariat also issued a pre-designed opinion collection form to the co-organisers after the conclusion of the Games to solicit their opinions on the 3rd HKG. During its sixth meeting held on 13 July 2011, the OC reviewed various arrangements for the 3rd HKG. The key views are at [Annex 7](#).

15. In consolidating the key views from various sectors of the community on the 3rd HKG, the OC considered that the 3rd HKG, which were bigger in scale and showing obvious improvements as compared with the previous two HKGs, had demonstrated a satisfactory overall effectiveness. As the DCs had provided strong support and injected more resources into the Games, stepped up publicity at the district level and mobilised support and participation from local dignitaries, the public's sense

of belonging to the districts they live in had been greatly heightened and community cohesion had been enhanced. In addition, the resources for the 3rd HKG had been greatly increased owing to the support from quite a number of sponsoring organisations. Apart from being used for strengthening the training provided to the district teams and raising the standard of sports among athletes, the resources were also used for enhancing various publicity programmes and enlarging the scale of the whole Games, thereby arousing greater public awareness and encouraging more public participation. The OC has, upon discussion, made the following recommendations for the next HKG:

(a) Positioning and Targets of the HKG

- It was recommended that the present positioning of the HKG as an event for the promotion of “Sport for All” at the community level be maintained for the next HKG so as to work further towards the target of developing a strong sporting culture in the community.
- It was recommended that the overall arrangements for the next HKG be enhanced and the publicity at the district level as well as promotion of competition events be stepped up.

(b) Competition Events

- As the eight existing sports, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball, are already quite all-embracing and popular at the community level, it was recommended that they should be retained in the next HKG. As to whether the number of sports should be increased or not, considerations such as availability of resources in each district and the development of individual sports in the districts should be taken into account.
- If sports are to be added, individual Members were of the view that consideration might be given to triathlon, diving, handball, cycling, squash, wushu, gymnastics for all, chess, dancing and dragon boating.

(c) Co-ordination for Competition Dates and Time

- It was recommended that staging of the next HKG during the examination season should be avoided as far as possible and that liaison be made with the relevant NSAs and the Hong Kong Schools Sports Federation, etc. on the competition dates to avoid clashing with the dates of other major sports events or schools competitions. The commencement time of the competitions should be set on the basis of striking a balance between

- arrangements for competitions and the needs of athletes as far as possible.
- It was recommended that holding the finals on two consecutive days or more in the next HKG should be avoided as far as possible to allow athletes sufficient time to get some rest.
- (d) Review of the Competition Format and Competition Rules
- The grouping methods, either on a geographic basis or by drawing lots, have their own merits. As most districts generally supported grouping on a geographic basis, it was recommended that this method should continue to be adopted for the preliminary rounds of team events in the next HKG.
 - It was recommended that discussion be held with the relevant NSAs on the possibility of relaxing some of the competition rules in the next HKG and on whether participants or teams could continue to participate in the remaining events and retain the result(s) obtained and the point(s) scored if the participants or teams have withdrawn from any event in the preliminary rounds and the quarter-finals.
- (e) Selection of Competition Venues that are Easily Accessible
- It was recommended that the preliminary rounds (on group basis), which were to be held in different regions, should take place at easily accessible venues located in the districts participating in the respective competition and the quarter-finals be held at conveniently located and easily accessible venues.
- (f) Continued Adoption of the Prevailing Eligibility Requirements for Athletes and Review of the Arrangements Regarding the Roles of Delegation Members
- It was recommended that the requirement obliging participating athletes to live in the districts they represent be maintained in the next HKG so as to heighten their sense of belonging to the districts they live in and highlight the clear image of the HKG that it is an event with the 18 DCs as participating units.
 - It was recommended that the “Entry Qualifying Time” requirement be maintained for the swimming competition in the next HKG.
 - It was recommended that the point on whether delegation members, including the heads, the deputy heads and the team leaders, might take up more than one role be further reviewed for the next HKG.
 - Regarding the athletes who were nominated to represent their respective

districts in the HKG and then selected to represent Hong Kong in international sports competitions after the enrolment deadline for the HKG, a Member held that they should still be qualified to participate in the HKG so as to reduce the impacts on the district teams. It was recommended that this requirement be reviewed for the next HKG.

(g) Continued Adoption of the Standardised Method of Selecting Athletes at Districts and Selection Mechanism

- It was recommended that the standardised athletes selection mechanism in the 18 districts should continue to be adopted and the restriction that each athlete might only participate in the selection competition(s) of one district be maintained in the next HKG. Discussion should be held with the relevant NSAs on relaxing the eligibility requirements for district selection so as to allow more people to participate in the selection competitions.

(h) Continued Adoption of the Present Arrangements for District Teams' Training, Coaches and Team Leaders

- It was recommended that the practice of providing 24 hours of pre-competition training to the district teams for each sports event and the arrangements for the athletes to be led by coaches for participation in competitions be maintained in the next HKG where resources permit so as to raise the standard of sports in the districts. The current method of calculating the fees for coaches who led the teams to the competitions should also be reviewed.
- It was recommended that the DCs should maintain a close tie with schools and sports associations in their own districts for recruiting more district athletes to participate in the HKG so as to avoid domination of participation by a small group of athletes. In the long run, each DC is encouraged to set up district teams for various sports events in the respective district and to provide systematic training with a view to further promoting sports development in the districts and identifying athletes with good potentials in the districts.

(i) A Publicity Strategy to be Implemented on All Fronts and the Use of More Channels to Enhance Publicity

- It was recommended that continued exploration be carried out to open up more channels to step up publicity for the next HKG and publicity work should begin as early as possible at the district level. The aims are to

promote selection work at districts and continue to step up publicity at the community level during the competition period so as to attract more members of the public to watch the events of the HKG. In addition, a greater variety of activities should be organised to encourage involvement of all Hong Kong people.

- It was recommended that, apart from improving the design of the dedicated website, the efficacy of the website should also be enhanced and upgraded for processing a large set of data.
- It was recommended that the present arrangements for holding the Cheering Team Competition separately be adopted in the next HKG.
- In view of the lower participation rate in the Student Division of the photo contest this year as compared with that in the previous HKG, it was recommended that more powerful publicity be carried out for the next HKG.

(j) Optimising the Sponsorship Programme and Seeking Additional Resources for the HKG

- In view of the growing acceptability of the HKG and the increased number of sponsors, it was recommended that the current arrangements for the sponsorship programme be reviewed for the next HKG so as to increase the resources more effectively and to enhance the image of the HKG.

(k) Improving the Arrangements for the Opening Ceremony

- In view of the fact that members of the public were generally satisfied with the arrangements regarding the programmes of the opening ceremony of the 3rd HKG and particularly praised the excellent military group callisthenics (槍械團體操) performance by the Hong Kong Garrison of the Chinese People's Liberation Army (the Hong Kong Garrison) at the ceremony, it was recommended that the Hong Kong Garrison be invited again to perform at the opening ceremony of the next HKG. Moreover, a Member reflected that as some spectators' seating was on the back side of the performance stage, the needs of all spectators, who were watching the performance from different angles in the venue, should be taken into account when making arrangements for the performances in the next HKG.
- A Member was of the view that the march-in of the delegations at the opening ceremony should be modelled on those marches held at other major sports events, during which the delegations and athletes would enter and march around the venue once, and consideration might be given to cancelling the cheering teams' performance when they enter the venue so as

to ensure a smoother march-in. It was recommended that the arrangements regarding the march-in of the delegations at the opening ceremony be reviewed in the next HKG.

(1) Provision of More Resources for Districts

- It was recommended that more resources be provided for districts on a need basis where resources permit in the next HKG and continued encouragement be given to DCs with a view to motivating them to actively seek support and sponsorship from local organisations or dignitaries in order to increase the resources for the district teams to support their participation in the HKG. Publicity should also be stepped up at the district level to encourage involvement of the local residents in the HKG.

District-based Experience Sharing

16. The competition was keen in all sports events this year. Quite a number of districts achieved outstanding results in the Games, and some of them have shared with us the factors contributing to their success. The factors included:

(a) Stepping Up Publicity at the District Level

Apart from displaying posters, distributing publicity leaflets and displaying large banners and lamp-post bunting, some DCs had allocated additional resources to the stepping up of publicity at the district level. Pamphlets introducing the name lists of district team members and the competition schedules for preliminary rounds were printed for wide distribution and publicity in the districts. Publicity activities such as the pledging ceremony or flag presentation ceremony were held before the Games with the attendance of delegation members and community leaders to encourage public participation and support for the athletes with a view to inspiring them to strive for their best in this year's Games.

(b) Actively Seeking Additional Resources at the District Level

Apart from the district support provided by the LCSD, some participating units had actively sought other resources within their districts including DC funding as well as sponsorship from district sports associations and local dignitaries/organisations in order to provide the district teams with additional resources to support their participation in the HKG.

(c) Enhancing Training, Team Spirit and Co-operation among Members of the District Teams

As some districts were provided with additional resources by the DCs or sponsors, more training sessions could be organised with a view to strengthening training for athletes and enhancing co-operation among members of the district teams. This was highly conducive to improving their performance in team events.

(d) Attaching Great Importance to Sports Training at the District Level and Promoting Sports Development in the Districts

Many districts have all along attached great importance to sports development in their districts and engaged actively in the training of sports talents. In view of the fact that the athletes of district teams were chosen through open selection, they actively promoted sports development in their own districts and encouraged their outstanding athletes to participate in the relevant recognised sports competitions so that they could be selected as district representatives through open selection. This has allowed individual districts to be well prepared for the formation of district teams and to strengthen the line-up of their teams.

(e) Local Dignitaries' Enthusiasm and Support for Sports

As some local dignitaries, such as DC Chairmen, District Councillors and District Officers, showed their enthusiasm for a strong sporting culture, they involved themselves actively in the promotion of sports. Apart from holding the pledging ceremony, they greatly boosted the morale of the district teams by going to the competition venues to cheer on the athletes during the competitions.

Conclusion

17. Overall speaking, obvious improvements were seen in the 3rd HKG as compared with the previous two HKGs in terms of the scale and organisation. There was also a marked increase in the level of public participation and support. Held biennially, the HKG are a major sports event to promote sports development in the community and to provide athletes from the 18 districts with an invaluable opportunity for skill exchanges and to learn from one another. Apart from promoting "Sport for

All” in the community, the HKG also strengthen the public’s sense of belongings to the districts they live in, foster communication and friendship among the 18 districts and enhance community cohesion. The HKG, first held in 2007, attracted 1 287 athletes to compete in four sports. Each of the HKG held thereafter saw increases in the numbers of sports and participants. The 3rd HKG featured eight sports and the number of participating athletes reached 3 017, an increase of 30% as compared with the number of 2 307 in the 2nd HKG. Moreover, the attendance at the HKG-related publicity and public participation activities this year was over 300 000, an increase of 80% as compared with the attendance of 160 000 in the 2nd HKG. The results were encouraging. Judging from the scale of the Games and the acceptability by the community, the HKG have shown to be more developed and recognised by the whole community. It has become a major biennial event on the local sports calendar for promoting “Sport for All” in the territory.

18. All districts involved themselves actively in organising and preparing for this year's HKG. They showed their excellent organisation ability during the whole course of preparatory work ranging from the selection of athletes, organisation of delegations and arrangements for various types of training to the formation of cheering teams, etc. With the strengthening of the pre-competition training for district teams and the provision of coaches for leading the athletes to the venues for participation in the competitions in this year’s Games, the organisation ability and the standard of sports among the district teams have been greatly enhanced. Significant progress was, therefore, brought to sports development at the district level. The participating athletes from the 18 districts fully demonstrated their indomitable spirit and sportsmanship in striving for excellence in various competitions. Through the organisation of and involvement in the HKG, the Government worked closely with the DCs, various NSAs, district sports associations, schools and district sports organisations to jointly promote sports development at the district level, encourage active public participation in sports activities and develop a strong sporting culture in the community.

Formation of the 4th HKG OC

19. The 4th HKG will be held in 2013. In order to allow sufficient time for the launching of organisation work and various publicity programmes, the OC proposed that the 4th HKG OC be formed as early as possible to go ahead with various items of organisation work for the next HKG. In view of the fact that the current DCs will end

their term in late 2011 and cease operation around mid-September the same year for re-election, the OC proposed that the 4th HKG OC could be formed in the first quarter of 2012 the earliest to draw up details including the schedule for the next HKG, the sports competitions, competition format, eligibility requirements for athletes and selection mechanism and roll out various publicity activities as early as possible in mid-2012 in order to tie in with the work on the selection of athletes by the 18 districts which would commence in the latter half of 2012. Assuming that the time for holding the 4th HKG is similar to that of the previous HKGs (i.e. from April to May), we need to start various publicity and public participation activities in early 2013. The proposed work schedule for staging the 4th HKG is at *Annex 8*.

Presentation

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

Secretariat of the 3rd Hong Kong Games Organising Committee
July 2011

Structure of the 3rd Hong Kong Games Organising Committee

Honorary Patron:	The Hon Donald TSANG Yam-kuen, GBM Chief Executive of the Hong Kong Special Administrative Region of the People's Republic of China
Honorary Presidents:	The Hon Timothy FOK Tsun-ting, GBS, JP President of the Sports Federation & Olympic Committee of Hong Kong, China The Hon IP Kwok-him, GBS, JP Member of the Legislative Council
President:	Mr TSANG Tak-sing, GBS, JP Secretary for Home Affairs
Adviser:	Mr Raymond YOUNG Lap-moon, JP Permanent Secretary for Home Affairs
Vice President:	Mrs Betty FUNG CHING Suk-ye, JP Director of Leisure and Cultural Services
Chairman:	Mr CHAU How-chen, GBS, JP Member of Sports Commission
Vice Chairmen:	Mr William TONG Wai-lun, MH Chairman of the Community Sports Committee Mr Bobby CHENG Kam-wing, JP Deputy Director of Leisure and Cultural Services (Leisure Services)
Members : (In no particular order)	Mr CHENG Shu-ming, BBS, JP Member of the Community Sports Committee Mr FUNG Kwong-chung, BBS, JP Mr Karl C KWOK, MH Representative of the Sports Federation & Olympic Committee of Hong Kong, China

Miss Olivia CHAN Yeuk-oi
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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
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

Dr David HO
Representative of the Hong Kong Tennis Association

Mr CHEUNG Chi-wai
Representative of the Volleyball Association of Hong
Kong, China

Mr David YIP Wing-shing, BBS, MH, JP
Representative of Central & Western District Council

Mr WONG Kin-pan, MH
Representative of Eastern District Council

Ms CHEUNG Sik-yung
Representative of Southern District Council

Mr Stephen YAU How-boa, BBS, MH, JP
Representative of Wan Chai District Council

Mr WEN Choy-bon, MH
Representative of Kowloon City District Council

Mr CHAN Siu-tong, MH
Representative of Yau Tim Mong District Council

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

Mr LEE Tat-yan, MH
Representative of Wong Tai Sin District Council

Mr Alan CHOW Yiu-ming, MH
Representative of Kwun Tong District Council

Mr CHU King-yuen, MH, JP
Representative of Tai Po District Council

Mr LEUNG Kin-man, MH
Representative of Tuen Mun District Council

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

Mr LAI Sum
Representative of North District Council

Mr WAN Yuet-cheung, MH, JP
Representative of Sai Kung District Council

Mr LAW Kwong-keung
Representative of Sha Tin District Council

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

Mr LEUNG Wai-man, MH
Representative of Kwai Tsing District Council

Mr LEUNG Siu-tong
Representative of Islands District Council

Secretary General :

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

Membership of the 3rd Hong Kong Games Standing Committee

- Chairman : Mr CHAU How-chen, GBS, JP
Chairman of the 3rd Hong Kong Games Organising Committee
- Vice Chairman : Mr William TONG Wai-lun, MH
Vice Chairman of the 3rd Hong Kong Games Organising Committee
- Members : Miss Olivia CHAN Yeuk-oi
(In no particular order) Assistant Director of Leisure and Cultural Services
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- Mr Karl C KWOK, MH
Representative of the Sports Federation & Olympic Committee of Hong Kong, China
- Mr WONG Kin-pan, MH
Representative of District Councils on Hong Kong Island
- Mr LEE Tat-yan, MH
Representative of District Councils in Kowloon East
- Mr WEN Choy-bon, MH
Representative of District Councils in Kowloon West
- Mr LAW Kwong-keung
Representative of District Councils in New Territories East
- Mr LEUNG Siu-tong
Representative of District Councils in New Territories West
- Mr YEUNG Hoi-cheung
Representative of the Hong Kong Schools Sports Federation
- Dr Lobo LOUIE Hung-tak
Representative of Media & Public Relations

Mr Cliff WONG Tsan
Representative of the Hong Kong Elite Athletes
Association

Secretary General :

Ms Rebecca LOU Wai-yi
Chief Leisure Manager (Major Events),
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Distribution of Athletes by Age in the Sports Competitions of the 3rd Hong Kong Games

Age	Athletics		Swimming		Basketball		Badminton		Table Tennis		Tennis		Volleyball		Futsal	# Total number of athletes (%)	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men		
00-04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	(0%)
05-09	0	0	2	0	0	0	0	0	1	2	0	0	0	0	0	5	(0%)
10-14	15	43	50	83	0	11	11	15	20	19	12	20	5	2	0	306	(10%)
15-19	151	157	138	94	18	63	46	62	47	41	18	14	38	78	96	1061	(35%)
20-24	85	42	16	2	68	67	38	30	31	13	11	9	72	67	87	638	(21%)
25-29	26	8	1	0	69	40	26	17	20	5	7	9	48	53	34	363	(12%)
30-34	7	2	0	0	40	19	32	17	13	10	15	6	32	22	17	232	(8%)
35-39	6	1	1	0	10	5	21	11	7	3	18	13	8	9	6	119	(4%)
40-44	2	0	1	0	2	2	15	15	4	9	21	22	4	5	2	104	(3%)
45-49	2	1	0	0	1	1	15	12	7	5	23	31	1	1	4	104	(3%)
50-54	3	0	0	0	0	1	7	8	5	11	11	10	1	0	0	57	(1%)
55-59	1	0	0	0	0	0	1	0	7	10	8	2	0	0	0	29	(1%)
60-64	0	1	0	1	0	0	0	1	4	4	3	2	0	0	0	16	(1%)
65-69	0	0	0	0	0	0	1	0	1	1	1	0	0	0	0	4	(0%)
70-74	0	0	0	0	0	0	0	0	1	2	0	0	0	0	0	3	(0%)
75 or above	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	(0%)
Total number of athletes	298	255	209	180	208	209	213	188	168	135	148	138	209	237	246	3041	(100%)
	553		389		417		401		303		286		446		246		

The actual total number of athletes is 3 017, as 24 athletes participated in more than one competition.

Overall Results of the 3rd Hong Kong Games

- (1) The 3rd Hong Kong Games overall ranking:

Overall Champion of the 3rd Hong Kong Games:	Yuen Long District
Overall 1st Runner-up of the 3rd Hong Kong Games:	Sha Tin District
Overall 2nd Runner-up of the 3rd Hong Kong Games:	Central and Western District

- (2) Overall Ranking of Sports Competitions:

Events	Champion	1st Runner-up	2nd Runner-up
Athletics	Tuen Mun District	Kwai Tsing District	North District
Badminton	Yuen Long District	Sha Tin District	Kowloon City District
Basketball	Yau Tsim Mong District	Yuen Long District	Central and Western District
Futsal	Eastern District	North District	Tai Po District
Swimming	Sha Tin District	Eastern District	Kowloon City District
Table Tennis	Central and Western District	Sha Tin District	Southern District
Tennis	Yuen Long District	Kwun Tong District	Sha Tin District
Volleyball	Kwai Tsing District	Sha Tin District	Yuen Long District

- (3) Cheering Team Competition:

Awards	Champion	1st Runner-up	2nd Runner-up
The Best Performance Award	Tuen Mun District	Yuen Long District	Central and Western District
The Best Local Characteristics Award	Islands District	Tuen Mun District	Central and Western District

- (4) “My Favourite Sporty District” Award:

“My Favourite Sporty District”:	Wan Chai District
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- (5) “District with the Greatest Participation” Award:

“District with the Greatest Participation”:	Kwai Tsing District
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- (6) “District with the Best Progress” Award:

“District with the Best Progress”:	Kwun Tong District and Kwai Tsing District
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- (7) “District with the Most Gold Medals” Award:

“District with the Most Gold Medals”:	Yuen Long District
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Numbers of Participants in Various Activities of the 3rd Hong Kong Games

Name of Activity		Date of Activity	Number of Participants	
			Participants	Spectators
I Athlete Selection				
1	Tennis Competition	August 2010 – February 2011	462	—
2	Badminton Competition		603	—
3	Basketball Competition		1 011	—
4	Table Tennis Competition		913	—
5	Athletics Competition		380	—
6	Swimming Competition		391	—
7	Volleyball Competition		1 154	—
8	Futsal Competition		233	—
Sub-Total:			5 147	—
II Sports Competitions				
1	Tennis Competition	26 March – 28 May 2011	286	1 350
2	Badminton Competition	13 April – 25 May 2011	401	2 560
3	Basketball Competition	22 April – 4 June 2011	417	400
4	Table Tennis Competition	20 April – 29 May 2011	303	1 350
5	Athletics Competition	21 – 22 May 2011	553	500
6	Swimming Competition	28 – 29 May 2011	389	1 220
7	Volleyball Competition	18 April – 29 May 2011	446	2 960
8	The Hong Kong Jockey Club Futsal Competition	18 April – 29 May 2011	246	2 476
Sub-Total:			3 041	12 816
III Opening and Closing Ceremonies				
1	Opening Ceremony	14 May 2011	1 671	9 291
2	Closing Ceremony	5 June 2011	633	645
Sub-Total:			2 304	9 936
IV Elite Athletes' Demonstration and Exchange sessions				
1	Tennis Elite Athletes' Demonstration and Exchange session	13 March 2011	49	60
2	Badminton Elite Athletes' Demonstration and Exchange session	10 April 2011	25	6
3	Basketball Elite Athletes' Demonstration and Exchange session	27 March 2011	25	20
4	Table Tennis Elite Athletes' Demonstration and Exchange session	27 March 2011	32	37
5	Athletics Elite Athletes' Demonstration and Exchange session	9 April 2011	37	15
6	Swimming Elite Athletes' Demonstration and Exchange session	3 April 2011	111	241
7	Volleyball Elite Athletes' Demonstration and Exchange session	27 March 2011	53	7
8	The Hong Kong Jockey Club Futsal Elite Athletes' Demonstration and Exchange session	3 April 2011	31	27
Sub-Total:			363	413
V Other Publicity Activities				
1	Launching Ceremony of the 3rd Hong Kong Games	21 June 2010	268	—
2	Organising a themed exhibition and setting-up a large-size thematic floral wall in the Hong Kong Flower Show 2011	11 – 20 March 2011	6 900	—
3	Putting up display panels at the Healthy Exercise for All Campaign - Exercise and Health Roving Exhibitions	October 2010 – end-February 2011	6 200	—
4	The 3rd Hong Kong Games - 18 Districts' Pledging Ceremony	25 February 2011	345	—
5	Countdown to the 3rd Hong Kong Games	19 April 2011	432	—
6	The 3rd Hong Kong Games - Voting for My Favourite Sporty District	26 February – 14 May 2011	158 365	—
	Guessing the Overall Champion of the 3rd Hong Kong Games		143 076	—
7	The 3rd Hong Kong Games - Dynamic Moments Photo Contest	26 March – 5 June 2011	144	—
8	The 3rd Hong Kong Games - Cheering Team Competition for the 18 Districts	20 March 2011	530	766
Sub-Total:			316 260	766
Total:			327 115	23 931
Total number of persons:			351 046	

List of Sponsors for the 3rd Hong Kong Games
(Updated as at 23 June 2011)

I. The Hong Kong Games Sponsors

Serial No.	Name of Sponsor	Type of Sponsorship	Sponsorship Content		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
1	The Hong Kong Jockey Club	Principal Contributor	\$3,500,000	-	-
2	The Yuen Yuen Institute	Major Sponsor	\$500,000	-	-
3	Li Ning Company Ltd.	Other Sponsor	-	Track jackets for Members of the 18 District Delegations and the OC/Standing Committee (4 942 pieces)	\$587,110
4	Pyromagic Productions Ltd.	Other Sponsor	-	Pyrotechnic display at the opening ceremony	\$320,000
5	Crocodile Garments Ltd.	Other Sponsor	-	Western suits and trousers for Members of the OC/Standing Committee (around 45 sets)	around \$200,000
6	GlaxoSmithKline Limited	Other Sponsor	-	Lucozade Sports - for competitions and the closing ceremony (14 796 bottles)	\$131,684
7	Hung Fook Tong (China) Development Ltd.	Other Sponsor	-	Bottled drinks - for the opening ceremony (13 000 bottles)	\$117,000
8	Free-Town Watch Products Ltd.	Other Sponsor	-	Prizes for activities (42 watches)	\$111,124
9	HK Chinese Martial Arts Dragon and Lion Dance Association Ltd.	Other Sponsor	-	Dragon and lion dance performance at the opening ceremony	\$100,000
10	Wing On Department Stores	Other Sponsor	-	Cash coupons (\$100,000)	\$100,000
11	Heep Tung Hong Ltd.	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
12	Holiday Inn Golden Mile Hotel	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
13	Panda Hotel	Advertisement in the Souvenir Programme (A half inside page (horizontal))	\$10,000	-	-
14	Shun Hing Electronic Trading Co. Ltd	Advertisement in the Souvenir Programme (A full inside page)	\$20,000	-	-
15	Swire Resources Ltd. 〈Marathon Sports〉	Advertisement in the Souvenir Programme (A full inside page)	\$20,000	-	-

Serial No.	Name of Sponsor	Type of Sponsorship	Sponsorship Content		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
16	Swire Resources Ltd. (Giga Sports)	Advertisement in the Souvenir Programme (A full inside page)	\$20,000	-	-
		Total:	\$4,090,000	Total Estimated Value of Sponsorship in Kind/Service	\$1,666,918
		Total Value (approximate):	\$5,756,918		

II. The Hong Kong Games District Sponsors

Serial No.	Name of Sponsor/District	Type of Sponsorship	Sponsorship Content		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
(1)	Central & Western District				
	1. Mr. YEUNG Man-lee	Gold Sponsor	\$120,000	-	-
	2. Tung Sin Tan	Gold Sponsor	\$60,000	-	-
	3. Mr. YIP Wing-shing, MH, JP	Gold Sponsor	\$60,000	-	-
	4. Mr. TONG Tai-wai, Raphael, MH	-	\$3,000	-	-
	5. Mr. NG Wing-yan	-	\$3,000	-	-
	6. Mr. CHENG Shing-fung	-	\$3,000	-	-
	7. Mr. YAN Tak-ming, Edmond	-	\$3,000	-	-
	8. Mr. NG Siu-keung, Thomas, MH	-	\$3,000	-	-
	9. Mr. YIP Chun-kwok, Danny, MH	-	\$3,000	-	-
		Sub-total:	\$258,000	-	-
(2)	Kwai Tsing District				
	1. Mr. FONG Ping, JP, of Canaan Holdings Limited	-	\$2,000	-	-
	2. Mr. CHEUNG King Chuen, Bobby, of Telecom Digital Holdings Limited	-	\$2,000	-	-
	3. Hong Kong Ferry (Holdings) Company Limited	-	\$1,000	-	-
	4. Sun Hung Kai Properties Limited	-	\$10,000	-	-
		Sub-total:	\$15,000	-	-
(3)	Wan Chai District				
	1. Aquatech (Hong Kong) Ltd	-	-	Swimming caps and towels (60 sets)	\$14,400
	2. DOS International Limited	-	-	Competition gear (147 sets)	\$13,710
		Sub-total:	-	-	\$28,110
(4)	Tsuen Wan District				
	1. The Yuen Yuen Institute	Gold Sponsor	\$80,000	-	-
	2. Luk Fook Jewellery & Goldsmith Co Ltd	-	\$10,000	-	-
	3. H.K. Tsuen Wan Industries And Commerce Association	-	-	Windbreakers for delegations attending the Tsuen Wan District's Pledging Ceremony cum Sports Activity Launching Ceremony	\$22,000
		Sub-total:	\$90,000	-	\$22,000

Serial No.	Name of Sponsor/District	Type of Sponsorship	Sponsorship Content			
			Cash	Sponsorship in Kind/Service and the Estimated Value		
(5)	Kowloon City District					
	1. Soka Gakkai International of Hong Kong	-	\$5,000	Payments for the cost relating to the district's cheering team and subsidies on additional training	-	
	2. The Lok Sin Tong Benevolent Society, Kowloon	-	\$20,000	Payments for the cost relating to the participation in the Cheering Team Competition for the 18 Districts	-	
	Sub-total:		\$25,000	-	-	
(6)	Tai Po District					
	1. Tai Po Sports Association	Gold Sponsor	\$50,000	-	-	
	Sub-total:		\$50,000	-	-	
(7)	Eastern District					
	1. Eastern District Sports Association and Dynamic Order System	-	-	Jerseys, shorts and stockings for the Eastern District's futsal team (40 sets)	\$16,000	
	Sub-total:		-	-	\$16,000	
(8)	Yau Tsim Mong District					
	1. Ms. CHAN Heung-lin, Jenny	Gold Sponsor	\$61,487	-	-	
	2. Mr. CHEUNG Hok-sau, MH	Gold Sponsor	\$61,487	-	-	
	Sub-total:		\$122,973	-	-	
(9)	Sha Tin District					
	1. Since Foon Aluminium Decoration Engineering Co. Ltd	-	-	Refreshments for guests attending the Sha Tin District Delegation's Flag Presentation and Pledging Ceremony (350 sets)	\$4,900	
	Sub-total:		-	-	\$4,900	
	Total:		\$560,973	Total Estimated Value of Sponsorship in Kind/Service		\$71,010
	Total Value (approximate):		\$631,983			

Financial Statement of the 3rd Hong Kong Games (as at 7.7.2011)

<u>Item</u>	The 3rd HKG Estimated Expenditure (\$)
I Competitions and Exchange sessions (including costs of working staff, umpires, sports equipment and venue decoration, etc.)	
a. Sports Competitions (including athletics, basketball, badminton, table tennis, swimming, tennis, futsal and volleyball)	1,500,000
b. Elites' Demonstration and Exchange sessions	170,000
c. Others (Cheering Team Competition and photo contest)	497,000
Subtotal:	2,167,000
II Support for District Teams	
*1 Sports Equipment (limited to consumables including basketballs, shuttlecocks, table tennis balls, tennis balls, futsal balls and volleyballs etc.) (\$8,000 per district x 18 districts)	90,000
*2 Working Staff's Remuneration (according to the standard pay set by the LCSD and including the remuneration for the staff of the Organiser or the coaches) (\$170,000 per district x 18 districts)	2,300,000
*3 Formation of Cheering Teams (\$10,000 per district x 18 districts)	138,000
*4 District Selection Competitions (\$70,000 per district x 18 districts)	720,000
*5 Transportation (pick-up service for athletes and residents of respective districts for participation in the opening and closing ceremonies; payable on accountable basis) (\$15,000 per district x 18 districts)	241,000
*6 Hire Charges for Sports Venues under the LCSD (\$60,000 per district x 18 districts)	1,080,000
*7 Athletes' Uniforms for Competitions (\$100 per person x 200 persons per district x 18 districts)	230,000
*8 Publicity in Districts (\$30,000 per district x 18 districts)	329,000
*9 Miscellaneous Expenses (including distilled / mineral water, printing costs, costs of stationery, first-aid kits and taking group photos for the delegations) (\$14,000 per district x 18 districts)	165,000
#10 District Delegations' Uniforms (\$200 per person x 250 persons x 18 districts)	561,000
Subtotal:	5,854,000
III Publicity (posters, leaflets, banners, publicity activities and advertisements, etc.)	
1 Organising Publicity and Public Relations Activities (e.g. the launching ceremony, the 18 Districts' Pledging Ceremony and press conference, Countdown of 3rd HKG, the voting and guessing activities)	1,139,000
2 Advertisements (including advertising the HKG on RoadShow, newspapers, radio, the MTR and at the Cross-Harbour Tunnel exits)	5,468,000
3 Publicity Items (posters, lamp-post bunting, huge banners, souvenir programme, promotional videos and APIs, production of the theme song, DVDs and souvenirs, etc)	1,954,000
4 Setting up the Dedicated Website of the HKG	600,000
Subtotal:	9,161,000
IV Opening and Closing Ceremonies	
1 Opening Ceremony	3,343,000
2 Closing Ceremony	586,000
Subtotal:	3,929,000
V Miscellaneous Items	289,000
Total:	21,400,000

Remarks: * Expenditure items handled by the District Leisure Services Offices of the LCSD on the District Delegations' participation in the HKG

The Major Events Section of the LCSD is responsible for the co-ordination and procurement of the items

Key Views from Various Sectors of the Community on the 3rd HKG

(1) Overall Views on the 3rd HKG as well as the Positioning and Effectiveness of the Games

- It was generally opined that the 3rd HKG, which were more systematic in organisation and bigger in scale as compared with the previous two HKGs, had demonstrated a satisfactory overall effectiveness and operated smoothly. The Games were correctly positioned with the right targets and the effectiveness had been achieved as expected to facilitate communication and promotion of sports exchanges among the districts, to promote “Sport for All” in the community, to strengthen the public’s sense of belonging to the districts they live in and to enhance the awareness of and the atmosphere for sports participation among all Hong Kong people.
- As the publicity for the 3rd HKG had been stepped up, public awareness of the Games was raised. With the more powerful publicity carried out in the districts during the competition period, there was a stronger sports atmosphere at the district level as compared with the previous two HKGs.
- A Member held that the degree of participation by both the local residents and the District Councillors of the 18 districts should be further enhanced.

(2) Competition Events

- It was generally accepted that the eight existing sports were quite all-embracing and it was recommended that they should be retained in the next HKG. Individual DCs indicated that the response to volleyball and futsal, which had been newly added to the 3rd HKG, was less than satisfactory in the districts and it was recommended that they could be replaced by other sports.
- Individual Members suggested that if sports were to be added, consideration might be given to triathlon, diving, handball, cycling, squash, wushu, gymnastics for all, chess, dancing and dragon boating.

(3) Competition Dates and Time

- Some Members held that the dates of some competitions of the HKG had fallen on dates near the examination season and some of the competition dates for basketball and futsal had clashed with those for other events organised by the relevant NSAs. Some athletes had thus been affected and were unable to participate in the competitions. Moreover, as most events held on weekdays started at 7 pm, it was suggested that the commencement time of the events be postponed to 7:30 pm and that the events should continue to be held in easily accessible venues to allow athletes sufficient time to go to the competition venues after work.

- A Member held that apart from liaising with the relevant NSAs on the competition dates, co-ordination should also be made with the Hong Kong Schools Sports Federation to avoid affecting students' participation in the competitions and training.
- Some Members held that the holding of some events on two consecutive days had made athletes feel quite exhausted.

(4) Competition Format and Arrangements

- Some DCs suggested that it would be fairer to decide the grouping for the preliminary rounds of team events by drawing lots in the next HKG.
- Some DCs raised the point that a number of athletes were not used to the practice, which have been adopted in other major events, of making no announcements for the roll call in the athletics competition. It was opined that the competition rule of not allowing athletes to participate in the remaining events if they had failed to turn up for any event in the preliminary rounds was relatively strict and hoped that it could be relaxed.
- The Hong Kong Badminton Association suggested that if the participating players/teams had withdrawn from any ranking playoff in the quarter-finals, the point(s) scored for awarding a position could still be retained by the district represented by the players/teams in order to reflect their actual competition results.
- A Member held that new awards such as the "District with the Most Medals" might be further introduced in recognition of the DC's active participation and excellent performance.
- A District Councillor reflected that the quality of the shuttlecocks used in the badminton competition varied (all shuttlecocks used in the competition met the competition standard).
- On the individual events of the tennis competition, a Member pointed out that the athletes could only participate in one event (if an athlete had participated in the singles event, he/she was not eligible to enter the doubles event) and suggested that the possibility of relaxing the restriction be considered in the next HKG so as to enhance the degree of athletes' participation.

(5) Venue Arrangements

- It was generally opined that holding competitions in venues located in remote districts should be avoided and all competitions should be held in venues easily accessible by athletes in the districts.

(6) Eligibility Requirements for Athletes and Identity of Members of District Delegations

- Individual districts which had an aging population hoped that the Organiser would consider relaxing the eligibility requirements for athletes, such that students and workers studying and working in their districts respectively could participate in the competitions.

- The Hong Kong Amateur Swimming Association commented that the introduction of the “Entry Qualifying Time” requirement in the swimming competition of the 3rd HKG had achieved the desired effect, as athletes who enrolled in the swimming competition must have achieved the entry qualifying time in the recognised swimming competitions in order to be eligible to participate in the HKG.
- There was general support for the requirement that each member of a DC delegation could only represent one district, and a member could not take up more than one post/identity in the same DC delegation in the 3rd HKG. All members of the DC delegations, including heads, deputy heads, team leaders, coaches and athletes, were not allowed to hold more than one identity, in order to avoid confusion of roles.
- Regarding the athletes who were nominated to represent their respective districts in the HKG and then selected to represent Hong Kong in international sports competitions after the enrolment deadline for the HKG, a Member held that they should still be qualified to participate in the HKG so as to reduce the impacts on the district teams. It was recommended that this requirement be reviewed for the next HKG.
- A Member raised the point that the athletes participating in the 3rd HKG concentrated in the age group of young people (aged between 15 and 24), and it was proposed that people belonging to maturer age groups should be attracted to participate in the HKG.

(7) Method of Selecting Athletes at Districts and the Selection Mechanism

- It was generally agreed that the 18 districts should adopt a standardised selection mechanism for the selection of athletes, in order to avoid complaints arising from different selection methods adopted by the districts. It was also agreed that each athlete should only participate in the selection competition of one district, so as to minimise the likelihood of athletes refusing to represent a district after winning in the selection competition and to comply with the principle of fairness.
- It was generally agreed that athletes must provide valid proof of place of residence for verification of their eligibility for the HKG when applying for district selection.

(8) Training for the District Teams and Arrangements for Coaches and Team Leaders

- There was general agreement on the arrangements regarding the qualifications and remuneration of coaches and the increase of pre-competition training to 24 hours in the 3rd HKG, which had helped raise the standard of sports among athletes in the districts. Meanwhile, the provision of coaches to lead the athletes to the competitions had effectively enhanced the on-field performance of the athletes and improved the strategic deployment of members within the teams.
- Some DCs reflected that individual athletes’ attendance at the training sessions for the district teams was not high because they needed to attend training organised by their own schools or sports teams.
- A Member reflected the views of coaches that the calculation of fees for coaches who led

the teams to the competitions in the 3rd HKG with the method of reimbursing actual expenses involved was unfair to the coaches. It was proposed that the method of calculating fees for coaches who led the teams to the competitions should be reviewed in the 4th HKG.

- Some members of the public raised the point that the provision of training for HKG participants had diminished their opportunities to use the sports venues.

(9) Strategies, Channels and Effectiveness of Publicity

- It was generally agreed that the publicity strategies and channels adopted for the 3rd HKG had been effective, which showed an improvement over the 2nd HKG. The implementation of a series of publicity activities had brought about a significant enhancement in the public's awareness of and involvement in the 3rd HKG.
- A Member opined that publicity launched by the DCs and that for the district athlete selection should be further strengthened, in order to boost the districts' engagement in the HKG, motivate all Hong Kong people to take part in the HKG, and encourage more people to take part in and watch the high-level sports competitions.
- It was generally agreed that the production of theme song and promotional videos for the HKG had helped promote the event and achieved desirable effects.
- It was generally agreed that the website of the 3rd HKG was richer in content and more effective as compared with that of the 2nd HKG. However, some Members found the website difficult to log in and some information hard to locate.
- It was generally agreed that the appointment of elite athletes as "Hong Kong Games Ambassadors" had helped publicise the HKG and achieved positive effects. It could bring about greater effects when publicity was targeted on young athletes.
- It was generally agreed that the organisation of the cheering competition as a separate activity had given full scope to the talents of the participating teams. The effect was better than that of the 2nd HKG.
- A Members held that publicity for the HKG was more effective in the latter period as compared with publicity carried out in the earlier period. It was proposed that publicity for the 4th HKG should be carried out at an even earlier period with greater force. Extensive publicity should not only concentrate in the period just before the HKG competitions.
- A Member raised the point that while the lamp post buntings hung during the competitions had achieved good promotional effect, their size was too small and bigger ones should be used in the 4th HKG.
- A Member opined that while publicity on television for the 3rd HKG was adequate and effective, that on the radio and the Internet was relatively weaker. It was suggested that co-operation with radio stations should take place at an earlier stage and publicity through radio programmes should be strengthened.
- A Member pointed out the lower participation rate in the Student Division of the Photo Contest this year as compared with that in the previous HKG and suggested that more

powerful publicity be carried out for the next HKG.

(10) Arrangement for HKG Sponsors and HKG District Sponsors

- There were generally no particular views on the arrangements for the sponsorship of this year's Games. The DCs welcomed that sponsorship was obtained for healthy sports drinks for use in the competitions of the HKG.
- The Hong Kong Badminton Association recommended that sponsorship could be sought from sports goods companies for sponsoring the provision of high quality badminton shuttlecocks for exclusive use in the competitions of the HKG.

(11) Financial Arrangement

- Some Members pointed out that the allowance of \$100 for competition uniform per athlete was insufficient as a result of price inflation. It was recommended that the allowance should be increased.
- While improvements were shown in respect of items on district support in this year's HKG as compared with the 2nd HKG, it was recommended that the existing funding mechanism should be reviewed and resources for DCs be increased. DCs should also be allowed more flexibility in the use of funds to cover different expenditure items. The allowance for sports uniform for the participating athletes and the formation of cheering teams, etc. should be raised.

(12) Other Views

- Programmes of the opening ceremony had won wide acclaim and satisfaction. A Member said that members of the public particularly praised the excellent military group callisthenics (槍械團體操) performance by the Hong Kong Garrison of the Chinese People's Liberation Army (the Hong Kong Garrison) at the ceremony. It was recommended that the Hong Kong Garrison be invited again to perform at the opening ceremony of the next HKG. Moreover, a Member reflected that as some spectators' seating was on the back side of the performance stage, the needs of all spectators, who were watching the performance from different angles in the venue, should be taken into account when making arrangements for the performances in the next HKG.
- A Member was of the view that the march-in of the delegations at the opening ceremony should be modelled on those marches held at other major sports events, during which the delegations and athletes would enter and march around the venue once, and consideration might be given to cancelling the cheering teams' performance when they enter the venue so as to ensure a smoother march-in.
- A Member was of the view that the Organiser should co-ordinate the work of taking out accident insurance cover for the athletes of the 18 districts.

**Tentative Work Schedule for
the 4th Hong Kong Games (HKG) Organising Committee (OC)**

Date		Goals
2012	March	<ul style="list-style-type: none"> ● Formation of the 4th HKG OC
	May to June	<ul style="list-style-type: none"> ● Drawing up the competition events, formats, eligibility requirements for the athletes and selection mechanism, publicity plan and budget
	June to December	<ul style="list-style-type: none"> ● Organising the launching ceremony and district publicity activities ● Athlete selection in the 18 districts
2013	Early January	<ul style="list-style-type: none"> ● Submission of lists of athletes for the 4th HKG by the 18 districts
	From January onwards	<ul style="list-style-type: none"> ● Organising publicity and public participation activities ● Organising district publicity activities
	2nd or 3rd Quarters	<ul style="list-style-type: none"> ● Staging of the 4th HKG