

## **COMMUNITY SPORTS COMMITTEE**

### **Report of the “2nd Hong Kong Games” Organising Committee**

#### **Purpose**

This paper seeks to present to the Community Sports Committee (CSC) the activity report of the 2nd Hong Kong Games (HKG) and put forward recommendations for the 3rd HKG to be held in 2011.

#### **Background**

2. To further promote the “Sport for All” culture in the community, the Sports Commission decided in August 2006 that the HKG be held biennially from 2007 onwards. The HKG are a territory-wide major multi-sport event in Hong Kong with the 18 District Councils (DCs) as the participating units. The objectives of the HKG are to provide districts with more opportunities for sports participation, exchanges and co-operation, and to encourage members of the public to actively participate in sports, thereby further promoting the “Sport for All” culture at the community level. The HKG also aim to strengthen the public’s sense of belonging to the district they live in and at the same time facilitate communication and promote friendship among the 18 districts. Furthermore, the HKG can also foster closer partnership among all stakeholders who promote sports developments at the community level so as to enhance community cohesion. The HKG were organised and co-ordinated by the Sports Commission and the CSC respectively while the 18 DCs, the Sports Federation & Olympic Committee of Hong Kong, China (SF & OC), relevant National Sports Associations (NSAs) and the Leisure and Cultural Services Department (LCSD) were the co-organisers. The 1st HKG were held in April 2007.

#### **The 2nd HKG**

3. The CSC formed the 2nd HKG Organising Committee (OC) in February 2008 for co-ordinating and organising the 2nd HKG. Members of the OC included

representatives of the CSC, the 18 DCs, the SF & OC, relevant NSAs, the Home Affairs Bureau and the LCSD. A Standing Committee (SC) was set up under the OC in May 2008. Apart from the representatives of the OC, the SC also comprised representatives from the sports sector, the education sector, the media/public relations sector and the elite athletes, with a view to incorporating views of different sectors as well as planning and implementing various items of the organising work for the 2nd HKG in a more effective way. The structures of the OC and SC are detailed at Annex 1.

## **Activity Report**

### ***Competition Events, the Participants and the Selection Mechanism***

4. The 2nd HKG were successfully held from 9 to 31 May 2009. A total of 2 307 athletes from the 18 DCs participated in the competition events of six sports, namely athletics, badminton, basketball, table tennis, swimming and tennis. By means of a standardised selection mechanism, the districts selected athletes meeting the eligibility requirements as their representatives in an open manner. The selection commenced in mid-2008, and after the selection carried out at districts, a total of 2 307 athletes were nominated to represent the 18 districts in the 2nd HKG. Among them, the age group “15 - 19” constituted the majority (731 people, or 32%) , followed by the age groups “14 or below” and “20 - 24”, which consisted of 406 (18%) and 373 (16%) people respectively. The distribution of athletes by age in the 2nd HKG is set out in the table at Annex 2.

5. The various sports competitions were held in the period between 12 April and 30 May on weekday evenings and on Saturdays and Sundays to facilitate participation by the athletes of various districts and viewing of the competitions by the public. To minimise the time spent by the athletes on travelling to competition venues far away from their districts, the preliminary round of the team events of ball games were divided into four groups on a geographic basis with a round robin system adopted for each group, such that the matches at this level could be held within the athletes’ own regions. After weeks of fierce and tight competitions, Yuen Long District won the Overall Championship of the 2nd HKG. The results of all competitions are set out in the table at Annex 3.

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

6. Apart from following the publicity strategy of the 1st HKG, such as using various channels like banners, posters, dedicated webpage, issue of government press releases,

placement of advertisements on newspapers and dissemination of various information and updates on the HKG through media like the internet, newspapers as well as radio and television stations, a stronger wave of publicity was given to the 2nd HKG. Promotional videos were produced for broadcast at LCSD venues in various districts and on buses and trains. Lamp-post buntings were also mounted in the 18 districts to enhance the ambience of the HKG in the community.

7. In order to publicise the 2nd HKG and encourage public support and participation, we held a total of 13 publicity and public relations activities, including a launching ceremony, a grand opening ceremony, a closing cum prize presentation ceremony, elite athletes' demonstration and experience sharing sessions on the six sports of the HKG, a cheering team competition for the 18 districts, Voting for "My Favourite Sporty District" and Guessing "the Overall Champion of the 2nd HKG" and the newly-introduced "Dynamic Moments Photo Contest", so as to enable more members of the public to participate in the HKG in different ways. In addition, the "Vote" and "Guess" activities also accepted online voting in order to facilitate public participation. Meanwhile, an award named "District with the Greatest Participation in the 2nd HKG" was also introduced to encourage each district to send more athletes to participate in the HKG and to enlist support from local dignitaries. These activities attracted an aggregate of over 160 000 participants and were well received by the public. The numbers of participants in various activities are set out at *Annex 4*.

### ***Arrangements for Coaches of District Teams***

8. Through funding under the item on district support in the HKG, the LCSD allotted three training sessions for each of the six competition events to teams from the 18 districts as a form of pre-event training for the athletes. The recruitment of and remuneration for coaches were required to be handled in accordance with the established recruitment procedure and remuneration rates adopted by the LCSD. Districts could also use funding from the DCs or other resources to recruit their own coaches at a self-determined remuneration rate without following the recruitment procedure of the LCSD.

### ***Sponsorship***

9. There were two types of sponsors for the 2nd HKG, namely the HKG Sponsors and the HKG District Sponsors. The Organiser received sponsorship of about HK\$ 900,000 in cash and in kind from seven organisations. The sponsored items included the lucky draw prizes for the "Vote" and "Guess" games, the uniform suits for OC members as well as the dragon and lion dance performance and the pyrotechnic display at the opening ceremony, etc.

Moreover, four districts (Tsuen Wan District, Central & Western District, Tai Po District and Yau Tsim Mong District) also 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 5.

### ***Financial Arrangement***

10. The total expenditure of the 2nd HKG was about \$9.9 million. After deducting the sponsorship of \$120,000 in cash received, the remaining amount was borne by the LCSD. The expenditure items included the expenses of all competitions as well as the grand Opening Ceremony and the Closing cum Prize Presentation Ceremony, the publicity expenses and the fund allocated to the teams of the 18 districts in support of their participation in the competitions. The financial statement is set out at Annex 6.

### **Review of the Activity and Recommendations for the next HKG**

11. To assess the effectiveness of the 2nd HKG and perfect the arrangements for the next HKG, the Secretariat of the OC collected views on the 2nd HKG from various sectors of the community in both the organisation process and the course of the Games through different channels such as discussions by the CSC, the advice provided by the Independent Commission Against Corruption (ICAC), public enquiries, the referrals of public opinions by district councillors and newspaper editorials. Moreover, the Secretariat of the OC also issued a pre-designed opinion collection form to the co-organisers after the conclusion of the Games to solicit their opinions on the 2nd HKG. During its fifth meeting held on 29 July 2009, the OC reviewed various arrangements for the 2nd HKG. The key views are at Annex 7.

12. In consolidating the key views from various sectors of the community on the 2nd HKG, the OC considered that the overall effectiveness of the 2nd HKG had been satisfactory, which showed an improvement over the 1st HKG. As DCs had injected more resources into the Games and stepped up publicity at the district level, the public's sense of belonging to the districts they live in had been greatly heightened and community cohesion had been enhanced. The OC has, upon discussion, made the following recommendations for the next HKG:

- (a) The Overall Opinions, Positioning and Effectiveness of the 2nd HKG
  - It is recommended that the present positioning of the HKG be maintained as an event for the promotion of "Sport for All" at the

community level so that the aim of developing a strong sporting culture in the community can be further achieved.

(b) To Increase the Number of Competition Events

- As volleyball competition is organised annually in the 18 districts, it is recommended that volleyball be added in the next HKG on top of the six existing sports, namely athletics, swimming, table tennis, badminton, tennis and basketball, so as to boost the team events and allow more people to participate in the Games. Moreover, several Members suggested that football competition be added in the next HKG. The suggestion may be considered in details subject to the availability of football pitches in each district.

(c) To Improve the Competition Format and Add More Awards

- The three grouping methods, namely “on a geographic basis”, “byballoting” and “by seeding system”, have their own merits. We may make reference to the practices adopted in other major competitions and consider creating seeded teams for grouping in the next HKG according to the teams’ results in the 2nd HKG. In doing so, not only can we commend the winning teams for their outstanding performance in the 2nd HKG, but we can also reduce the chance that the strong teams will play against each other in the preliminary rounds.
- It is considered that more awards be added in the next HKG, such as the awards for the Overall 1st runner-up and 2nd runner-up of the HKG as well as the winner of the “Most Gold Medals” or the “Most Medals”, in order to commend the districts for their active participation and outstanding performance.

(d) To Adopt the Present Eligibility Requirements for Athletes

- It is recommended that the current arrangement regarding the eligibility requirements for athletes in the 2nd HKG be adopted again in the next HKG. Participating athletes must live in the district they represent so as to heighten their sense of belonging to the districts they are living in and highlight the clear image of the HKG with the 18 districts as participating units. Athletes’ valid Proof of Place of Residence must be submitted when athletes apply

for district selection and before districts submit their list of athletes for verification of their identity as Local Residents.

(e) To Adopt the Present Standardised Method of Selecting Athletes and the Selection Mechanism

- It is recommended that the arrangements for the 2nd HKG be adopted again in the next HKG, i.e. the 18 districts should adopt a set of standardised criteria and methods to select athletes as their representatives for participation in the Games. The restriction on the type of recognised proof of results and the validity period for recognised competitions in respect of selection of athletes should be relaxed/extended. The selection procedure should be streamlined so as to allow more people to participate in the selection competitions.
- As individual athletes were found participating in the selection competitions of the HKG in more than one district and they became qualified to represent more than one district, the work for the selection of athletes at districts had been affected. It is recommended that the condition that each athlete may only participate in the selection competitions of one district should be clearly stated in the next HKG so as to allow more athletes to participate in the selection procedure and the competitions of the HKG.

(f) To Adjust the Pre-event Training Hours for Athletes and Standardise the Remuneration Rates for Districts' Coaches

- It is recommended that the number of pre-event training hours for district teams and the arrangements regarding coaching during competitions be adjusted in the next HKG where resources permit. Districts are also encouraged to seek additional resources so as to enhance district teams' training and their preparations for the HKG. Moreover, the arrangement for employing district team coach(es) by each district should be finalised as early as possible and a clear guideline should be issued for each district to follow.

(g) A Publicity Strategy to be Implemented on all Fronts and to Enhance Publicity through More Channels

- It is recommended that continued exploration be carried out to open up more channels to step up publicity for the next HKG and publicity work should begin as early as possible at districts. In doing so, selection work at districts can be promoted and publicity at the community level can be boosted during the Games so as to attract more members of the public to watch the events of the HKG.
- (h) To Increase Resources at the District Level
- It is recommended that resources be increased at the district level on a need basis where resources permit in the next HKG and continued encouragement must be given to DCs with a view to motivating them to actively seek support and sponsorship from local organisations/dignitaries.

### **District-based Experience Sharing**

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

- (a) Actively Seeking Additional Resources at the District Level
- Apart from the district support provided by the LCSD, some participating units had actively sought other resources within the district including DC funding as well as sponsorship from district sports associations and local dignitaries/organisations in order to provide the district teams with additional resources to support their participation in the HKG.
- (b) Enhancing Team Spirit and Co-operation among Members of the District Teams
- As additional resources were provided in the districts, more training sessions could be organised with a view to promoting coordinations among team members and enhancing team spirit and co-operation among members of the district teams. This was highly conducive to improving their performance in team events.

- (c) Making Advance Preparation and Encouraging Outstanding Athletes in the Districts to Participate in Recognised Qualifying Sports Competitions  
In view of the fact that the athletes of district teams were selected through open competitions, the districts had encouraged their outstanding athletes to participate in relevant and recognised qualifying sports competitions so that the athletes could be selected as district representatives through open selection. This has allowed individual districts to be well prepared for the forming of district teams and to strengthen the line-up of their teams.
- (d) Attaching Great Importance to Sports Training at the District Level  
Many districts have all along attached great importance to sports development in their districts and engaged actively in the training of sports talents. It is therefore easier for them to select outstanding athletes within their districts to participate in the HKG.
- (e) Local Dignitaries' Enthusiasm and Support for Sports  
Local dignitaries, such as DC Chairmen, District Councillors and District Officers, showed their enthusiasm for a strong sporting culture. They involved themselves actively in the promotion of sports and greatly boosted the morale of the district teams by going to the competition venues to cheer on the athletes.
- (f) Mobilising Volunteers in the Districts to Assist in the Preparatory Work and Enlisting Parents' Support  
Some districts remarked that the training provided to their district teams had been strengthened due to the assistance offered by some enthusiastic volunteers including a number of experienced coaches. At the same time, the parents of the participating athletes supported and cheered on their children during the competitions, thereby encouraging the athletes to give better performance and achieve better results.

## **Conclusion**

14. Overall speaking, improvements were seen in the 2nd HKG as compared with the previous HKG and the event had been a success. Held biennially, the HKG are a major sports event to promote sports development in the community and to provide athletes from



the 18 districts with an invaluable opportunity for skill exchanges and to learn from one another. Apart from promoting “Sport for All”, the HKG can also enhance community cohesion. The HKG, first held in 2007, attracted 2 307 participating athletes this year, an increase of 80% as compared with a total of 1 287 athletes last year. Moreover, over 160 000 people participated in the HKG-related publicity and public participation activities this year, an increase of 60% as compared with a total of 100 000 participants last year. Such encouraging results also indicate that the HKG have gradually gained recognition from the whole community and become a significant sports event held biennially in the territory.

15. All districts involved themselves actively in organising and preparing for this year’s HKG. They also showed their excellent organisation ability during the whole course of preparatory work ranging from the selection of athletes, organisation of delegations and arrangement for different training to the formation of cheering teams, etc. The participating athletes from the 18 districts fully demonstrated their indomitable spirit and sportsmanship in striving for excellence in various competitions. With the full support from various sectors in the community and their active participation, Hong Kong’s sporting culture has been strengthened and public interest in sports has been raised through concerted efforts, thereby helping to promote sports development in Hong Kong.

16. The 2nd HKG serve as a prelude to the 2009 East Asian Games (EAG). The HKG held in May 2009 have enhanced the public’s interest in sports, attracting more members of the public to participate in sports activities and creating an enthusiastic sportive atmosphere leading up to the 5th EAG. Furthermore, in order to ensure good preparations for the 2009 EAG to be held at the end of this year, the finals of a number of the sports competitions and the Opening Ceremony of the HKG were staged at the competition venues of the EAG to test out their efficacy in staging major events/competitions regarding aspects such as the overall operation and the arrangements for crowd control and dispersal.

### **Formation of the 3rd HKG OC**

17. The 3rd HKG will be held in 2011. In order to allow sufficient time for organising the 3rd HKG and launching various publicity programmes, the OC proposed that the 3rd HKG OC be formed as early as possible to go ahead with various items of organisation work for the next HKG. It was also proposed that the 3rd HKG should continue to be organised by the Sports Commission, co-ordinated by the CSC with the 18 DCs, the SF&OC, relevant NSAs and the LCSD as co-organisers.

18. In view of the fact that the current DCs will end their term in late 2011 and cease operation around October the same year for re-election, the OC proposed that the 3rd HKG be held before the 2011 DC Election. Regarding the specific dates for staging the 3rd HKG, the OC proposed that in deciding on the dates, the DC election date should be taken into account while the examination seasons for students and the dates of other major competitions/activities be avoided as far as possible. The OC also proposed that the 3rd OC be formed in the first quarter of 2010 to draw up details including the next HKG's sports competitions, competition format, eligibility requirements for athletes and selection mechanism in mid-2010 so that the 18 DCs can start the work on the selection of athletes in the latter half of 2010 and roll out the publicity and public relations activities from early 2011 onwards to tie in with the staging of the HKG in or before the third quarter of 2011.

### **Presentation**

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

Secretariat of the 2nd Hong Kong Games Organising Committee  
September 2009

**Structure of the 2nd Hong Kong Games Organising Committee**

- Honorary Patron : The Hon Donald TSANG Yam-kuen, GBM  
The Chief Executive of the Hong Kong Special  
Administrative Region of the People's Republic of  
China
- Honorary Presidents : The Hon Timothy FOK Tsun-ting, GBS, JP  
President of the Sports Federation & Olympic  
Committee of Hong Kong, China
- The Hon LAU Wong-fat, GBM, GBS, JP  
Member of the Legislative Council
- President : Mr TSANG Tak-sing, JP  
Secretary for Home Affairs
- Adviser : Mrs Carrie YAU TSANG Ka-lai, JP  
Permanent Secretary for Home Affairs
- Vice President : Mr Thomas CHOW Tat-ming, JP  
Director of Leisure and Cultural Services
- Chairman : Mr CHAU How-chen, GBS, JP  
Chairman of the Community Sports Committee
- Vice Chairmen : Mr William TONG Wai-lun, MH  
Vice Chairman of the Community Sports Committee
- Mr Bobby CHENG Kam-wing  
Deputy Director of Leisure and Cultural Services  
(Leisure Services)
- Members : Mrs Susana CHAN LO Yin-bing, MH  
(In no particular order) Member of the Community Sports Committee
- Mr Kenny CHOW Kun-wah  
Member of the Community Sports Committee
- Mr Karl C KWOK  
Representative of the Sports Federation & Olympic  
Committee of Hong Kong, China
- Miss Olivia CHAN Yeuk-oi  
Assistant Director of Leisure and Cultural Services  
(Leisure Services)

Miss Janet WONG Chin-kiu  
Principal Assistant Secretary for Home Affairs  
(Recreation and Sport)

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

Mr Lawrence LEUNG Ka-chi  
Representative of the Hong Kong Table Tennis  
Association

Mr Kenneth TSUI Kam-cheung  
Representative of the Hong Kong Tennis Association

Mr David LAI Tat-sang, MH, JP  
Representative of Central & Western District Council

Mr WONG Kin-pan  
Representative of Eastern District Council

Ms CHEUNG Sik-yung  
Representative of Southern District Council

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

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

Mr CHAN Siu-tong  
Representative of Yau Tsim Mong District Council

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

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

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

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

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

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

Mr LAI Sum  
Representative of North District Council

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

Mr LAW Kwong-keung  
Representative of Sha Tin District Council

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

Mr CHOW Yick-hay, BBS, JP  
Representative of Kwai Tsing District Council

Mr LEUNG Siu-tong  
Representative of Islands District Council

Secretary General :

Mrs LI CHOI Wing-kwan  
Chief Leisure Manager (Major Events),  
Leisure and Cultural Services Department

## Structure of the 2nd Hong Kong Games Standing Committee

- Chairman : Mr CHAU How-chen, GBS, JP  
Chairman of the 2nd Hong Kong Games Organising Committee
- Vice Chairman : Mr William TONG Wai-lun, MH  
Vice Chairman of the 2nd Hong Kong Games Organising Committee
- Members : Miss Olivia CHAN Yeuk-oi  
(In no particular order) Assistant Director of Leisure and Cultural Services (Leisure Services)
- Mr Karl C KWOK  
Representative of the Sports Federation & Olympic Committee of Hong Kong, China
- Mr David LAI Tat-sang, MH, JP  
Representative of District Councils on Hong Kong Island
- Mr WEN Choy-bon, MH  
Representative of District Councils in Kowloon East
- Mr LO Wing-man  
Representative of District Councils in Kowloon West
- Mr LAW Kwong-keung  
Representative of District Councils in New Territories East
- Mr LEUNG Siu-tong  
Representative of District Councils in New Territories West
- Mr YEUNG Hoi-cheung  
Representative of the Hong Kong Schools Sports Federation
- Dr Lobo LOUIE Hung-tak  
Representative of Media & Public Relations
- Mr Cliff WONG Tsan  
Representative of the Hong Kong Elite Athletes Association
- Secretary General : Mrs LI CHOI Wing-kwan  
Chief Leisure Manager (Major Events),  
Leisure and Cultural Services Department

## Distribution of Athletes by Age in the Sports Competitions of the “2nd Hong Kong Games”

Year of birth (Age)	Athletics must be born in 1999 or before		Swimming		Basketball must be born in 1993 or before		Badminton		Table Tennis		Tennis		# Total number of athletes (%)
	Men's Division	Women's Division	Men's Division	Women's Division	Men's Division	Women's Division	Men's Division	Women's Division	Men's Division	Women's Division	Men's Division	Women's Division	
1995 or after (14 or below)	18	58	85	110	/		16	28	22	48	13	14	406 (18%)
Between 1990 and 1994 (15-19)	136	151	124	83	29	59	41	48	27	28	5	6	731 (32%)
Between 1985 and 1989 (20-24)	84	33	15	5	80	64	20	20	36	8	5	4	373 (16%)
Between 1980 and 1984 (25-29)	28	8	4	0	81	49	16	10	12	10	12	6	236 (10%)
Between 1975 and 1979 (30-34)	8	4	0	0	13	11	26	10	13	3	11	13	111 (5%)
Between 1970 and 1974 (35-39)	5	2	2	0	5	4	28	10	7	2	21	21	107 (5%)
Between 1965 and 1969 (40-44)	2	1	3	3	2	1	9	12	6	12	29	32	112 (5%)
Between 1960 and 1964 (45-49)	4	0	5	1	0	3	17	13	10	12	30	22	117 (5%)
Between 1955 and 1959 (50-54)	1	0	5	3	0	3	6	5	10	6	11	8	58 (2%)
Between 1950 and 1954 (55-59)	0	0	2	2	0	0	1	2	8	9	3	6	33 (1%)
1949 or before (60 or above)	0	0	1	1	0	0	3	1	5	8	2	2	23 (1%)
Total number of athletes	286	257	246	208	210	194	183	159	156	146	142	134	2 307 (100%)
	543		454		404		342		302		276		

Note: # The total number of athletes is 2 307, and deduction has been made in view of the fact that some athletes participated in more than one competition.

**The Results of all Competitions in the 2nd Hong Kong Games**

## (1) Overall Champion:

Overall Champion of the 2nd Hong Kong Games:	Yuen Long District
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## (2) Overall Rankings in Sports Competitions:

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

## (3) Cheering Team Competition for the 18 Districts:

Awards	Champion	1st Runner-up	2nd Runner-up
Best Performance Award	Yuen Long District	Kowloon City District	Southern District
Best Local Characteristics Award	Wong Tai Sin District	Southern District	Kwun Tong District

## (4) Voting for "My Favourite Sporty District":

The district which won the highest number of votes as "My Favourite Sporty District":	Wan Chai District
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## (5) "District with the Greatest Participation":

"District with the Greatest Participation":	Eastern District
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### Numbers of Participants in Various Activities of the 2nd Hong Kong Games

Name of Activity		Date of Activity	Number of Participants	
			Participants	Spectators
<b>I</b>	<b>Sports Competitions</b>			
1	Tennis Competition of the “2nd Hong Kong Games”	12 April – 30 May 2009	276	1 000
2	Badminton Competition of the “2nd Hong Kong Games”	26 April – 24 May 2009	342	1 608
3	Basketball Competition of the “2nd Hong Kong Games”	26 April – 24 May 2009	404	1 223
4	Table Tennis Competition of the “2nd Hong Kong Games”	1 – 24 May 2009	302	477
5	Athletics Competition of the “2nd Hong Kong Games”	16 – 17 May 2009	543	300
6	Swimming Competition of the “2nd Hong Kong Games”	16 – 17 May 2009	454	1 756
<b>II</b>	<b>Opening and Closing Ceremonies</b>			
1	Opening Ceremony of the “2nd Hong Kong Games”	9 May 2009	2 287	4 513
2	Closing Ceremony of the “2nd Hong Kong Games”	31 May 2009	407	793
<b>III</b>	<b>Elite Athletes’ Demonstration and Experience Sharing Session</b>			
1	Tennis elite athletes’ demonstration and experience sharing session of the “2nd Hong Kong Games”	15 March 2009	85	25
2	Badminton elite athletes’ demonstration and experience sharing session of the “2nd Hong Kong Games”	22 March 2009	96	39
3	Table Tennis elite athletes’ demonstration and experience sharing session of the “2nd Hong Kong Games”	29 March 2009	91	32
4	Basketball elite athletes’ demonstration and experience sharing session of the “2nd Hong Kong Games”	11 April 2009	37	42
5	Swimming elite athletes’ demonstration and experience sharing session of the “2nd Hong Kong Games”	25 April 2009	215	87

	6	Athletics elite athletes' demonstration and experience sharing session of the "2nd Hong Kong Games"	26 April 2009	137	30
<b>IV</b>	<b>Other Publicity Activities</b>				
	1	Launching ceremony and press conference of the "2nd Hong Kong Games"	28 February 2009	328	
	2	Voting for "My Favourite Sporty District" of the "2nd Hong Kong Games"	9 March – 9 May 2009	147 205	
	3	Guess the "Overall Champion of the 2nd Hong Kong Games"			
	4	Dynamic Moments Photo Contest of the "2nd Hong Kong Games"	13 April – 31 May 2009	300	
	5	Cheering Team Competition for the 18 Districts of the "2nd Hong Kong Games"	9 May 2009	599	
Total:				154 108	11 925
Total number of persons:				<b>166 033</b>	

## List of Sponsors for the “2nd Hong Kong Games”

Serial No.	Name of Sponsor	Sponsoring Item/Content	Sponsorship in Kind/Service	Estimated Value	Types of Sponsorship
<b>I. The Hong Kong Games Sponsors</b>					
1	The Free Town Watch Products Limited	Prizes for “Vote” and “Guess” Activities and the Photo Contest	26 Swiss-made Buler watches	\$101,062	HKG Sponsor – Other Sponsors
2	The Wing On Department Stores (HK) Limited	Prizes for “Vote” and “Guess” Activities and the Photo Contest	Gift Certificates of the Wing On Department Stores (HK) Limited	\$100,000	HKG Sponsor – Other Sponsors
3	Crocodile Garments Limited	Western suits for OC/SC Members	Suits, trousers, ties and clothing alteration service provided by tailors	around \$200,000	HKG Sponsor – Other Sponsors
4	MTR Corporation Limited	Sponsorship in cash and promotion of activities	\$20,000 in cash plus provision of spaces for advertising panels free of charge	\$100,000	HKG Sponsor – Other Sponsors
5	Yuen Yuen Institute	Sponsorship in cash	Cash	\$100,000	HKG Sponsor – Other Sponsors
6	Pyromagic Productions Limited	Opening Ceremony	Pyrotechnic display	around \$200,000	HKG Sponsor – Other Sponsors
7	Hong Kong Chinese Martial Arts Dragon and Lion Dance Association	Opening Ceremony	Dragon and lion dance performance (18 lions + 3 dragons)	around \$108,000	HKG Sponsor – Other Sponsors
			<b>Approximate value:</b>	<b>\$900,000</b>	
<b>II. The Hong Kong Games District Sponsors</b>					
1.1	Yuen Yuen Institute	Sponsorship in cash	-	\$50,000	District Sponsor – Gold Sponsor (Tsuen Wan District)
1.2	Luk Fook Jewellery Limited	Sponsorship in cash	-	\$10,000	District Sponsor (Tsuen Wan District)
			<b>Total:</b>	<b>\$60,000</b>	

Serial No.	Name of Sponsor	Sponsoring Item/Content	Sponsorship in Kind/Service	Estimated Value	Types of Sponsorship
2.1	Dr CHAN Hay, BBS, JP	Sponsorship in cash	-	\$30,000	District Sponsor – Silver Sponsor (Central & Western District)
2.2	Mr PUI Kwan-kay, BBS, MH	Sponsorship in cash	-	\$20,000	District Sponsor (Central & Western District)
2.3	Mr Simon WONG, JP	Sponsorship in cash	-	\$5,000	
2.4	Ms Ellen LAU	Sponsorship in cash	-	\$5,000	
2.5	Mr CHENG Shing-fung	Sponsorship in cash	-	\$5,000	
2.6	Mr Edmond YAN	Sponsorship in cash	-	\$5,000	
			<b>Total:</b>	<b>\$70,000</b>	
3	Tai Po Sports Association Ltd.	Sponsorship in cash	-	\$50,000	District Sponsor – Gold Sponsor (Tai Po District)
4	Mr CHIU Yu-hei	Sponsorship in cash	-	\$30,000	District Sponsor – Silver Sponsor (Yau Tsim Mong District)

## Financial Statement of the 2nd Hong Kong Games

<u>Serial</u>	<u>No.</u>	<u>Item</u>	<u>Actual</u>
			<u>Expenditure (\$)</u>
<b>I</b>		<b>Competition and Exchange Programmes (including athletics, basketball, badminton, table tennis, swimming and tennis)</b>	
	a.	Sports Competitions (including costs of working staff, umpires, sports equipment and venue decoration, etc.)	790,800
	b.	Elites' Demonstration and Exchange Programmes	117,200
	c.	Others (the Cheering Team Competition for the 18 Districts and the photo contest)	118,900
		<b>Subtotal:</b>	<b>1,026,900</b>
<b>II</b>		<b>Support for District Teams</b>	
	a.	Sports Equipment (including basketballs, shuttlecocks, table tennis balls and tennis balls, etc.)	53,300
	b.	Working Staff's Remuneration (including the remuneration for the staff of the Organiser or the coaches)	774,900
	c.	Formation of Cheering Teams	144,400
	d.	Selection Competitions	462,700
	e.	Transportation	97,300
	f.	Hire Charges for Sports Venues	450,000
	g.	Athletes' Uniforms for Competitions	197,600
	h.	Publicity in Districts	244,400
	i.	District Delegations' Uniforms	581,700
	j.	Miscellaneous Expenses (including distilled / mineral water, printing costs, costs of stationery, first-aid kits and taking group photos for the delegations, etc.)	197,700
		<b>Subtotal:</b>	<b>3,204,000</b>
<b>III</b>		<b>Publicity (posters, leaflets, banners, publicity activities and advertisements, etc.)</b>	
	a.	Posters	10,900
	b.	Souvenir Programme	100,000
	c.	Lamp-post Bunting, giant Publicity Banners and Activities Banners	342,700
	d.	Publicity Activities (including the Launching Ceremony, Press Conference and the "Guess" and "Vote" Activities)	459,800
	e.	Souvenirs	328,700
	f.	Publicity Video and Souvenir DVDs	179,000
	g.	Advertisements (including advertising the HKG on RoadShow, newspapers and MTR)	1,535,900
		<b>Subtotal:</b>	<b>2,957,000</b>
<b>IV</b>		<b>Opening and Closing Ceremonies</b>	
	a.	Opening Ceremony	2,020,200
	b.	Closing Ceremony	456,900
		<b>Subtotal:</b>	<b>2,477,100</b>
<b>V</b>		<b>Miscellaneous Items (including venue decoration items, walkie-talkies, envelopes and letter pads, etc.)</b>	235,000
		<b>Total:</b>	<b>9,900,000</b>

**Key Views from Various Sectors of the Community on the 2nd HKG**

(1) Overall Views on the 2nd HKG and Effectiveness of the Games

- It was generally opined that the overall effectiveness of the Games had been satisfactory, showing an improvement over the 1st HKG. The Games were correctly positioned with the right targets and the effectiveness had been achieved as expected to facilitate communication and promote sports exchanges among the 18 districts, as well as heightening the public's sense of belonging to the districts they live in.
- The DCs had injected more resources into the Games and stepped up publicity at the district level, the public's sense of belonging to the districts they live in had been greatly heightened and community cohesion had been enhanced.

(2) Competition Events

- The six existing sports were generally accepted and it was suggested that they should be retained in the next HKG. Moreover, some popular sports activities such as football, volleyball and distance run should be added. The Organiser also received requests from individual NSAs who suggested introducing into the HKG competitions their respective sports such as squash, gateball and water sports.
- Some Members considered that the development of the HKG should be progressive with consolidation of experience, and that only the six existing sports should be included in the next HKG. Principles and the way forward should be worked out later according to the sports development in each district and the popularity of the sports should be considered when deciding on the addition of any sports competitions.

(3) Competition Dates and Time

- Some Members held that the competition dates of the HKG had fallen on the school examination season and some competitions were held concurrently with other major sports events. Some athletes had thus been affected as they were unable to participate in the competitions. Moreover, as most competitions held on weekdays started at 7 pm, a representative suggested that the competition should start at a later time in order to provide sufficient time for the athletes to go to the competition venues after

work.

- Some Members opined that the Organiser might consider holding the next HKG in February or March and should avoid staging the Games during the DC election period in 2011.
- Some Members said that the competition period should be extended in the next HKG to avoid an excessive number of matches/races for the athletes within a short period of time. For instance, the preliminary rounds and finals of the athletics competition and swimming competition should be held on two separate weekends to enable the athletes to take sufficient rest in order to achieve better results.

(4) Venue Arrangements

- There was general agreement to the competition venue arrangements. Members also generally supported the arrangement for team events to be held in different districts, which would enable the participants to learn more about the recreational and sports facilities.
- Some Members suggested that the spectator stands should be zoned by district at the Prize Presentation Ceremony so that supporters of the same district could sit together to cheer on their district teams.

(5) Competition Format

- It was generally agreed that grouping on a geographic basis should be adopted for the preliminary rounds of team events. However, some Members considered that it would be fairer to adopt the method of balloting or selecting this year's winning teams as the seeded teams for grouping in the next HKG.
- Regarding the quota for participating athletes, some Members considered that the number of athletes from each district who could enrol in the competitions should be increased so as to save districts the trouble of being affected by the withdrawal of individual athletes when participating in the competitions.
- Regarding the competition rules, a Member suggested relaxing the requirement for athletes participating in team events to turn up in full team for the roll call. The aim was to save the whole team from being disqualified as a result of individual athletes' failure to turn up for the roll call or participate in the matches on time.

- Some Members considered that more awards be added, such as the awards for the Overall 1st runner-up and 2nd runner-up of the HKG as well as the winners of the Most Gold Medals and the Most Medals.

(6) Eligibility Requirements for Athletes

- There was general agreement to the arrangement regarding this year's eligibility requirements for athletes. A Member hoped that the Organiser would consider relaxing the eligibility requirements to allow students studying in the respective districts to participate in the competitions.
- It was generally agreed that athletes must provide valid Proof of Place of Residence for verification of their eligibility requirements when applying for district selection.
- The Hong Kong Amateur Swimming Association suggested setting the "Entry Qualifying Time" for the swimming competition in the next HKG. Athletes enrolling in the HKG must have achieved the entry qualifying time in the recognised swimming competitions in order to be eligible to participate in the HKG.
- Some Members suggested that after checking the athletes' valid Proof of Place of Residence upon their enrolment, re-checking of the same must be done if so required during the competition period in order to prevent athletes from representing other districts to participate in the competitions.

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

- It was generally agreed that the 18 districts should adopt a set of standardised selection criteria and methods to select athletes for the competitions. Some Members suggested relaxing the restriction on the type of recognised proof of results and extending the validity period for recognised competitions in respect of selection of athletes at districts. The selection procedure should also be streamlined so as to allow more people to participate in the selection competitions.
- As individual athletes were found participating in the selection competitions of the HKG of more than one district and they became qualified to represent more than one district, the work for the selection of athletes at districts had been affected. It was generally agreed that each athlete should only participate in the selection competitions of one district in the next HKG. In doing so, more athletes would be allowed to



participate in the selection procedure and the competitions of the HKG, and this could also reduce the possibility of readjustment of line-up after selection of athletes at the districts.

(8) The Recruitment of Coaches and the Remuneration Arrangements

- Some Members hoped that the LCSD would provide more sessions for pre-event training in addition to the three sessions currently arranged for each sports competition and standardise the recruitment and remuneration arrangements for the coaches of district teams.
- Some Members suggested that the restrictions be relaxed on the recruitment of coaches by the districts themselves.

(9) Strategies, Channels and Effectiveness of Publicity

- It was generally agreed that the publicity strategies and channels used by the 2nd HKG were effective, which showed an improvement over the 1st HKG. Some Members suggested that publicity at the districts should be launched as early as possible to publicise the selection exercise at the districts, and the publicity efforts at the community level should be strengthened during the competition period in order to attract more members of the public to the competition venues to watch the HKG matches.
- It was suggested that more publicity channels should be opened up, such as increasing advertisements on television and radio as well as enriching the contents and information uploaded on the webpage.
- Some Members were of the view that the lamp-post buntings of the 2nd HKG were too small in size and bigger ones should be used in the future.

(10) Sponsorship

The ICAC gave the following advice:

- A more comprehensive list of sponsors, endorsed by the OC, should be compiled to ensure equal opportunities for commercial organisations to sponsor the HKG.
- The locations of the sponsors' publicity signboards for displaying at the opening and closing ceremonies or competition venues should be determined by the amount of money sponsored and/or byballoting.
- The use of money from cash sponsorship should be regulated and endorsed

by the OC.

(11) Financial Arrangements

- Some Members suggested that the current funding mechanism should be reviewed and resources be increased at the district level. The districts should be allowed more flexibility in the use of funds to cover different expenditure items and the allowance for the purchase of sport uniform for the athletes should be raised, etc.
- The ICAC pointed out that all units involved should be required to submit the original of the receipts or invoices when they applied for reimbursement so as to prevent the units from presenting duplicated receipts to different authorities for reimbursement.

(12) Other Views

- It was generally recommended that the preparatory work for the next HKG should start as early as possible.
- Some Members proposed that more stringent regulations be stipulated in the prospectus of the cheering team competition for observance by all districts.