

COMMUNITY SPORTS COMMITTEE

Report of the “4th Hong Kong Games” Organising Committee

Introduction

This paper aims to report to Members on the summary of the activities of the 4th Hong Kong Games (HKG) and put forward recommendations for the next HKG.

Background

2. The Sports Commission and its Community Sports Committee (CSC), in partnership with the 18 District Councils (DCs), the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), the Leisure and Cultural Services Department (LCSD) and relevant National Sports Associations (NSAs), have organised the HKG biennially since 2007. The HKG is a 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 to enhance community cohesion through facilitating communication and fostering friendship among the 18 districts.

The 4th HKG

3. The 4th HKG was held from 27 April to 2 June 2013. The CSC formed the 4th HKG Organising Committee (OC) in March 2012 for co-ordinating and organising the 4th HKG. Members of the OC included representatives from 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 2012. Apart from the representatives from the OC, the SC also comprised Dr Lobo LOUIE Hung-tak from the media/public relations sector and representatives from the Hong Kong Elite Athletes Association and the Hong Kong Schools Sports Federation, with a view to incorporating the views of different sectors for more

effective planning and organising work for the 4th HKG. The structures of the OC and the SC are detailed at **Annex 1**.

Summary of Activities

Competition Events, Participating Athletes and Selection Mechanism

4. The 4th HKG was successfully held with 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 from June 2012 to January 2013. Each athlete could only participate in the HKG selection contest of one district and could only represent one district in the HKG. A total of 6 754 athletes participated in the open selection of the districts, representing an increase of 1 607 athletes (31%) from the 5 147 athletes in the last HKG. After the district selection, a total of 3 137 athletes were nominated to represent the 18 districts in the 4th HKG, representing an increase of 120 athletes (4%) from the 3 017 athletes in the last HKG. Among them, the age group “15 – 19” constituted the majority (900 people, or 29%), followed by the age groups “20 – 24” (736 people, or 23%) and “25 – 29” (464 people, or 15%). The numbers and age distribution of athletes in the 4th HKG is set out in the table at **Annex 2**.

5. Preliminary competitions for some of the sports took place from April 1. The sports competitions were held 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. A total of 84 events in over 1 000 matches were organised in the 4th HKG, with 252 medals awarded, comprising 84 gold, 84 silver and 84 bronze medals. After weeks of fierce and tight competitions, the Overall Champion, 1st Runner-up and 2nd Runner-up of the 4th HKG went to Yuen Long District, Eastern District and Kowloon City District respectively; both the “District with the Most Gold Medals” and the “District with the Greatest Participation” prizes were awarded to Yuen Long District; and the “District with the Best Progress” prize was shared by Yuen Long and Sham Shui Po Districts. The results of all competitions are set out in the table at **Annex 3**.

Publicity and Public Participation Activities

6. To further strengthen the publicity for the HKG and to create a strong atmosphere in the community, the Organiser made use of a wide range of publicity channels, including

displaying publicity banners, lamp-post bunting and posters; setting up a dedicated website; issuing Government press releases; placing advertisements in newspapers, on bus and tram bodies, and large-sized advertising panels at MTR stations and bus stops; producing a series of announcements of public interest for broadcasting on television, radio, MTR trains, buses and at LCSD venues; and arranging media interviews. Besides, eight elite athletes were appointed as “HKG Sports Ambassadors” as early as June 2012 to help promote and publicise the 4th HKG. The Organiser also engaged the service of the Television Broadcasts Limited through public tender to produce a series of six mini dramas, and organised a countdown ceremony at the highly patronised Olympian City 2 Mall. The details of the publicity work are set out at **Annex 4**.

7. In order to encourage territory-wide support for and participation in the HKG in different ways, the Organiser held a total of 20 diversified publicity and public participation activities, including a launching ceremony, the 18 districts’ pledging ceremony, a countdown ceremony, a grand opening ceremony, a closing cum prize presentation ceremony, “Elite Athletes’ Demonstration and Exchange” sessions, voting for “My Favourite Sporty District”, guessing the “Overall Champion of the 4th HKG”, “Cheering Team Competition for the 18 Districts” and “Dynamic Moments Photo Contest”, an exhibition and a large thematic floral wall in the “Hong Kong Flower Show 2013”, display panels in the “Healthy Exercise for All Campaign – Exercise and Health Roving Exhibitions”, as well as a new online game and a new sports seminar, “Workshop on Sports Training & Competition”. These activities attracted more than 400 000 people, reflecting a more enthusiastic response than the previous three HKGs.

8. In order to promote the integration between able-bodied and disabled persons, the 4th HKG continued to invite athletes from the Hong Kong Sports Association for the Mentally Handicapped (HKSAM) and the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled (HKPC & SAPD) to participate in the Elite Athletes’ Demonstration and Exchange sessions to provide opportunities for different sectors of the community to participate in HKG activities together. While the HKPC & SAPD was not presented in the Elite Athletes’ Demonstration and Exchange sessions as a result of clashes with its training schedule, athletes from the HKSAM participated in the sessions of table tennis, swimming and athletics. The numbers of participants in various activities are set out at **Annex 5**.

9. Regarding the awards, three new prizes were introduced to the 4th HKG. While the “My Favourite Sporty District” prize was divided into the “Online Voting – My Favourite Sporty District” and the “Paper Voting – My Favourite Sporty District” prizes, the “Highest

Popularity Award” was added to the Cheering Team Competition for the 18 Districts, and the “District with the Strongest Cheering Squad” prize was introduced to enhance the competition atmosphere of the HKG and to boost the morale of the athletes from the 18 districts.

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

10. To allow more district sports enthusiasts to participate in the HKG, a chief team leader was included as a new member of each district delegation in addition to the head, deputy heads, team leaders, coaches and athletes. District cheering teams, who were provided with sportswear for attending the opening and closing ceremonies of the 4th HKG, were also included as members of the district delegations.

11. In order to enhance the skills of district athletes, the LCSD continued to allot 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. Moreover, arrangements for provision of systematic training by qualified coaches assigned by relevant NSAs to the district teams were made through the Secretariat upon request from the districts (except table tennis, for which qualified coaches who met the Organiser’s requirements were engaged by the districts on their own). During the competition period, the coaches also led the teams to the competition venues in order to enhance the on-field performance, team spirit and co-operation of athletes. The required qualification, recruitment procedure and remuneration arrangement for coaches are set out at **Annex 6**.

Sponsorship

12. There were two types of sponsors for the 4th HKG, namely the HKG Sponsors and the HKG District Sponsors. The Organiser received sponsorship of \$5.23 million in cash and about \$3.46 million in kind/service in total from 12 organisations, among which the Hong Kong Jockey Club offered cash sponsorship of \$5 million and continued to be the “Principal Contributor” of the 4th HKG, as well as the Title Sponsor for the futsal and athletics competitions. As for the HKG District Sponsors, seven districts (Central & Western District, Kwai Tsing District, Tsuen Wan District, Wong Tai Sin District, Yau Tsim Mong District, Tai Po District and Yuen Long District) obtained sponsorship from local dignitaries/organisations. The details of the sponsorship from the HKG Sponsors and the HKG District Sponsors are set out at **Annex 7**.

Financial Arrangements

13. The estimated funding for the 4th HKG was \$25 million, covering expenditure items such as the expenses for all sports competitions, publicity activities, the opening and closing ceremonies and the financial support offered to the 18 district teams. The expenditure items of the 4th HKG have yet to be verified for the time being, and the current estimate is that the total expenditure of the Games is comparable to the estimated funding. The financial statement is set out at **Annex 8**.

Review of the Activity and Recommendations for the Next HKG

14. To assess the effectiveness of the 4th HKG and perfect the arrangements for the next HKG, the Secretariat collected views on the 4th 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, public enquiries and newspaper commentaries. 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 4th HKG. During its fifth meeting held on 28 June 2013, the OC reviewed various arrangements for the 4th HKG. The key views are at **Annex 9**.

15. In consolidating the key views from various sectors of the community on the 4th HKG, the OC considered that the 4th HKG, which were larger in scale and better organised than the previous editions, was satisfactory in terms of overall arrangement and effectiveness. The significant increase in the number of participants also indicated that the HKG has established itself as a widely recognised biennial sports event for the promotion of “Sport for All”. The OC, upon discussion, made the following recommendations for the next HKG:

I. Maintaining the 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 distance running, which is a popular sport, be organised as a publicity and public participation activity to further promote the “Sport for All” culture.
- ◆ It was recommended that the publicity for the next HKG be enhanced and the

involvement of district sports associations and NSAs at the community level be strengthened.

II. Maintaining the Existing Competition Events

- ◆ It was recommended that the existing eight sports events, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball, should be maintained in the next HKG.
- ◆ It was recommended that the Organiser might consider organising team sports with a smaller number of players in a team, such as beach volleyball, or organising mixed team events.

III. Review of the Competition Format and Competition Rules

- ◆ The grouping methods for the preliminary rounds of the team events, either on a geographic basis or by drawing lots, have their own merits. As most districts supported grouping by drawing lots, it was recommended that this method should continue to be adopted for the preliminary rounds of the team events in the next HKG.
- ◆ It was recommended that a seeding system be adopted in the next HKG.
- ◆ It was recommended that consideration be given in conjunction with the relevant NSAs to improve the system of reserve athletes, with a view to offering them more opportunities to participate and play a larger role in the competitions.
- ◆ It was recommended that the model number of the balls to be used in the competitions be announced earlier to enable athletes to practise and adapt before competitions.
- ◆ It was recommended that the rules and restrictions on the sportswear be clearly stated in the prospectuses, and that guidelines on ordering sportswear be provided to the districts in the next HKG to facilitate the provision of suitable sportswear for the athletes.
- ◆ It was recommended that the ranking playoffs for the 5th to 8th positions be cancelled in the next HKG to make better use of resources.
- ◆ It was recommended that new prizes be introduced for the competition events in the next HKG to encourage participation.

IV. Review and Co-ordination of Competition Dates, Time and Venues

- ◆ It was recommended that the liaison with the co-organising NSAs on the competition dates be continued in the next HKG to avoid clashing with the dates of

other competitions, which may cause the absence of athletes from the competitions of the HKG.

- ◆ It was recommended that a comprehensive review of the format, competition schedule and arrangement for fallback dates be conducted in the next HKG to strike a balance between the staging of the HKG and the public need for leisure and sports facilities.
- ◆ It was recommended that the opening ceremony of the next HKG be staged at a more suitable venue (e.g. an indoor venue).
- ◆ It was recommended that consideration be given in conjunction with the relevant NSAs on relaxing the rules on the reporting time for competition to facilitate the participation of athletes.

V. Review of the Eligibility Requirements for Athletes

- ◆ It was recommended that the restriction of not allowing athletes who will be participating in major international sports events to participate in the HKG be lifted in the next HKG.
- ◆ It was recommended that a comprehensive review be made on the existing documents recognised as “valid proof of place of residence”.
- ◆ It was recommended that the eligibility requirement concerning the place of residence be relaxed to allow athletes to represent the districts where they are studying so as to help some less populated districts to cope with the difficulties in selecting athletes.
- ◆ It was recommended that some elite athletes be allowed to enter team events, such as basketball, futsal and volleyball competitions, to enhance the skill level of the competitions and the popularity of the events.

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

- ◆ It was recommended that some conditions be set out in the prospectuses for the next HKG that the champions of district age group competitions would be given the priority to enter the selection contests when the number of athletes eligible for selection exceeded the quota. For competitions events not receiving any enrolment, entry should be open for persons without recognised results. A minimum age requirement should also be imposed to facilitate selection of the best athletes to compete in the HKG.
- ◆ It was recommended that the dates of district selection for swimming and athletics competitions be advanced or that the deadlines for submission of enrolment forms

be postponed.

- ◆ It was recommended that the Organiser and the relevant NSAs should review in detail the athlete selection criteria so as to meet the needs of various districts.

VII. 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 training to the district teams for each sports event and the arrangement for the athletes to be led by coaches for participation in competitions be maintained in the next HKG. It was recommended that dates of various competitions be finalised and announced as early as possible in order to ensure that districts could reserve venues for training as early as possible.
- ◆ It was recommended that athletes' attendance in training be considered in the next HKG as reference for coaches to decide whether an athlete should participate in the competitions as a selected or reserve athlete.

VIII. Optimising the Promotion and Publicity Strategy

- ◆ It was recommended that publicity for district athlete selection and the competitions be stepped up with a view to enhancing districts' involvement, promoting community-wide participation in the HKG and boosting public attendance at the competition venues.
- ◆ It was recommended that arrangements be made for online live broadcast of the opening ceremony and various sports competitions of the HKG to offer opportunities for the public to watch the events online.
- ◆ It was recommended that publicity be strengthened in the vicinity of various competition venues during the competition period so as to attract more local residents to attend the competitions of the HKG.
- ◆ It was recommended that the information on the points scored by various districts from the competitions be uploaded to the website in the next HKG to keep the districts abreast of the latest results and to enable them to assess their chances of winning.

IX. Provision of More Resources for Districts

- ◆ It was recommended that where resources permit, more resources be provided for districts on a need basis in the next HKG with a view to supporting and assisting districts to set up their delegations for participation in the HKG. Publicity should

also be stepped up at the district level to encourage local involvement in the HKG.

Conclusion

16. The 4th HKG was larger in scale and better organised than the previous HKGs. There was also a marked increase in the levels of public participation and support. While the number of sports events was the same as that of the 3rd HKG, the number of athletes participating in the open selection in districts reached 6 754, an increase of more than 30% as compared with the number of 5 147 in the 3rd HKG. The attendance at the HKG-related publicity and public participation activities this year was over 400 000, an increase of more than 20% as compared with the attendance of more than 300 000 in the 3rd HKG. The results were encouraging.

17. This HKG was also the first highlight event of the “Vibrant Hong Kong” theme under the city-wide campaign “Hong Kong: Our Home” launched by the Government, showcasing the vitality and strength of Hong Kong people. Through the organisation of and involvement in the HKG, the Government worked closely with the DCs, NSAs, district sports associations, schools and district sports organisations to jointly promote sports development at the district level, encourage active public participation in sports activities and develop a strong sporting culture in the community, thereby strengthening the sense of belonging of the public, injecting positive energy into society, fostering social cohesion and promoting care, mutual help and solidarity in the community.

Presentation

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

Secretariat of the 4th Hong Kong Games Organising Committee
July 2013

Structure of the 4th Hong Kong Games Organising Committee

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

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

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

Mr Bobby CHENG Kam-wing, JP
Deputy Director of Leisure and Cultural Services
(Leisure Services)

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

Members:
(In no particular order) Mr CHENG Shu-ming, BBS, JP
Member of the Community Sports Committee

Mr CHU King-yuen, BBS, MH, JP
Member of the Community Sports Committee

Mr Ronnie WONG Man-chiu, JP
Representative of the Sports Federation & Olympic Committee
of Hong Kong, China

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

Mr CHIU Chi-keung
Representative of Eastern District Council

Ms CHEUNG Sik-yung
Representative of Southern District Council

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

Mr LUK King-kwong
Representative of Kowloon City District Council

Mr Ben CHAN Kok-wah, MH
Representative of Kwun Tong District Council

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

Mr HO Yin-fai
Representative of Wong Tai Sin District Council

Mr HAU Wing-cheong, BBS, MH
Representative of Yau Tsim Mong District Council

Mr LAI Sum
Representative of North District Council

Mr Jonathan CHAN Pok-chi
Representative of Sai Kung District Council

Mr LAW Kwong-keung
Representative of Sha Tin District Council

Mr Eric TAM Wing-fun
Representative of Tai Po District Council

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

Ms LO Wai-lan
Representative of Kwai Tsing District Council

Mr TSANG Hin-hong
Representative of Tuen Mun District Council

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

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

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

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

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

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

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

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

Mr Vincent LIANG, JP
Representative of the Hong Kong Tennis Association

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

Miss Olivia CHAN Yeuk-oi, JP
Assistant Director of Leisure and Cultural Services
(Leisure Services)

Miss Petty LAI Chun-yee
Principal Assistant Secretary for Home Affairs
(Recreation and Sport)

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

Structure of the 4th Hong Kong Games Standing Committee

- Chairman: Mr William TONG Wai-lun, MH, JP
Chairman of the 4th Hong Kong Games Organising Committee
- Vice Chairman: Mr David YIP Wing-shing, BBS, MH, JP
Vice Chairman of the 4th Hong Kong Games Organising Committee
- Members:
(In no particular order)
- Miss Olivia CHAN Yeuk-oi, JP
Assistant Director of Leisure and Cultural Services
(Leisure Services)
- Mr Ronnie WONG Man-chiu, JP
Representative of the Sports Federation & Olympic Committee of Hong Kong, China
- Mr Thomas NG Siu-keung, MH, JP
Representative of District Councils on Hong Kong Island
- Mr Ben CHAN Kok-wah, MH
Representative of District Councils in Kowloon East
- Mr HAU Wing-cheong, BBS, MH
Representative of District Councils in Kowloon West
- Mr Jonathan CHAN Pok-chi
Representative of District Councils in New Territories East
- Mr Daniel CHAM Ka-hung, BBS, MH, JP
Representative of District Councils in New Territories West
- Mr KWAN Wai-yick
Representative of the Hong Kong Schools Sports Federation
- Mr Cliff WONG Tsan
Representative of the Hong Kong Elite Athletes Association
- Dr Lobo LOUIE Hung-tak
Representative of Media & Public Relations Sector
- Secretary General: Ms Rebecca LOU Wai-yi
Chief Leisure Manager (Major Events),
Leisure and Cultural Services Department

**The 4th Hong Kong Games
Age Distribution of Participating Athletes**

Annex 2

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	0	0	0	0	0	0	1	1	0	0	0	0	0	2	(0%)
10-14	12	43	50	107	0	6	6	18	10	21	15	13	4	2	0	307	(10%)
15-19	131	134	141	94	9	47	40	46	53	55	12	24	29	49	36	900	(29%)
20-24	99	57	16	6	53	71	55	35	33	19	12	7	90	70	113	736	(23%)
25-29	21	5	4	0	81	51	28	12	28	5	11	6	75	66	71	464	(15%)
30-34	16	2	1	0	38	25	31	15	9	7	13	5	34	50	19	265	(8%)
35-39	6	3	0	0	20	7	19	11	6	3	14	16	20	9	7	141	(4%)
40-44	6	2	1	0	3	1	11	14	5	5	23	14	3	6	2	96	(3%)
45-49	5	1	0	0	0	0	9	16	5	5	23	35	5	4	0	108	(3%)
50-54	2	1	0	0	0	0	4	11	3	12	19	15	0	0	1	68	(1%)
55-59	0	0	0	0	0	0	3	1	3	9	8	5	0	0	0	29	(1%)
60-64	1	1	0	0	0	0	0	0	6	7	0	2	0	0	0	17	(1%)
65-69	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	3	(0%)
70-74	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	(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	299	249	213	207	204	208	206	179	162	153	150	142	260	256	249	3137	(100%)
	548		420		412		385		315		292		516		249		

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

Overall Results of the 4th Hong Kong Games

- (1) Overall Champion, 1st Runner-up and 2nd Runner-up of the 4th Hong Kong Games:

Overall Champion of the 4th Hong Kong Games:	Yuen Long District
Overall 1st Runner-up of the 4th Hong Kong Games:	Eastern District
Overall 2nd Runner-up of the 4th Hong Kong Games:	Kowloon City District

- (2) Overall Champion, 1st Runner-up and 2nd Runner-up of Sports Competitions:

Event	Champion	1st Runner-up	2nd Runner-up
Athletics	Yuen Long District	North District	Kwai Tsing District
Badminton	Yuen Long District	Kowloon City District	Kwun Tong District
Basketball	Central and Western District	Yuen Long District	Sai Kung District
Futsal	Yuen Long District	Sham Shui Po District	Eastern District
Swimming	Sha Tin District	Eastern District	Kowloon City District
Table Tennis	Kowloon City District	Central and Western District	Southern District
Tennis	Yuen Long District	Tuen Mun District	Eastern District
Volleyball	Yuen Long District	North District	Tuen Mun District

- (3) “District with the Most Gold Medals” Award:

“District with the Most Gold Medals”:	Yuen Long District
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- (4) “District with the Greatest Participation” Award:

“District with the Greatest Participation”:	Yuen Long District
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- (5) “District with the Best Progress” Award:

“District with the Best Progress”:	Sham Shui Po District and Yuen Long District
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(6) “My Favourite Sporty District” Awards:

“Paper Voting - My Favourite Sporty District”:	Sai Kung District
“Online Voting - My Favourite Sporty District”:	Central and Western District

(7) “District with the Strongest Cheering Squad” Award:

“District with the Strongest Cheering Squad”:	Kowloon City District
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(8) Cheering Team Competition for the 18 Districts:

Awards	Champion	1st Runner-up	2nd Runner-up
The Best Performance	Yuen Long District	Islands District	Tuen Mun District
The Best Local Characteristics	Islands District	Tuen Mun District	Wan Chai District
Highest Popularity	Wong Tai Sin District		

**The 4th Hong Kong Games
Report on Publicity Work**

Item	Date of Implementation	Remarks
<p>1. <u>Setting up a dedicated website</u></p> <p>Setting up a dedicated website for the HKG and establishing links to the Facebook, Twitter and Sina Weibo webpages about the HKG to facilitate browsing and sharing by the public</p>	From 12/6/2012 onwards	
<p>2. <u>Promotion on the Internet</u></p> <p>i) Giving information about the HKG on the homepage of the LCSD website and under the section “Programme Highlights” of the LCSD e-Magazine</p> <p>ii) Setting up hyperlinks on the HKG website to the websites of the relevant organisations, including:</p> <ul style="list-style-type: none"> - Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), the 8 relevant national sports associations (NSAs) and the Hong Kong School Sports Federation - Sections “What is HK Talking About” and “Recreation & Sports” of GovHK - Hong Kong Education City - Hong Kong Sports Press Association (through which its members were provided with updates on the HKG) - Cheerleading Federation of Hong Kong, China - Hong Kong Sports Association for the Mentally Handicapped - Hong Kong Paralympic Committee & Sports Association for the Physically Disabled - The Photographic Society of Hong Kong 	<p>11/6/2012— 11/6/2013</p> <p>From 7/2012 onwards</p> <p>From 13/6/2012 onwards</p> <p>From 12/6/2012 onwards</p> <p>From 16/7/2012 onwards</p> <p>From 16/7/2012 onwards</p> <p>From 7/2012 onwards</p> <p>From 7/2012 onwards</p> <p>From 7/9/2012 onwards</p>	<p>Upcoming competitions and updates on competitions: 5 times</p> <p>Distribution of tickets for the opening ceremony: once</p> <p>Closing ceremony: once</p>

	Item	Date of Implementation	Remarks
	<ul style="list-style-type: none"> - The University Sports Federation of Hong Kong, China - Metro Info and Metro Finance iii) Designing an advertising banner and arranging for its display in the Webus App and providing a hyperlink to the HKG website	From 28/9/2012 onwards 3 – 6/2013 23/4 – 2/6/2013	
3.	<p><u>Promotion through newspapers (Press Releases/Advertisements/Interviews)</u></p> <p>Promoting the HKG through major newspapers and their websites:</p> <ul style="list-style-type: none"> i) Placing advertisements in newspapers ii) Publishing promotional articles in newspapers iii) Publishing updates on current competitions, information on upcoming competitions and the latest competition results in Metro Daily at regular intervals iv) Publishing promotional articles in the column “康體繽紛” in Ming Pao Daily News and Sing Tao Daily at regular intervals to report the progress of the HKG v) Issuing press releases about the details and progress of the HKG to newspapers and uploading them onto the websites of the Government and the LCSD vi) News reports on the HKG with information selected by newspapers 	28/6/2012 – 10/5/2013 12/6/2012 – 7/6/2013 7/5/2013 – 4/6/2013 16/6/2012 – 8/6/2013 11/6/2012 – 2/6/2013 From 12/6/2012 onwards	Number of Days: 16 (26 pieces in total) Number of Days: 19 (34 articles in total) Number of Days: 5 (5 articles in total) Number of Days: 24 (24 articles in total) Number of releases: 11 Number of Days: 28 (67 articles in total)

	Item	Date of Implementation	Remarks
4.	<p><u>Promotion/Interviews in Radio Programmes</u></p> <p>i) Providing monthly updates on the HKG and the district athlete selection to the hosts of the programme “體育精神” of the Commercial Radio and the programme “十項全能” of Radio Television Hong Kong (RTHK) Radio 1 for reporting on the HKG in their programmes</p> <p>ii) Arranging an interview with the Chairman of the Organising Committee (OC) in the programme “晨早新聞天地” of RTHK Radio 1 to talk about the HKG and the district athlete selection</p> <p>iii) Arranging a live interview with the Chairman of the OC in the programme “香樹輝 King King 傾” of Metro Finance to talk about the HKG</p> <p>iv) Arranging an interview with the Chairman of the OC in the programme “Happy Family” of Metro Info to talk about the HKG and call on the public to attend the Opening Ceremony</p> <p>v) Arranging an interview with the Chairman of the OC in the programme “十項全能” of the RTHK</p> <p>vi) Arranging an interview with the Chairman of the OC in the programme “還看今天” of Metro Info to present details of the HKG, updates on the competitions and information on the programmes of the opening ceremony</p> <p>vii) Producing 30-second announcements of public interest (APIs) for broadcast on radio channels to further encourage public participation in the HKG</p> <p>viii) Producing APIs for broadcasting by Metro Radio to further promote the HKG</p>	<p>From 15/6/2012 onwards</p> <p>24/10/2012 (aired)</p> <p>3/12/2012 (aired live)</p> <p>11/4/2013 (aired)</p> <p>13/4/2013 (aired)</p> <p>14/4/2013 (aired)</p> <p>5/2 – 1/6/2013</p> <p>7/1 – 26/4/2013 (sponsored)</p>	<p>The host of the programme “十項全能” briefly talked about and publicised the HKG for over 20 times from June 2012 to June 2013</p> <p>Recorded on 18/10/2012</p> <p>Recorded over the phone on 8/4/2013</p> <p>Recorded on 9/4/2013</p> <p>Recorded over the phone on 22/4/2013</p> <p>1st episode: 5/2 – 8/2/2013 2nd episode: 9/4 – 26/4/2013 3rd episode: 27/4 – 1/6/2013</p> <p>1st episode: 7/1 – 4/2/2013 2nd episode: 5/2 – 26/4/2013</p>

	Item	Date of Implementation	Remarks
	ix) Providing extra airtime by Metro Radio (Metro Info and Metro Finance) to broadcast three APIs	5/2 – 1/6/2013 (sponsored)	
5.	<p><u>Publicity/Interviews in Television Programmes</u></p> <p>i) Arranging for the programme “Sport World” of TVB Jade to give coverage to the HKG Launching Ceremony</p> <p>ii) Arranging for the programme “Sport World” of TVB Jade to give coverage to the district athlete selection and conduct an interview with the Chairman of the OC</p> <p>iii) Arranging for filming of and reporting on the Sports Seminar in the programme “Sport World” of TVB Jade</p> <p>iv) Arranging an interview with the Chairman of the OC in the programme “Sport World” of TVB Jade to talk about the organisation of the HKG on the day of the 18 Districts’ Pledging Ceremony</p> <p>v) Arranging for the coverage of the “Elite Athletes’ Demonstration and Exchange Programmes” in the programme “Sport World” of TVB Jade</p> <p>vi) Arranging an interview with the Chairman of the OC and the participating teams, and arranging for coverage of the Cheering Team Competition for the 18 Districts in the programme “Sport World” of TVB Jade</p> <p>vii) Arranging an interview with the Chairman of the OC in the programme “Q&A Lessons” of the ATV and the broadcast of the highlights of the Cheering Team Competition for the 18 Districts in the programme</p>	<p>17/6/2012 (aired)</p> <p>3/11/2012 1/12/2012 (A total of two episodes were aired)</p> <p>22/12/2012 (aired)</p> <p>9/2/2013 (aired)</p> <p>2/3/2013 16/3/2013 23/3/2013 29/3/2013 (A total of four episodes were aired)</p> <p>9/3/2013 (aired)</p> <p>31/3/2013 2 – 5/4/2013 (A total of five episodes were aired)</p>	<p>Recorded on 11/6/2012</p> <p>Recorded on 18/10/2012</p> <p>Recorded on 15/12/2012</p> <p>Recorded on 4/2/2013</p> <p>– Swimming – Volleyball and Basketball – Athletics and Tennis – Table tennis and Badminton</p> <p>Recorded on 3/3/2013</p> <p>Recorded on 6/3/2013</p>

Item	Date of Implementation	Remarks
viii) Arranging an interview with the Chairman of the OC in the programme “Sport World” of TVB Jade on the day of the Countdown Ceremony to talk about the organisation of the HKG and encourage public participation in the related activities	20/4/2013 (aired)	Recorded on 9/4/2013
ix) Arranging an interview with the Chairman of the OC in the programme “Pentaprism” of the RTHK to further encourage public support for the HKG	19/4/2013 (aired)	Recorded on 15/4/2013
x) Arranging for the programme “Scoop” of TVB Jade to conduct an interview with Ms WU Jing-yu and Mr DONG Dong, Olympic Games gold medallists from the Mainland, and give coverage to their arrival and the activities of the HKG	26/4/2013 (aired)	Recorded on 26/4/2013
xi) Arranging for the programme “Sport World” of TVB Jade to conduct an interview with Ms WU Jing-yu and Mr DONG Dong, Olympic Games gold medallists from the Mainland, to talk about their participation in the Opening Ceremony of the HKG and give coverage to the spectacular Opening Ceremony	4/5/2013 (aired)	Recorded on 26-27/4/2013
xii) Arranging for the programme “Sport World” of TVB Jade to give coverage to the competitions and the results of the eight sports	11/5/2013 25/5/2013 1/6/2013 (A total three episodes were aired)	—Basketball and Volleyball —Futsal and Athletics —Tennis, Badminton, Swimming and Table Tennis
xiii) Arranging for the programme “Sport World” of TVB Jade to give coverage to the Closing Ceremony and the spectacular parade of Yuen Long District in celebration of its victory in the HKG	8/6/2013 (aired)	Recorded on 2/6/2013

Item	Date of Implementation	Remarks
<p>iv) <u>LCSD Leisure Venues</u> Broadcasting HKG APIs at LCSD leisure venues in various districts, including the Victoria Park and Urban Council Centenary Garden (via large video walls), to:</p> <ul style="list-style-type: none"> - publicise the district athlete selection - publicise the public participation activities - show support for the athletes of the 18 districts <p>v) <u>Television</u> Producing two APIs for broadcasting in different time slots:</p> <ul style="list-style-type: none"> - The first television API: publicising the public participation activities - The second television API: showing support for the athletes of the 18 districts <p>vi) <u>Website</u> Uploading HKG APIs onto the dedicated website of the HKG and the Information Services Department's YouTube channel for public viewing:</p> <ul style="list-style-type: none"> - The first episode: publicising the district athlete selection - The second episode: publicising the public participation activities (i.e. the first television API) - The third episode: showing support for the athletes of the 18 districts (i.e. the second television API) 	<p>12/6/2012 – 31/1/2013</p> <p>5/2 – 9/4/2013</p> <p>10/4 – 2/6/2013</p> <p>4/2 – 8/4/2013</p> <p>9/4 – 2/6/2013</p> <p>From 12/6/2012 onwards</p> <p>From 5/2/2013 onwards</p> <p>From 10/4/2013 onwards</p>	<p>The RTHK provided production assistance</p>
<p>vii) <u>Olympian City 2 Mall</u> Broadcasting HKG APIs on the indoor and outdoor large video walls</p>	<p>1/3–1/6/2013 (sponsored)</p>	

Item		Date of Implementation	Remarks
	viii) <u>Tuen Mun Town Plaza Phase 1</u> Broadcasting HKG APIs on the indoor video walls of the plaza	22/2 – 1/6/2013 (free)	
7.	<u>Producing HKG Mini Programmes</u> Engaging TVB Jade to produce and broadcast 6 episodes of mini programmes (2 and a half minutes each) to publicise the HKG and report on the updates	28/4 – 2/6/2013	Broadcast at 7:30 p.m. every Sunday
8.	<u>Putting up Billboard Advertisements on Main Roads in the Territory</u> <ul style="list-style-type: none"> - at the entrance of the Cross Harbour Tunnel in Wanchai - at the entrance of the Cross Harbour Tunnel in Hung Hom - at the entrance of the Tai Lam Tunnel (Kowloon bound) 	1 – 30/4/2013 27/3 – 3/6/2013 1 – 30/4/2013	
9.	<u>Displaying HKG Publicity Posters at Bus Stops</u> <ul style="list-style-type: none"> - displaying 210 posters in total throughout the territory 	8/3 – 9/5/2013	
10.	<u>Putting up Advertisements on Public Transport Vehicles</u> <ul style="list-style-type: none"> i) on the bodies of KMB buses <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection - Phase 2: publicising the public participation activities - Phase 3: showing support for the athletes of the 18 districts ii) on the back of the seats and bodies of KMB buses iii) on the bodies of the buses of New World First Bus and Citybus iv) on tram bodies (full-body) v) in MTR train compartments (on East Rail, West Rail and Ma On Shan Lines) 	3 – 30/7/2012 5/2 – 5/4/2013 9/4 – 2/6/2013 5/2 – 4/3/2013 5/2 – 2/6/2013 25/2 – 2/6/2013 5/2 – 4/3/2013	30 buses in total 40 buses in total 40 buses in total 20 buses (complimentary service) 30 buses in total 2 trams in total 480 advertisements in total

Item	Date of Implementation	Remarks
vi) a large exhibition panel in the interchange concourse at MTR Hong Kong Station vii) advertising panels at MTR stations (3 types of publicity posters along escalators)	5 – 11/3/2013 8 – 28/3/2013	1 panel in total 399 panels in total, displayed at 48 stations
11. <u>Publicity Display Boards / Thematic Exhibitions / Easy-mount Frames</u> i) Putting up publicity display boards in turn at LCSD leisure venues in the 18 districts: <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection - Phase 2: publicising the public participation activities ii) Putting up publicity display boards at the “Healthy Exercise for All Campaign – Exercise and Health Roving Exhibitions” to publicise the district athlete selection iii) Putting up easy-mount frames and publicity display boards and broadcasting APIs at the major events and district activities organised by the LCSD or at LCSD venues: <ul style="list-style-type: none"> - Putting up easy-mount frames at the opening ceremony of Po Wing Road Sports Centre - Putting up easy-mount frames and publicity display boards at the opening ceremony of Hang Hau Sports Centre - Putting up easy-mount frames and publicity display boards and broadcasting APIs at the ceremony of the “Sport For All Day” held at Siu Sai Wan Sports Centre 	6 – 12/2012 2 – 5/2013 10/2012–2/2013 29/6/2012 9/7/2012 5/8/2012	At 26 major leisure venues, including sports grounds, sports centres, and tennis and squash centres (for about two weeks at each venue) At venues of district promotional activities At 23 locations, including shopping centres, parks and playgrounds.

	Item	Date of Implementation	Remarks
	<ul style="list-style-type: none"> - Putting up easy-mount frames at the activities held in relation to the “Sport For All Day” in various districts - Putting up easy-mount frames at the leisure venues in the 18 districts to publicise the district athlete selection <p>iv) Arranging a thematic exhibition and setting up a large floral wall at the “Hong Kong Flower Show 2013” organised by the LCSD to publicise the HKG, attracting 10 377 visitors in total</p> <p>v) Displaying publicity items at the “Bun Carnival – Climbing Carnival” organised by the LCSD to publicise the 4th HKG</p> <p>vi) Displaying the award-winning photos of the “Dynamic Moments Photo Contest” together with the results of the activities and competitions of the HKG at the roving exhibitions to be held at LCSD venues in the 18 districts</p>	<p>8/2012</p> <p>From 8/2012 onwards</p> <p>15 – 24/3/2013</p> <p>12/5/2013</p> <p>Tentatively scheduled from 7 – 9/2013</p>	
12.	<p><u>Souvenirs</u></p> <p>Producing a series of souvenirs for distribution to the public and participants at various publicity activities for promotional purpose:</p> <ul style="list-style-type: none"> - Distributing souvenirs at the activities in relation to the “Sport For All Day” held in the 18 districts - Distributing souvenirs at the thematic exhibition and near the large floral wall of the “Hong Kong Flower Show 2013” 	<p>8/2012</p> <p>15 – 24/3/2013</p>	
13.	<p><u>Publicity Posters and Other Printed Materials</u></p> <p>i) Displaying posters at the District Leisure Services Offices of the LCSD, the 18 District Councils, eight co-organising NSAs, the SF&OC, the ISD, and secondary and primary schools in the territory:</p> <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection 	<p>From 6/2012 onwards</p>	

	Item	Date of Implementation	Remarks
	<ul style="list-style-type: none"> - Phase 2: publicising the public participation activities - Phase 3: showing support for the athletes of the 18 districts <p>ii) Displaying posters at major footbridges:</p> <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection - Phase 2: publicising the public participation activities <p>iii) Placing advertisements on the cover and inside pages of the booklet “Community Recreation and Sports Programme” published by the LCSD on a monthly basis:</p> <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection - Phase 2: publicising the public participation activities <p>iv) Including the publicity slogans for the HKG in the monthly “district recreation and sports programme sheet” and the publicity materials for district activities</p>	<p>From 2/2013 onwards</p> <p>From 4/2013 onwards</p> <p>11/6 – 1/8/2012</p> <p>From 4/2/2013 onwards</p> <p>6 – 9 /2012 (Months of distribution)</p> <p>2 – 5/2013 (Months of distribution)</p> <p>8/2012 – 6/2013</p>	<p>Publications released in August to October</p> <p>Publications released in April to June</p>
14.	<p><u>Displaying Large Banners</u></p> <p>i) Displaying large publicity banners at the external walls of sports centres and cultural venues of the LCSD:</p> <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection - Phase 2: publicising the public participation activities - Phase 3: showing support for the athletes of the 18 districts <p>ii) Displaying banners at major events to publicise the district athlete selection:</p> <ul style="list-style-type: none"> - 5th Asian Schools Badminton Championships 2012 	<p>6 – 11/ 2012</p> <p>1 – 4/2013</p> <p>4 – 6/2013</p> <p>11 – 17/7/2012</p>	<p>A total of 11 banners</p> <p>A total of 24 banners</p> <p>A total of 45 banners</p>

	Item	Date of Implementation	Remarks
	<ul style="list-style-type: none"> - 6th Hong Kong DanceSport Festival - Hong Kong Open Badminton Championships Standard Chartered Hong Kong Marathon 	<p>20 – 21/10/2012</p> <p>20 – 25/11/2012</p> <p>24/2/2013</p>	
15.	<p><u>Displaying Publicity Banners</u></p> <p>Displaying publicity banners (15 feet x 3 feet) for the HKG at LCSD venues :</p> <ul style="list-style-type: none"> - Phase 1: publicising the district athlete selection - Phase 2: publicising the public participation activities - Phase 3: showing support for the athletes of the 18 districts 	<p>6/2012–1/2013</p> <p>2 – 6/2013</p>	<p>10 banners at each district; 180 banners in total</p> <p>15 banners at each district; 270 banners in total</p>
16.	<p><u>Displaying Lamp-post Buntings</u></p> <p>Displaying lamp-post buntings for the HKG at appropriate locations in the 18 districts</p>	<p>3 – 6/2013</p>	<p>150 pairs at each district; 2 700 pairs in total</p>
17.	<p><u>Uniforms</u></p> <p>Providing a uniform, including a tracksuit (top and bottom) and a polo T-shirt, for member of the OC/SC and the district delegations of the 18 districts in order to build up an image for the HKG</p>	<p>3 – 6/2013</p>	
18.	<p><u>Souvenir Programme and DVDs</u></p> <p>Producing a souvenir programme and DVDs for distribution to all participating units, athletes and related organisations for retention</p>	<p>4 – 7/2013</p>	

Numbers of Participants in Various Activities of the 4th Hong Kong Games

Name of Activity		Date of Activity	Number of Participants	
			Participants	Spectators
Sports Competitions				
I	Athlete Selection			
1	Athletics Competition	June 2012 – January 2013	777	–
2	Badminton Competition		758	–
3	Basketball Competition		1,083	–
4	Futsal Competition		473	–
5	Swimming Competition		792	–
6	Table Tennis Competition		878	–
7	Tennis Competition		687	–
8	Volleyball Competition		1,306	–
Subtotal:			6,754	0
II	Sports Competitions			
1	The Hong Kong Jockey Club Athletics Competition	18 – 19 May 2013	548	550
2	Badminton Competition	21 April – 26 May 2013	385	2,950
3	Basketball Competition	14 April – 1 June 2013	412	3,410
4	The Hong Kong Jockey Club Futsal Competition	6 April – 25 May 2013	249	2,630
5	Swimming Competition	25 – 26 May 2013	420	1,360
6	Table Tennis Competition	17 April – 26 May 2013	315	1,880
7	Tennis Competition	1 April – 26 May 2013	292	1,400
8	Volleyball Competition	7 April – 26 May 2013	516	3,180
Subtotal:			3,137	17,360
Public Participation Activities				
III	Opening and Closing Ceremonies			
1	Opening Ceremony	27 April 2013	8,968	–
2	Closing cum Prize Presentation Ceremony	2 June 2013	1,281	–
Subtotal:			10,249	0
IV	Sports Seminar			
1	Workshop on Sports Training & Competition *	15 December 2012	250	–
Subtotal:			250	0
V	Elite Athletes' Demonstration and Exchange Programmes			
1	Athletics Elite Athletes' Demonstration and Exchange Programme	16 March 2013	48	30
2	Badminton Elite Athletes' Demonstration and Exchange Programme	23 March 2013	68	20
3	Basketball Elite Athletes' Demonstration and Exchange Programme	9 March 2013	24	73
4	Futsal Elite Athletes' Demonstration and Exchange Programme	2 February 2013	27	37
5	Swimming Elite Athletes' Demonstration and Exchange Programme	23 February 2013	144	192
6	Table Tennis Elite Athletes' Demonstration and Exchange Programme	23 March 2013	28	40
7	Tennis Elite Athletes' Demonstration and Exchange Programme	9 March 2013	23	20
8	Volleyball Elite Athletes' Demonstration and Exchange Programme	9 March 2013	56	16
Subtotal:			418	428
VI	Other Publicity Activities			
1	Launching Ceremony	11 June 2013	328	–
2	18 Districts' Pledging Ceremony	4 February 2012	349	–
3	Countdown Ceremony	9 April 2013	589	–
4	Cheering Team Competition for the 18 Districts	3 March 2013	658	848
5	Online game "Q-Hong Kong Games" *	June 2012 – June 2013	14,217	–
6	"Online voting – My Favourite Sporty District" and Guessing the "Overall Champion of the 4th Hong Kong Games" by online submission	5 February – 12 May 2013	75,037	–
	"Paper voting – My Favourite Sporty District" and Guessing the "Overall Champion of the 4th Hong Kong Games" by paper vote submission		278,339	–
7	Dynamic Moments Photo Contest	1 April – 2 June 2013	198	–
8	Putting up display panels at the "Healthy Exercise for All Campaign – Exercise and Health Roving Exhibitions"	October 2012 – February 2013	8,197	–
9	Organising a themed exhibition and setting up a large thematic floral wall in the "Hong Kong Flower Show 2013"	15 – 24 March 2013	10,377	–
Subtotal:			388,289	848
Number of Participants in the Public Participation Activities:			399,206	1,276
			400,482	
Total Number of Participants in the 4th Hong Kong Games:			409,097	18,636
			427,733	

Remarks:

* New activities in the 4th Hong Kong Games

**The 4th Hong Kong Games
Guidelines on Employment of Coaches for District Teams**

1. The Secretariat provides assistance in arranging for qualified coaches to provide training for district teams through the Hong Kong Amateur Athletic Association, Hong Kong Badminton Association, Hong Kong Basketball Association, The Hong Kong Football Association, Hong Kong Amateur Swimming Association, Hong Kong Tennis Association and Volleyball Association of Hong Kong, China. Districts should pay the national sports associations (NSAs) concerned in the form of procurement of service at an hourly rate of \$254.
2. The Hong Kong Table Tennis Association has published a list of registered coaches on its website. Districts may refer to the list when employing qualified coaches to provide training for their table tennis delegations. (Website address: http://www.hkta.org.hk/coach/coach_list/index2.html)
3. Districts must follow the established recruitment procedure and remuneration arrangement of the Leisure and Cultural Services Department (LCSD) when employing coaches for their district teams through funding of the LCSD under the item on district support in the Hong Kong Games (HKG). In the event that any districts need to employ coaches who do not meet the Organiser's requirements, the respective District Councils should be responsible for the remuneration and monitoring of the coaches.
4. For the team events of basketball, futsal and volleyball, if the qualifications of the coaches of the teams that have won in the selection contests are confirmed by the NSAs concerned as meeting the requirements of the Organiser, permission may be sought from the NSAs for the coaches concerned to serve as the coaches of the winning teams in a continuous manner in order to maintain the overall skill levels of the teams.
5. The fees payable to coaches for leading their teams to participate in the eight sports competitions of the 4th HKG are calculated using the following method: for every session, a minimum of one hour (including the roll call and warm-up time before the competition) is charged with additional fees calculated in 15-minute increments thereafter until the end of the competition; and any remaining period of less than 15 minutes should be counted as 15 minutes. However, waiting time between matches should not be counted for the purpose of calculating coach fees. In the event of the opposite players/teams not showing up for a match or a match is cancelled abruptly owing to other reasons, the coaches who are present for that match are entitled to a minimum of one-hour payment for their service.

6. The required levels and qualifications of coaches of the sports are as follows:

Sport	Level of the Coach Registered with NSAs	Additional Qualifications	Hourly Rate
Athletics	Coaches registered with the Hong Kong Amateur Athletic Association (HKAAA)	Three years' or above teaching experience in training schemes/courses organised by the HKAAA or its affiliated clubs	\$254
Badminton	Coaches registered with the Hong Kong Badminton Association (HKBA)	Teaching experience in Silver Award Training Classes or Young Badminton Athlete Training Schemes (or above) or veteran coaches recommended by the HKBA	
Basketball	Level 2 or above	--	
Futsal	Coaches holding Asian Football Confederation (AFC) "C" Licence or above	Attended The Hong Kong Football Association Futsal Coach Certificate Course/AFC (Level 1) Futsal Coaching Certificate Course or above	
Swimming	Level II or above	--	
	Level I	Not less than three years' continuous teaching experience in Hong Kong Amateur Swimming Association or its affiliated clubs	
Table Tennis	Level 2 or above (Registered intermediate level or above of the Hong Kong Table Tennis Association)	--	
Tennis	Coaches registered with the Hong Kong Tennis Association (HKTA)	Having registered with the HKTA for two years or above	
Volleyball	Coaches registered with the Volleyball Association of Hong Kong, China (VBAHK)	Not less than three years' teaching experience in the VBAHK or its affiliated clubs, district sports associations or schools	

The 4th Hong Kong Games – List of Sponsors

I. The Hong Kong Games Sponsors

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
1	The Hong Kong Jockey Club	Principal Contributor	\$5,000,000	—	—
2	Otsuka Pharmaceutical (HK) Ltd.	Official Drink (sports drinks)	\$20,000	Pocari Sweat (35 000 bottles)	\$480,000
3	Metro Broadcast Corporation Ltd.	Diamond Sponsor	—	Assistance in the promotion of the HKG	\$1,336,600
4	Pyromagic Multi-media Productions Ltd.	Diamond Sponsor	—	Pyrotechnic display at the Opening Ceremony	\$600,000
5	World Gazers	Diamond Sponsor	—	Performances at the Opening Ceremony: Grand Illusion Show by Mr Avon LEE and performance by the City Chamber Orchestra of Hong Kong	\$500,000
6	The Yuen Yuen Institute	Gold Sponsor	\$200,000	—	—
7	Gold Medal Sports Wholesalers Co.	Gold Sponsor	—	Li-Ning brand competition shuttlecocks (960 dozens/tubes)	\$191,040
8	Sino Group	Gold Sponsor	—	Providing spaces on the G/F of the Olympian City 2 Mall and ancillary facilities for the Countdown Ceremony, as well as assisting in the promotion	\$110,000
9	HK Chinese Martial Arts Dragon and Lion Dance Association Ltd.	Gold Sponsor	—	Dragon and lion dance performance at the Opening Ceremony	\$108,000
10	Manfrotto Distribution HK Ltd.	Gold Sponsor	—	Prizes for the Dynamic Moments Photo Contest	\$100,000
11	Monstar Beatz Apparel Company	Placement of Advertisement	\$10,000	—	—

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
		in the Souvenir Programme (A half inside page (horizontal))			
12	Tamron Industries (HK) Ltd.	–	–	Prizes for the Dynamic Moments Photo Contest (6 camera lenses)	\$29,970
		Total:	\$5,230,000	Total Estimated Value of Sponsorship in Kind/Service	\$3,455,610
		Total Value:	\$8,685,610		

II. The Hong Kong Games District Sponsors

Serial No.	Name of Sponsor/District	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
1	Central & Western District			
	Mr TONG Yeuk-fung	\$100,000	-	
	Ms LAM Suet-ying	\$30,000	-	
	Mr YIP Wing-kui	\$30,000	-	
	Mr HA Chung-kin	\$30,000	-	
	Tung Sin Tan	\$30,000	-	
	Mr TONG Tai-wai, Raphael	\$3,000	-	
	Mr CHENG Shing-fung	\$3,000	-	
	Mr YIP Chun-kwok, Danny	\$3,000	-	
	Mr KAM Man-kit	\$3,000	-	
	Dr WONG Pak-yuen	\$3,000	-	
	Subtotal:	\$235,000	-	
2	Kwai Tsing District			
	Kai Shing Management Services Limited	\$10,000	-	
	Mr CHEUNG King-chuen, Bobby, Executive Director of Telecom Digital Holdings Limited	\$10,000	-	
	Mr CHAU Hau-lap, Chairman of Centrum Holdings Limited	\$10,000	-	

Serial No.	Name of Sponsor/District	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
	Dr KO Pui-shuen, Chairperson of Kingrich Asia Investments Limited	\$10,000	-	
	Mr YEUNG Hoi-shan, Chairman of the Federation of Industries and Commerce in Kwai Chung & Tsing Yi Ltd.	\$5,000	-	
	Mr FONG Ping, JP	\$5,000	-	
	Hong Kong Ferry (Holdings) Company Limited	\$1,000	-	
Subtotal:		\$51,000	-	
3	Tsuen Wan District			
	Dr TANG Kam-hung, Vice-chairman of the Yuen Yuen Institute	\$20,000	-	
	Dr LAM Zhun of Yau Yee Holding Limited	\$10,000	-	
	Mr KO Yuk-ting, Chairman of Sino Promise Group Limited	\$10,000	-	
Subtotal:		\$40,000	-	
4	Wong Tai Sin District			
	Megasuper Market Limited	-	Uniforms for the Cheering Team (42 sets)	\$9,436
Subtotal:		-		\$9,436
5	Yau Tsim Mong District			
	Ms CHAN Heung-lin, Jenny	\$100,000	-	
	Mr CHEUNG Hok-sau, MH	\$100,000	-	
Subtotal:		\$200,000	-	
6	Tai Po District			
	Tai Po Sports Association	\$50,000	-	
Subtotal:		\$50,000	-	
7	Yuen Long District			
	Sure Profit F&B Company Limited	\$50,000	“Energy Watt” sports drinks (2 000 bottles)	\$20,000
	Pok Oi Hospital	\$20,000		
Subtotal:		\$70,000		
Total:		\$646,000	Total Estimated Value of Sponsorship in Kind/Service:	\$29,436
Total Value:		\$675,436		

Financial Statement of the 4th Hong Kong Games
(as at 21.6.2013)

Annex 8

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
I. Competitions and Demonstration and Exchange Programmes (including costs of working staff, umpires, sports equipment and venue decoration, etc.)	
1. Sports Competitions (including athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball)	1,630,000
2. Elites Athletes' Demonstration and Exchange Programmes	180,000
3. Others (cheering team competition, photo contest, sports seminar and the Strongest Cheering Squad)	570,931
4. Hire Charges for Sports Venues of the LCSD ^	351,728
Subtotal:	2,732,659
II. Support for District Teams	
* 1. Sports Equipment (limited to consummables, e.g. the balls for practising) (\$8,000 per district x 18 districts)	117,397
* 2. Working Staff's Remuneration (according to the pay standard set by the LCSD and including the remuneration of organisers and coaches) (\$187,000 per district x 18 districts)	2,949,680
* 3. Formation of Cheering Teams (\$15,000 per district x 18 districts)	218,185
* 4. District Selection Contests (\$77,000 per district x 18 districts)	892,990
* 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)	268,420
* 6. Hire Charges for Sports Venues of the LCSD ^	1,289,804
* 7. Athletes' Uniforms for Competitions (\$60,000 per district x 18 districts)	682,073
* 8. Publicity in Districts (\$33,000 per district x 18 districts)	383,483
* 9. Miscellaneous Expenses (including the costs of distilled/mineral water, printing, stationery, first-aid kits and taking group photos for the delegations) (\$15,000 per district x 18 districts)	153,047
# 10. District Delegations' Uniforms (\$91,500 per district x 18 districts)	1,066,154
Subtotal:	8,021,233
III. Publicity (posters, leaflets, banners, publicity activities and advertisements, etc.)	
1. Organising Publicity and Public Participation Activities (e.g. launching ceremony, the 18 districts' pledging ceremony, countdown ceremony, the voting and guessing activities)	1,174,063
2. Advertisements (e.g. advertising on RoadShow, newspapers, radio, the MTR and at the Cross-Harbour Tunnel exits)	4,702,051
3. Publicity Items (e.g. posters, lamp-post bunting, banners, souvenir programme, promotional videos and souvenirs, etc)	3,197,514
4. Setting up the dedicated website of the HKG	821,570
Subtotal:	9,895,198
IV. Opening and Closing Ceremonies	
1. Opening Ceremony	3,368,753
2. Closing Ceremony	623,100
Subtotal:	3,991,853
V. Employment of Temporary and Part-time Staff	880,835
VI. Miscellaneous Items	103,980
Total:	25,625,758
Estimated Expenditure after Deducting the Notional Venue Charges:	23,984,226

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

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

^ Notional Venue Charges for sports venues of the LCSD

Key Views from Various Sectors of the Community on the 4th HKG

(1) Overall Views on the 4th HKG

- ◆ It was generally opined that the 4th HKG, which was more systematic in organisation and larger in scale than the previous three HKGs, had demonstrated a satisfactory overall effectiveness and operated smoothly. It was 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” culture 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 in the community.

(2) Competition Events

- ◆ It was generally accepted that the eight existing sports were appropriate in terms of type and number. The sports were popular in the community and were well received by athletes from various districts.
- ◆ Some District Councils (DCs) expressed that it was difficult for them to form teams to participate in the current team events, which required quite a number of athletes.

(3) Competition Format and Rules

- ◆ It was generally agreed that the method of deciding the grouping for the preliminary rounds of team events by drawing lots, without a seeding system, in the 4th HKG was fairer than that of grouping the teams on a regional basis, which was adopted in the previous HKG.
- ◆ Some DCs raised the point that the grouping by drawing lots had caused inconvenience to the district athletes who had to travel to remote districts to participate in the competitions.
- ◆ Some Members held that it would be fairer to adopt a seeding system in the next HKG. It would encourage the participating teams to strive for the best performance and prepare for the next HKG on the one hand. On the other hand, it would reduce the risk of knocking out some strong teams in the previous HKG that might meet in the preliminary rounds, thus causing the knock-out competitions to be less competitive and less appealing to spectators.
- ◆ The introduction of reserve athletes in the athletics and swimming events in the 4th

HKG was generally supported. To increase the opportunities of the reserve athletes to participate in the competitions, some Members considered that the mechanism should be valid till the competition day so that a reserve athlete would be allowed to stand in for a selected athlete who was absent on the competition day due to injury or illness. Moreover, some Members considered that the mechanism of reserve athletes should be extended to all other competition events.

- ◆ Some DCs thought that the ranking playoffs for the 5th to the 8th positions were a waste of resources as they were not very appealing to the athletes.

(4) Event Dates, Time and Venues

- ◆ Some Members and some DCs held that the duration of the HKG was too short, resulting in a very tight competition schedule. Some of the competition dates for basketball and tennis clashed with those of other events organised by the relevant NSAs. As a result, some athletes were unable to participate in the competitions.
- ◆ Some DCs pointed out that some competition venues were located in remote districts and caused inconvenience to athletes from other districts.
- ◆ Some NSAs and some DCs said that some athletes had to work on Saturdays and suggested that Saturday events be held in the evening.
- ◆ Some members of the public pointed out that too many venues had been reserved for the competitions and fallback days of the HKG. As a result, the opportunities of the public to use sports venues were reduced.
- ◆ Some residents in the vicinity of Siu Sai Wan Sports Ground said that the noises of the Opening Ceremony had caused a nuisance to their daily life.

(5) Eligibility Requirements for Athletes

- ◆ It was generally agreed that those athletes who participated in major international competitions in recent years should not be eligible to participate in the HKG. As to the restriction on athletes who would participate in major international events, there were difficulties in enforcement as the restriction was prone to disputes under the circumstances that the status of the athletes who “would participate” in those events could not be clearly defined.
- ◆ It was generally opined that the Organiser should only accept widely recognised “valid proof of place of residence” such as statements issued by public utilities or banks. Resident cards or documents issued by housing estates or other commercial organisations, e.g. mobile telephone bills, should not be accepted as they did not have strict requirements on the production of proof of residence by applicants. The documents they issued might be easily abused.

- ◆ Some DCs pointed out that it was difficult for them to recruit athletes to participate in the HKGs under the existing eligibility requirements for athletes as the population of their districts was relatively small and mature on average.

(6) Method of Selecting Athletes in Districts and the Selection Mechanism

- ◆ It was generally agreed that the 18 districts should adopt the existing standardised selection mechanism for the selection of athletes to represent their districts.
- ◆ Some DCs was of the view that as there were too many athletes eligible to participate in the selection for some competitions in the 4th HKG, selection by drawing lots had to be adopted. As a result, some very outstanding athletes who were not chosen in the draw were unable to participate in the selection.
- ◆ The Hong Kong Tennis Association and some DCs raised the point that there were too many tennis competitions. As the competitions could be easily affected by inclement weather, a certain number of fallback days had to be reserved, causing problems in the arrangements for referees/umpires.
- ◆ Some DCs pointed out that following the district athlete selection contests for the swimming and athletics competitions, which were scheduled from 2 to 16 January 2013, the enrolment forms had to be submitted to the Organiser by 31 January 2013. The timeframe for the selection and submission of the shortlists to the respective DCs for confirmation was very tight.

(7) Training for District Teams and Arrangements for Coaches and Team Leaders

- ◆ It was generally agreed that the arrangements regarding the qualifications and remuneration of coaches were satisfactory and that the pre-competition training of 24 hours was sufficient to help raise the skill levels of district athletes. Moreover, the arrangement for coaches to lead the athletes to the competitions effectively enhanced the on-field performance of the athletes and improved the strategic performance of teams.
- ◆ Some DCs pinpointed that individual athletes' attendance at the training sessions for the district teams was not high because they had to attend training organised by their own schools or sports teams.

(8) Strategies, Channels and Effectiveness of Publicity

- ◆ It was generally agreed that the publicity strategies and channels adopted for the 4th HKG were effective and more comprehensive than those of the previous HKG. The publicity activities significantly enhanced the public's awareness of and involvement in the 4th HKG.

- ◆ It was generally agreed that the website of the 4th HKG was user-friendly, practical in content and efficient in information updating, providing the latest news about the HKG in an effective manner.

(9) Financial Arrangement

- ◆ It was generally agreed that the district support funding for the 4th HKG was more than the previous HKG. The increase of the allowance for each competition uniform from \$100 to \$200 could cater for the needs of the athletes in participating in the competitions. Such an arrangement was reasonable and well received by the athletes.