

**Community Sports Committee**  
**Report of the 8th Hong Kong Games Organising Committee**

The paper aims to report to Members the arrangements of the 8th Hong Kong Games (HKG) amid the epidemic, as well as the activities and publicity work in relation to the 8th HKG launched between June 2020 and March 2022.

**Background**

2. The biennial HKG is a territory-wide major multi-sport event with the 18 District Councils (DCs) as participating units. Its objectives are to provide districts with more opportunities for sports participation, exchanges and co-operation, and to encourage active public participation in sports. Apart from improving sporting standards at the district level, the HKG can also strengthen the public's sense of belonging to the district they live in and help promote social cohesion through facilitating communication and fostering friendship among the 18 districts. Originally scheduled to be held between June 2020 and May 2021, the 8th HKG, including district athlete selection, community participation programmes and inter-district sports competitions, had been postponed for one year to between 2021 and 2022 in response to the COVID-19 epidemic.

3. To tie in with the Government's effort in epidemic prevention and control, the Leisure and Cultural Services Department (LCSD) have temporarily closed all recreation and sports facilities and suspended all recreation and sports programmes since January 2022, in a bid to reduce social contact and minimise the risk of spreading COVID-19 in the community. Such being the case, apart from district athlete selection which has yet to conclude despite being postponed twice, those other activities scheduled to be launched in phases in 2022 had all to be postponed, including pre-event training, inter-district sports competitions, demonstration events of women's futsal and 3-on-3 basketball, sports events for participants with disabilities (i.e. the Boccia Competition, Wheelchair Basketball Competition, Table Tennis Competition for People with Intellectual Disabilities and Swimming Competition for People with Intellectual Disabilities) and

community participation programmes (i.e. 18 Districts' Pledging cum Cheering Team Competition, Dynamic Moments Photo Contest, voting and guessing activities, the Opening Ceremony and Closing cum Prize Presentation Ceremony etc.). Moreover, the Vitality Run was cancelled given the epidemic prevention measures against group gatherings.

### **Cancellation of the 8th HKG**

4. Since the launch of the 8th HKG was announced at the press conference in June 2020, the planned activities and publicity events have been postponed on multiple occasions on account of the lingering epidemic. In view of the volatile epidemic situation in the near term, as well as the uncertainty in organising the activities and work related to the 8th HKG, a resolution was passed at the Joint Meeting of the 8th HKG Organising Committee and Standing Committee (the Joint Meeting) on 1 April 2022 in support of cancellation of the 8th HKG, having due regard to the following factors:

(i) **Provision of Facilities**

Re-opening Date of Sports Venues

As sports premises were not re-opened yet on the day of the Joint Meeting on 1 April 2022, the Secretariat was unable to make new bookings for venues to resume the outstanding HKG activities in a timely manner.

Acute Demand for Sports Venues after Re-opening

- (a) There will be an acute demand from members of the public and sports groups for hiring sports facilities to organise recreation and sports programmes in the community after their re-opening. Not only will this increase pressure on the availability of facilities, but also make it difficult for the District Leisure Services Offices (DLSOs) of the LCSD to address, in a timely manner, the Secretariat's requests regarding bookings of venues for hosting HKG activities, thereby posing an insurmountable challenge to finalising the arrangements for resumption of such activities.
- (b) Reservation of recreation and sports facilities for the purpose of epidemic prevention: to tie in with the Government's effort in

epidemic prevention and control, the LCSD continues to reserve a majority of recreational venues under its management, such as sports centres and hard-surface soccer pitches, for the uses as community vaccination centres, community testing centres and other anti-epidemic facilities. Such being the case, there may be uncertainty about the availability of venues for hosting HKG activities.

- (c) Priority enjoyed by mass gathering activities such as major events: to dovetail with the Government's anti-epidemic measures to reduce the risk of spreading the virus in the community, a relatively low priority will be given to those mass gathering activities such as major events even after the re-opening of sports premises. Such being the case, the outstanding 8th HKG activities may not be able to resume early.

**(ii) Provision of Professional Referee Services by National Sports Associations**

Some of the National Sports Associations (NSAs) have indicated that given the need to help athletes prepare for the 19th Hangzhou Asian Games to be held in September 2022, and organise local or international sports competitions scheduled to be hosted in the second half of 2022, they could not explore the feasibility of assisting in the holding of HKG events and offering referee services, unless the dates of various competitions could have been confirmed in advance by the Secretariat. As the NSAs in question are unable to confirm the provision of professional referee services, we would not be able to fix the resumption dates of the HKG events, including district athlete selection and various sports competitions.

**(iii) Postponement of the 8th HKG to 2023**

**Arrangement of District Athlete Selection**

District athlete selection for eight events commenced in October 2021. If the remaining 28 district athlete selection competitions are postponed to the third or fourth quarter of 2022, pre-event training and inter-district sports competitions will have to be postponed to 2023 accordingly. Under such circumstances, there will be a gap of over one year between the resumption of district athlete selection and the

holding of the first few selection competitions, thereby seriously compromising the performance of some athletes and their attendance.

#### Eligibility Requirements for District Athletes

Some of the district athletes may fail to comply with the latest social distancing measures, including those related to the restriction on the number of people in group gatherings in sports premises, and the requirements to wear masks during individual or group competitions and to receive COVID-19 vaccines on the part of athletes and audience. It is anticipated that those failing to comply with the requirements of the latest social distancing measures would not be allowed to compete in the events.

5. In view of the above material factors and the volatile epidemic situation, the Joint Meeting endorsed the cancellation of the 8th HKG in the hope of safeguarding public health by reducing social contacts and preventing the spread of the virus in the community. The 9th HKG would be held in 2023 and 2024. The Joint Meeting also endorsed that the winners of the 8th District Athlete Selection or the nominations by respective districts to participate in the 8th inter-district sports competitions would be two of the eligibility requirements for enrollment in the next HKG's district athlete selection.

### **Report on the Activities and Preparatory Work of the 8th HKG held from June 2020 to March 2022**

#### **(I) Structure and Members of the Organising Committee (OC) and the Standing Committee (SC)**

6. Established in May 2020, the OC of the 8th HKG was tasked to oversee and co-ordinate the work related to the 8th HKG. Members of the OC included the representatives from the Community Sports Committee, the 18 DCs, the Home Affairs Bureau, the LCSD, the Sports Federation & Olympic Committee of Hong Kong, China, and the NSAs of the respective sports events. A SC was set up under the OC in May 2020 to co-ordinate and implement various specific work. A total of four meetings were held by the SC between June 2020 and December 2021.

7. During the period between April and July 2021, some of the OC Members, including SC Members, vacated their offices as DC Members, resulting in cessation of their services in both the OC and SC. Replacement arrangements for the OC and SC were put in place in January 2022, except for those Members from the Wong Tai Sin DC. The structure and membership list of the 8th HKG are set out in **Annex 1**.

8. Co-opted Members of DC districts were admitted as members of the district athlete selection committee/working group of the 8th HKG to handle matters relating to athlete selection. Under exceptional circumstances, the District Leisure Managers will co-ordinate with the members for timely follow-up.

## **(II) Summary of Activities**

### Activities Implemented

9. The activities implemented from June 2020 to October 2021 include:-

- (i) **“Launching Event” of the 8<sup>th</sup> HKG**: The “Launching Event” of the 8<sup>th</sup> HKG was held by means of a press conference at Kowloon Park Sports Centre on 26 June 2020. The press conference was broadcast live on the HKG’s dedicated website and YouTube channel.
- (ii) **“The HKG Mascot Online Voting”**: “The HKG Mascot Online Voting” was concluded successfully on 31 July 2020, with a total vote of 3 141 cast for “Cheering Larry” as the mascot of the HKG via its dedicated website. In a bid to augment the public’s understanding of the HKG, “Cheering Larry” had made appearances in the HKG’s publicity and community participation programmes. On another front, the publicity work for “Cheering Larry” had been carried out in phases on the HKG’s dedicated website, such as designing various publicity materials and souvenirs with the image of “Cheering Larry”; featuring “Cheering Larry” in his promotional videos and other stories and illustrations of different themes; designing WhatsApp stickers for download by members of the public; and arranging “Cheering

Larry” to attend “The Star-studded Classroom - Elite Athletes’ Demonstration and Exchange Programmes” and the various district athlete selection.

- (iii) Promotional Video of “The HKG Fitness Exercise”:** The Secretariat invited the Physical Fitness Association of Hong Kong, China to specially design for the HKG three sets of “The HKG Fitness Exercise” catering to different groups and people of varying physical ability, namely “Exercises for Parents and Children”, “Exercises for All” and “Exercises to Stay in Shape”, with the HKG’s theme song chosen as background music. Sports ambassadors and elite athletes were also invited to engage in production of a promotional video with “Cheering Larry”. The video was uploaded onto the HKG’s dedicated website and social media platforms in April 2021. DVDs of the video were distributed to primary and secondary schools across Hong Kong to encourage active participation from students.
- (iv) Webinars of the HKG – “The New Normal of Sports and Wellness Series”:** A series of three webinars were broadcast live on the HKG’s dedicated website and via social media platforms on 28 February, 28 March and 29 April 2021. The Secretariat invited university lecturers, psychiatrists, sport psychologists and medical professionals to share information and instantaneously answer public enquiries about sports, while promoting the message of exercise and health. The three webinars were concluded with total real-time attendance of 3 152. As at 8 March 2022, a total of over 19 700 views were recorded on the social media platforms.
- (v) “The Star-studded Classroom - Elite Athletes’ Demonstration and Exchange Programmes”:** Elite athletes’ demonstration and exchange programmes on badminton, basketball, futsal, table tennis, volleyball and tennis under “The Star-studded Classroom” and sports seminars were held successfully between September and October 2021.

## Activities Cancelled or Suspended

10. In view of the latest epidemic developments, the “Vitality Run”, originally scheduled to be held on 6 March 2022, has been cancelled. The other activities of the 8th HKG have all been suspended starting from January 2022, including:

- (i) **18 Districts’ Athlete Selection:** The 18 Districts’ Athlete Selection was originally scheduled to be held from October 2021 to January 2022, under which the 28 district athlete selection competitions have yet to be completed.
- (ii) **Pre-event Training and Sports Competitions:** They included pre-event training or inter-district sports competitions of eight sports events, four sports competitions for people with disabilities (namely the Wheelchair Basketball Competition, Boccia Competition, Table Tennis and Swimming Competitions for People with Intellectual Disabilities), as well as two demonstration events (namely the 3-on-3 Basketball and Women’s Futsal Competitions).
- (iii) **“HKG 8-minute School Vitality Run”:** It was conducted from September 2021 to May 2022. As of January 2022, a total of 19 500 teachers, students and parents from 42 schools, comprising 37 primary schools and five secondary schools, have enrolled in the event. Eight of the schools have conducted the event with attendance of about 7 770.
- (iv) **Community Participation Programmes:** They included the new “Vitality Run - Virtual Run” and other community participation programmes, including the 18 Districts’ Pledging cum Cheering Team Competition, Dynamic Moments Photo Contest, voting and guessing activities, Opening Ceremony and Closing cum Prize Presentation Ceremony, which were scheduled to be held from February to May 2022.

11. As at 25 March 2022, some of the activities of the 8th HKG have been completed with total attendance of over 23 800. The updated timetable for

various activities and details of attendance are set out in Annex 2 and 3 respectively.

### **(III) Publicity Campaigns**

12. The Secretariat launched various publicity campaigns from June 2020 to March 2022 to promote the 8th HKG to members of the public. In addition, the Secretariat publicised and promoted the 8th HKG through various channels and platforms, including printed, online and social media, extensive public relations campaigns and advertisements, and collaboration with relevant partnering organisations (including the DCs, Sports Federation & Olympic Committee of Hong Kong, China, Hong Kong Schools Sports Federation and NSAs), calling on members of the public to actively participate in the district athlete selection and community participation programmes.

13. To enhance publicity, the Organiser, in addition to producing new Government Announcements in the Public Interest, filmed a number of promotional videos featuring renowned elite athletes, Sports Ambassadors and serving athletes who had participated in the previous HKGs for uploading onto the dedicated webpage for HKG, social media platforms and broadcasting at the LCSD's venues. The details of such publicity efforts are set out in Annex 4.

### **(IV) HKG Uniforms**

14. To stay environmentally friendly, the SC endorsed in the first meeting that a standardised design be adopted for the uniforms of the HKG from this year onwards with the words "Hong Kong Games" to be printed thereon only. In future, only new delegation members would be provided with the HKG uniforms, which would include long-sleeve sports jackets, trousers and short-sleeve polo shirts. The Secretariat delivered such uniforms to the 18 District Leisure Services Offices (DLSOs) of the LCSD in late 2020 for temporary retention, which would be distributed to delegation members in preparation for the next HKG.

### **(V) Souvenirs**

15. The Secretariat procured a range of souvenirs for the HKG, including stuffed dolls of the mascot, sports headbands and pens, which were temporarily



retained by the LCSD for distribution during the next HKG.

**(VI) Sponsorship**

16. As at 25 March 2022, the 8th HKG has received sponsorship of \$8.57 million in cash and about \$1.683 million in kind/service from 15 organisations. In addition to those from the Hong Kong Jockey Club, the Secretariat has received in full sponsorship of \$330,000 in cash from four organisations and a local dignitary. As for the HKG District Sponsors, Tsuen Wan and Central & Western Districts have received total sponsorship of \$460,000 in cash from local dignitaries and organisations. Given no sponsorship acknowledgement related to the HKG had been made so far, the Joint Meeting endorsed a full refund of the sponsorship monies in cash to the organisations and dignitaries. The lists of HKG Sponsors and HKG District Sponsors with details of sponsorship are set out in **Annex 5**.

**(VII) Financial Expenditure**

17. The estimated total expenditure for the 8th HKG was about \$51.65 million. As at 25 March 2022, the actual expenditure stood at around \$17.49 million. This expenditure mainly covered the costs incurred in organising the 18 Districts' athlete selection; ordering the production of the District Delegations' uniforms; launching and preparing community participation programmes; rolling out publicity and promotion campaign; employing temporary staff; as well as offering website and computer system support. The total actual expenditure is subject to verification. The details of the estimated expenditure of the 8th HKG are set out in **Annex 6**.

**Advice Sought**

18. Members are invited to note the above report and put forward their views.

\*\*\*\*\*

Secretariat of the 8th Hong Kong Games Organising Committee  
April 2022

## Structure of the 8th Hong Kong Games

Honorary Patron:	The Hon Mrs Carrie LAM CHENG Yuet-ngor, GBM, GBS The Chief Executive of the Hong Kong Special Administrative Region
Honorary Presidents:	(tbc) Member of the Legislative Council  Mr Timothy FOK Tsun-ting, GBS, JP President of the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC)
President:	Mr Jack CHAN Jick-chi, JP Acting Secretary for Home Affairs
Adviser:	Mr Joe WONG Chi-cho, JP Permanent Secretary for Home Affairs
Vice Presidents:	Mr Vincent LIU Ming-kwong, JP Director of Leisure and Cultural Services  Mr YEUNG Tak-keung, JP Commissioner for Sports
<u>Organising Committee</u>	
Chairman:	Mr David YIP Wing-shing, SBS, MH, JP Chairman of the Community Sports Committee
Vice Chairmen:	Prof Patrick YUNG Shu-hang, MH, JP Vice Chairman of the Community Sports Committee  Ms Ida LEE Bik-sai, JP Deputy Director of Leisure and Cultural Services (Leisure Services)
Executive Adviser:	Mr William TONG Wai-lun, BBS, MH, JP

Members:  
(Listed in no  
particular order)

Mr CHENG Ka-ho, MH, JP  
Member of the Sports Commission

Mr Patrick CHAN, MH  
Members of the Community Sports Committee

Mr Daniel LEE Chi-wo  
Members of the Community Sports Committee

Mr WONG Po-kee, MH  
Representative of the SF&OC

Mr Jeremy YOUNG Chit-on  
Representative of the Central & Western District Council

Mr Kenny YUEN Kin-chung  
Representative of the Eastern District Council

Mr Anson LAM Wai-man  
Representative of the Wan Chai District Council

Mr HO Hin-ming, BBS, MH  
Representative of the Kowloon City District Council

Mr CHEUNG Pui-kong  
Representative of the Kwun Tong District Council

Ms Carman NG Mei  
Representative of the Sham Shui Po District Council

Mr LAM Kin-man  
Representative of the Yau Tsim Mong District Council

(tbc)  
Representative of the Wong Tai Sin District Council

Mr WONG Man-hon, MH  
Representative of the Islands District Council

Ms KWOK Fu-yung  
Representative of the Kwai Tsing District Council

Mr Warwick WAN Wo-tat, MH  
Representative of the North District Council

Ms Christine FONG Kwok-shan  
Representative of the Sai Kung District Council

Mr CHENG Chung-hang  
Representative of the Sha Tin District Council

Mr Patrick MO Ka-chun  
Representative of the Tai Po District Council

Mr LAU Cheuk-yu  
Representative of the Tsuen Wan District Council

Mr WONG Tan-ching  
Representative of the Tuen Mun District Council

Mr Ronnie TANG Yung-yiu  
Representative of the Yuen Long District Council

Dr Simon YEUNG Sai-mo, JP  
Representative of the Hong Kong Association of Athletics  
Affiliates

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

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

Mr Vincent YUEN Mun-chuen  
Representative of the Hong Kong Football Association

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

Mr Clarence LAU Po-wing  
Representative of the Hong Kong Table Tennis Association

Ms Allison LEUNG Sze-yin  
Representative of the Hong Kong Tennis Association

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

Ms Lesley FUNG Sau-kuen  
Representative of the Hong Kong Paralympic Committee &  
Sports Association for the Physically Disabled

Dr Jim LUK Tze-chung  
Representative of the Hong Kong Sports Association for  
Persons with Intellectual Disability

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

Mr TANG Hon-sing  
Representative of the Hong Kong Elite Athletes Association

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

Mr Paul CHENG Ching-wan  
Principal Assistant Secretary for Home Affairs (Recreation  
and Sport)

Mr Benjamin HUNG Tak-chuen  
Assistant Director (Leisure Services)  
Leisure and Cultural Services Department

Secretary General: Ms Alice KONG Po-yee  
Chief Leisure Manager (Major Events)  
Leisure and Cultural Services Department

Standing Committee

Chairman: Mr David YIP Wing-shing, SBS, MH, JP  
Chairman of the 8th Hong Kong Games Organising  
Committee

Vice Chairman: Prof Patrick YUNG Shu-hang, MH, JP  
Vice Chairman of the 8th Hong Kong Games Organising  
Committee

Members:  
(Listed in no  
particular order)

Mr Benjamin HUNG Tak-chuen  
Assistant Director (Leisure Services)  
Leisure and Cultural Services Department

Mr WONG Po-kee, MH  
Representative of the SF&OC

Mr Kenny YUEN Kin-chung  
Representative of the District Councils on Hong Kong Island

Mr CHEUNG Pui-kong  
Representative of the District Councils in Kowloon East

Ms Carman NG Mei  
Representative of the District Councils in Kowloon West

Mr Warwick WAN Wo-tat, MH  
Representative of the District Councils in New Territories East

Mr Ronnie TANG Yung-yiu  
Representative of the District Councils in New Territories  
West

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

Mr TANG Hon-sing  
Representative of the Hong Kong Elite Athletes Association

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

Secretary General: Ms Alice KONG Po-yee  
Chief Leisure Manager (Major Events)  
Leisure and Cultural Services Department

**The 8th Hong Kong Games  
Timetable for Activities**

<b>Item</b>	<b>Activity</b>	<b>Originally Scheduled Date (2020-2021)</b>	<b>Updated Date for Activity (2021-2022)</b>	<b>Implementation position as at March 2022</b>
1	Press Conference	26 June 2020	Not Applicable	Completed
2	HKG Mascot Voting	26 June to 31 July 2020	Not Applicable	Completed
3	District Athlete Selection	September 2020 to February 2021	April 2021 to January 2022	October 2021 to January 2022 (temporarily suspended from 7 January 2022)
4	The Star-studded Classroom: Elite Athletes' Demonstration and Exchange Programmes, Sports Seminar	October to December 2020	July to October 2021	September to October 2021
	Sports Legacy - Exercise to Get Super Fit			
5	HKG 8-minute School Vitality Run	September 2020 to May 2021	September 2021 to May 2022	September 2021 to May 2022 (temporarily suspended due to suspension of face-to-face classes from 21 January 2022)
6	18 Districts' Pledging cum Cheering Team Competition	10 January 2021 (Sunday)	20 February 2022 (Sunday)	10 April 2022 (temporarily suspended)
7	Dynamic Moments Photo Contest	10 January to 30 May 2021	20 February to 29 May 2022	Temporarily Suspended
8	Vitality Run	7 March 2021 (Sunday)	6 March 2022 (Sunday)	Cancelled

<b>Item</b>	<b>Activity</b>	<b>Originally Scheduled Date (2020-2021)</b>	<b>Updated Date for Activity (2021-2022)</b>	<b>Implementation position as at March 2022</b>
9	Vitality Run - Virtual Run	-	-	7 to 14 March 2022 (temporarily suspended)
10	Voting and Guessing Activities	7 March to 9 May 2021	6 March to 8 May 2022	Temporarily Suspended
11	Inter-district Sports Competitions	Mid-March to 23 May 2021	Mid-March to 22 May 2022	Temporarily Suspended
12	Opening Ceremony	25 April 2021 (Sunday)	24 April 2022 (Sunday)	Temporarily Suspended
13	HKG Finals Fortnight	1st Week: 15 and 16 May 2021 2nd Week: 22 and 23 May 2021	1st Week: 14 and 15 May 2022 2nd Week: 21 and 22 May 2022	Temporarily Suspended
14	Closing cum Prize Presentation Ceremony	30 May 2021 (Sunday)	29 May 2022 (Sunday)	Temporarily Suspended



**Attendance in the Completed Activities of  
the 8th Hong Kong Games**

Activity		Date	Number of Participants/Attendance
1.	Launching Event	26 June 2020	300
2.	Hong Kong Games Mascot Voting <sup>Note 1</sup> and <sup>2</sup>	26 June to 31 July 2020	3 141
3.	Webinars of the Hong Kong Games – “The New Normal of Sports and Wellness Series” <sup>Note 1</sup>		
3.1	Module One	28 February 2021	1 015
3.2	Module Two	28 March 2021	1 127
3.3	Module Three	29 April 2021	1 010
	Review of the Webinars on social media platforms		16 577
	Subtotal:		19 729
4.	The Star-studded Classroom – Elite Athletes’ Demonstration and Exchange Programmes		
4.1	Badminton	22 September 2021	63
4.2	Basketball	16 October 2021	31
4.3	Futsal	16 October 2021	87
4.4	Table Tennis	22 September 2021	42
4.5	Tennis	3 October 2021	90
4.6	Volleyball	22 September 2021	27
	Subtotal:		340
5.	The Star-studded Classroom – Sports Seminar	3 October 2021	31
6.	Swimming Test for Swimming Competitions	11 and 18 December 2021	346
	<b>Total:</b>		23 887

Remarks:

Note 1: It is a new activity in the 8th Hong Kong Games.

Note 2: Attendance is calculated from the number of votes cast.

**The 8th Hong Kong Games (HKG)**  
**Report on Publicity Work**  
(as at 25 March 2022)

**I. Publicity Items Implemented**

	<b>Publicity Item</b>	<b>Date of Implementation/ Completion</b>	<b>Remarks</b>
1.	<b><u>Announcement of the Latest Updates of the HKG</u></b>  Announcing the latest updates of the 8th HKG through the issue of press release, the websites of the LCSD and the HKG, as well as social media platforms	From 26/6/2020 onwards	6 press releases were issued
2.	<b><u>Promotion of the HKG Mascot “Cheering Larry”</u></b>  i) Announcing the result of “My Favourite HKG Mascot” through the issue of press release, the websites of the LCSD and the HKG, as well as social media platforms  ii) Introducing the character, characteristics and vision of “Cheering Larry” on the HKG website  iii) Producing 8 stories and illustrations of different themes for posting on the HKG website by phases  iv) Designing WhatsApp Stickers for download and use by the public by phases  v) Designing various publicity materials and souvenirs with the image of “Cheering Larry” and engaging “Cheering Larry” in the production of promotional video  vi) Arranging “Cheering Larry” to engage in the production of video “The HKG Fitness	12/10/2020  10/2020  From 10/2020 onwards  From 11/2020 onwards  From 11/2020 onwards  From 11/2020 onwards	5 stories and illustrations, and 3 sets of stickers were issued

	<b>Publicity Item</b>	<b>Date of Implementation/ Completion</b>	<b>Remarks</b>
	<p>Exercises”, as well as the demonstrations/promotional video for the Webinars of the HKG – “The New Normal of Sports and Wellness Series”</p> <p>vii) Arranging “Cheering Larry” to attend the HKG competitions and major community participation programmes</p>	9/2021 - 1/2022	
<b>3.</b>	<p><b><u>Production of Video “The HKG Fitness Exercise”</u></b></p> <p>i) Inviting the Physical Fitness Association of Hong Kong, China to design 3 sets of “The HKG Fitness Exercise” catering to different groups and people of varying physical ability, namely “Exercises for Parents and Children”, “Exercises for All” and “Exercises to Stay in Shape”, with the HKG’ theme song chosen as background music. Inviting sports ambassadors and elite athletes to engage in the production of a promotional video with “Cheering Larry”</p> <p>ii) Distributing DVDs of “The HKG Fitness Exercise” to primary and secondary schools across Hong Kong</p> <p>iii) Promoting through the LCSD’s website and e-magazine, the HKG’s website and social media platforms and providing hyperlink</p> <p>iv) Broadcasting the promotional video on TV screens at District Leisure Services Offices (DLSOs) and leisure venues under the LCSD and the community halls under the Home Affairs Department (HAD)</p> <p>v) Encouraging the HKG sports ambassadors, elite athletes, district councillors, etc. to share hyperlinks on their social media platforms</p>	<p>10/2020 - 3/2021</p> <p>9/2021</p> <p>From 4/2021 onwards</p> <p>From 6/2021 onwards</p> <p>From 6/2021 onwards</p>	

Publicity Item	Date of Implementation/ Completion	Remarks
<p><b>4. <u>Promotion of the HKG</u></b></p> <p>A. <u>Internet</u></p> <p>i) Promoting the HKG through the LCSD’s website and “Programme Highlights” under the “LCSD e-Magazine”</p> <p>ii) Providing a hyperlink to the websites of the Government and relevant organisations at the HKG website, including:</p> <ul style="list-style-type: none"> <li>- GovHK</li> <li>- Home Affairs Bureau (HAB)</li> <li>- Education Bureau</li> <li>- 1823 Online</li> <li>- youth.gov.hk</li> <li>- Sports Federation &amp; Olympic Committee of Hong Kong, China (SF&amp;OC)</li> <li>- 10 Co-organising National Sports Associations</li> <li>- Hong Kong Paralympic Committee and Sports Association for the Physically Disabled</li> <li>- Hong Kong Sports Association for Persons with Intellectual Disability</li> <li>- The Hong Kong School Sports Federation (HKSSF)</li> <li>- The Cheerleading Federation of Hong Kong, China</li> <li>- Hong Kong Elite Athletes Association</li> <li>- Hong Kong Education City</li> <li>- The University Sports Federation of Hong Kong</li> </ul>	<p>From 9/2021 onwards</p> <p>9/9 - 5/10/2021</p> <p>4/2021</p> <p>4/2021</p> <p>9/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>4/2021</p> <p>15 - 28/9/2021</p> <p>9/2021</p>	
<p>B. <u>Social Media Platforms</u></p>		

<b>Publicity Item</b>	<b>Date of Implementation/ Completion</b>	<b>Remarks</b>
i) Promoting the HKG on the dedicated website “Sportsoho” and its social media platforms  ii) Sharing the information and promotional videos of HKG via the social media platforms of the LCSD and the HAB  iii) Encouraging the HKG sports ambassadors, elite athletes, district councillors, etc. to share news of the HKG on their social media platforms	From 10/2021 onwards  From 10/2021 onwards  From 10/2021 onwards	Including: 7 soft-selling articles, 19 Facebook posts and 15 video clips
C. <u>Newspapers (Press Releases/Advertisements)</u> i) Issuing press releases to newspapers on a regular basis  ii) Putting up advertisements like athlete selection posters in newspapers	From 13/9/2021 onwards  From 23/9/2021 onwards	Including am730, Headline Daily, Sky Post, Ming Pao and The Standard  Including am730, Ming Pao, Sky Post, Sing Tao Daily and Oriental Daily
D. <u>Announcements of Public Interest (APIs)</u> Producing APIs for broadcasting during government publicity time slots at local radio stations: - 30-second APIs (Athlete selection)	13/9 – 31/12/2021	
E. <u>Promotional Videos</u> Producing various promotional videos for broadcasting by the following media:		

Publicity Item	Date of Implementation/ Completion	Remarks
i) Television stations For broadcasting at local television stations during government publicity time slots: - 30-second APIs (Athlete selection)	13/9 – 31/12/2021	
ii) MTR For broadcasting on TV screens inside train compartments of major MTR lines and on the electronic display panels at certain stations: - 35-second APIs (Athlete selection)	24/9 – 7/11/2021	
iii) For broadcasting at the LCSD’s leisure venues across the districts (including the large television screens at Victoria Park and Urban Council Centenary Garden): - 35-second APIs (Athlete selection) - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes - 85-second promotional video of “The HKG Fitness Exercise”	10/2021 – 1/2022 From 11/2021 onwards From 6/2021 onwards	
iv) For broadcasting on TV screens at the community halls under the HAD: - 35-second APIs (Athlete selection) - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes - 85-second promotional video of “The HKG Fitness Exercise”	11/2021 – 1/2022 11/2021 From 2/2021 onwards	
v) For broadcasting on the websites of the LCSD, the HKG and the Information Services Department (ISD), as well as the social media platforms of the LCSD, the HKG and the HAB: - 85-second promotional video of “The	From 6/2021	

Publicity Item	Date of Implementation/ Completion	Remarks
<p>HKG Fitness Exercise”</p> <ul style="list-style-type: none"> <li>- 35-second APIs (Athlete selection)</li> <li>- Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes</li> </ul>	<p>onwards From 10/2021 onwards From 11/2021 onwards</p>	
<p>F. <u>Putting up Advertisement</u> Putting up advertisements on tram and bus bodies, and bus stops to publicise:</p> <ul style="list-style-type: none"> <li>- Athlete selection</li> </ul>	<p>6/10 – 30/11/2021</p>	<p>30 KMB buses</p>
<p>G. <u>Producing Floor-Type Publicity Cardboards / Easy-mount Frames / Running Games Stalls</u></p> <ul style="list-style-type: none"> <li>i) Displaying floor-type publicity cardboards at the DLSOs of the LCSD and sports centres across the territory</li> <li>ii) Providing promotional easy-mount frames for the HKG for display at activities organised by the districts</li> <li>iii) Displaying easy-mount frames at major events</li> </ul>	<p>From 10/2021 onwards  From 10/2021 onwards  From 10/2021 onwards</p>	<p>5 to 9 boards in each district, 123 boards in total</p>
<p>H. <u>Publicity Posters and Printed Materials</u></p> <ul style="list-style-type: none"> <li>i) Displaying publicity posters at the DLSOs and venues of the LCSD, 18 District Councils, District Offices, Community Halls, the SF&amp;OC, 10 co-organising NSAs, various tertiary institutions, secondary and primary schools across the territory, as well as on the notice boards/boxes at footbridges and pedestrian subways managed by the ISD, notice boxes at public housing estates, shopping malls, bus stops and government buildings, etc.</li> </ul>	<p>9/2021 – 1/2022</p>	

<b>Publicity Item</b>	<b>Date of Implementation/ Completion</b>	<b>Remarks</b>
ii) Putting up advertisements on the monthly booklet “Community Recreation and Sports Programme” published by the LCSD and/or providing information on the activities in the booklet  iii) Including the publicity slogans for the HKG in the monthly “recreation and sports programme sheet” and the publicity materials for district activities	7/2021 – 12/2021  10/2021 – 12/2021	
I. <u>Displaying Publicity Banners</u> i) Displaying large publicity banners on the external walls of the LCSD’s venues to publicise the following: - Athlete selection (18 banners in total)  ii) Displaying publicity banners (15 feet x 3 feet) at major venues of the LCSD to publicise (90 banners in total, 5 banners in each district): - Athlete selection	10/2021 – 1/2022  10/2021 – 1/2022	
J. <u>Promotion for the HKG at Schools</u> i) Introducing and promoting the HKG to schools across the territory through collaborating with the HKSSF in an effort to encourage students to actively participate in the activities of the HKG  ii) Inviting primary and secondary schools across Hong Kong to join “The HKG 8-minute School Vitality Run”; to play the HKG’s theme song during athletic meetings, school activities or physical education lessons to allow teachers, students and parents to run for 8 minutes for the fun of running; and to take photos for them, thereby encouraging students to participate in sports	9/2021 – 1/2022  9/2021 – 1/2022	



Publicity Item		Date of Implementation/ Completion	Remarks
	activities while fostering a sporting culture at schools. “The HKG 8-minute School Vitality Run” is regarded as a school activity or as part of physical education lessons.		
K.	<u>Producing Souvenirs</u> Producing a series of souvenirs for distribution to the public and participants at various activities	9/2021 – 1/2022	

## II. Publicity Items Suspended

Publicity Item		Anticipated Date of Implementation/ Completion	Remarks
1.	<b><u>Promotion of the HKG Mascot “Cheering Larry”</u></b> Setting up a flower wall with “Cheering Larry” as the theme at the “Hong Kong Flower Show 2022” (HKFS 2022) to be organised by LCSD	3/2022	In view of the latest epidemic situation, the HKFS 2022 originally scheduled to be held from 11 to 20 March at Victoria Park had been cancelled.
2.	<b><u>Promotion of the HKG</u></b> A. <u>Internet</u> Providing a hyperlink to the website of the news.gov.hk	2 – 5/2022	
	B. <u>Newspapers (Press Releases/Advertisements)</u> i) Placing advertorials ii) Publishing news articles in the newspaper column “康體繽紛” on a regular basis	2 – 5/2022 2 – 5/2022	

<b>Publicity Item</b>	<b>Anticipated Date of Implementation/ Completion</b>	<b>Remarks</b>
<p>C. <u>Radio and Television Programmes</u></p> <p>i) Providing updates on the HKG to TVB Jade’s programme “Sports New World”</p> <p>ii) Providing updates on the HKG to Radio Television Hong Kong’s television and radio programmes, such as “830 Magazine”, “Sports Unlimited”, “體壇動靜 430”, “十項全能”, “動感天地”, etc.</p>	<p>2 – 5/2022</p> <p>2 – 5/2022</p>	
<p>D. <u>APIs</u></p> <p>Producing APIs for broadcasting during government publicity time slots at local radio stations:</p> <ul style="list-style-type: none"> <li>- 30-second APIs (Themes)</li> </ul>	<p>2 – 5/2022</p>	
<p>E. <u>Promotional Videos</u></p> <p>Producing various promotional videos for broadcasting by the following media:</p> <ul style="list-style-type: none"> <li>i) Television stations <ul style="list-style-type: none"> <li>For broadcasting at local television stations during government publicity time slots: <ul style="list-style-type: none"> <li>- 30-second APIs (Themes)</li> </ul> </li> </ul> </li> <li>ii) MTR <ul style="list-style-type: none"> <li>For broadcasting on TV screens inside train compartments of major MTR lines and on the electronic display panels at some stations: <ul style="list-style-type: none"> <li>- 35-second APIs (Themes)</li> </ul> </li> </ul> </li> <li>iii) For broadcasting at the LCSD’s leisure venues across the districts (including the large TV screens at Victoria Park and Urban Council Centenary Garden): <ul style="list-style-type: none"> <li>- 35-second APIs (Themes)</li> </ul> </li> <li>iv) For broadcasting on TV screens at the community halls under the HAD: <ul style="list-style-type: none"> <li>- 35-second APIs (Themes)</li> </ul> </li> <li>v) For broadcasting on the websites of the LCSD, the HKG and the ISD, as well as the</li> </ul>	<p>2 – 5/2022</p> <p>2 – 5/2022</p> <p>2 – 5/2022</p> <p>2 – 5/2022</p>	

	<b>Publicity Item</b>	<b>Anticipated Date of Implementation/ Completion</b>	<b>Remarks</b>
	social media platforms of the LCSD, the HKG and the HAB: - 35-second APIs (Themes)	2 – 5/2022	
	<b>F. <u>Putting up Advertisement</u></b> i) Putting up advertisements on tram and bus bodies, and bus stops to publicise: - Themes ii) Putting up advertisements in MTR train compartments and advertising lightboxes at MTR stations iii) Putting up advertisements at road tunnel portals	2 – 5/2022 2 – 5/2022 2 – 5/2022	
	<b>G. <u>Displaying Publicity Banners</u></b> i) Displaying large publicity banners on the external walls of LCSD’s venues to publicise the following: - Themes (33 banners in total) ii) Displaying publicity banners (15 feet x 3 feet) at major venues of LCSD to publicise the following (90 banners in total, 5 banners in each district): - Themes - Displaying lamp-post buntings at the main streets of the 18 districts (150 sets in each district)	2 – 5/2022 2 – 5/2022 2 – 5/2022	
	<b>H. <u>Producing Souvenir Programmes</u></b> Producing souvenir programmes for distribution to all the participating organisations, co-organisers and sponsors	4/2022	

**The 8th Hong Kong Games**  
**Lists of Sponsors**  
(as at 25 March 2022)

**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	\$8,240,000	–	–
2.	* Pyromagic Multi-media Productions Limited	Diamond Sponsor	–	Technical support for on-stage pyrotechnic display, torch and cauldron lighting at the opening ceremony of the 8th HKG	\$600,000
3.	^ Mr CHOI Kam-kong	Gold Sponsor	\$120,000	–	–
4.	^ China Resources C'estbon Kirin Beverage (Holdings) Company Limited		\$100,000	–	–
5.	* Otsuka Pharmaceutical (H.K.) Ltd.		–	1. A total of 45 360 cans of sports drinks 2. About 20 drinks distribution stations at HKG activities and Vitality Run (human resources and operating expenses included)	\$529,000
6.	* Thong Sia Watch Co. Ltd		–	Two large Seiko double-sided clocks, a set of timekeeping instruments and technical support	\$110,000
7.	^ Germagic Biochemical Technology (HK) Ltd		–	A total of 500 bottles of Germagic Proshield Disinfectant Deodorizer	\$109,000
8.	* Hong Kong Chinese Martial Arts Dragon and Lion Dance Association Limited		–	Dragon and lion dance performance at Opening Ceremony	\$108,000

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
9.	^ Kingrich Asia Holdings Limited	Prize Sponsor	\$50,000	–	–
10.	* Max Golden Limited		\$50,000	–	–
11.	* NutriWorks Limited		–	1. A total of 2 200 packs of Flexi Patch 2'S 2. A total of 2 200 packs of Acti-Tape samples	\$77,000
12.	^ Vita Green Health Products Company Limited		–	A total of 465 bottles of Doctor's Choice Vitamin E200IU	\$50,220
13.	* Po Sum On Medicine Factory Limited		–	A total of 820 bottles of Po Sum On Zhui Feng Huo Luo Oil	\$50,020
14.	* Taisho Pharmaceutical (H.K.) Ltd.	–	1. A total of 500 tubes of Counterpain Cream 2. A total of 400 pieces of Dakkukai Medical Plaster	\$50,000	
15.	^ Hong Kong Lacrosse Association Limited	Placement of a Half-page Advertisement in the Souvenir Programme	\$10,000	–	–
		Sub-total:	<b>\$8,570,000</b>	Estimated Value of Sponsorship in Kind/Service:	<b>\$1,683,240</b>
		<b>Total:</b>	<b>\$10,253,240</b>		

\* Sponsor of the 7th Hong Kong Games

^ New sponsor

## II. District Sponsors

Serial No.	Name of Sponsor	Details of Sponsorship			
		Cash	Sponsorship in Kind/Service and the Estimated Value		
1.	<b>Tsuen Wan District</b>				
	KC Motorgroup Ltd.	\$50,000	–	–	
	Sportshouse Limited	\$10,000	–	–	
	Sub-total:	\$60,000			
2.	<b>Central and Western District</b>				
	Mr TONG Yeuk-fung, BBS, JP	\$100,000	–	–	
	Mr LO Ching-ping, MH	\$30,000	–	–	
	Mr HA Chung-kin, MH	\$30,000	–	–	
	Mr YIP Wing-kui, BBS	\$30,000	–	–	
	Dr LAM Wai-wing, Malcolm, JP	\$30,000	–	–	
	Mr TO Chin-sung	\$30,000	–	–	
	Mr CHOW Chiu-sheung	\$30,000	–	–	
	Mr CHAN Wai-chuen	\$30,000	–	–	
	Mr NG Hoi-shan	\$30,000	–	–	
	Mr TSANG Yiu-tong	\$30,000	–	–	
	Mr HO Ying-chung	\$30,000	–	–	
		Sub-total:	\$400,000	–	–
		<b>Total:</b>	\$460,000	–	–
		<b>Total Value:</b>	<b>\$460,000</b>		

**Estimated Expenditure of the 8th Hong Kong Games**

(As at 25 March 2022)

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
<b>I. Support for District Teams</b>	
1. Uniforms for district delegations	1,417,500
2. Expenditure on support for teams of 18 districts (including sports equipment, remuneration of coaches and part-time officials, district athlete selection competitions, competition uniforms for athletes, formation of cheering teams, publicity in districts, transportation and miscellaneous expenses)	2,382,900
Sub-total:	3,800,400
<b>II. Public Engagement Activities</b>	
1. Launch of the Events	126,500
2. Webinars of the Hong Kong Games – “The New Normal of Sports and Wellness Series”	378,000
3. The Star-studded Classroom – Elite Athletes’ Demonstration and Exchange Programmes	238,500
4. The Star-studded Classroom – Sports Seminar	31,900
5. Sports Legacy – Exercise to Get Super Fit	6,800
6. Hong Kong Games 8-minute School Vitality Run	102,000
7. 18 Districts’ Pledging cum Cheering Team Competition	172,000
8. Vitality Run	377,700
9. Voting and Guessing Activities	99,000
10. Thematic Exhibitions and Large Floral Garden	165,300
Sub-total:	1,697,700
<b>III. Competitions for People with Disabilities (Wheelchair Basketball, Swimming, Table Tennis and Boccia)</b>	66,200
<b>IV. Publicity</b>	
1. Advertisements (including advertising on newspapers, radio, television, social media, public transport and large advertisement billboards, etc.)	3,186,600
2. Publicity items (including posters, banners, lamp-post bunting, display panels, souvenir programmes, souvenirs, promotional videos, videos for the Hong Kong Games Fitness Exercise and announcements, etc.)	3,414,200
Sub-total:	6,600,800

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
<b>V. Others</b>	
1. Employment of temporary staff	1,950,900
2. Webpage and computer systems	2,795,700
3. Miscellaneous items	578,200
Sub-total:	<u>5,324,800</u>
	<u>17,489,900</u>
<b>Total (I to V):</b>	<b><u><u>Around 17,490,000</u></u></b>

Remark:

The Notional Venue Charges for the sports venues under the LCSD hired for training, competitions and activities are not included in the above estimated expenditure.