

COMMUNITY SPORTS COMMITTEE

Report of the 7th Hong Kong Games Organising Committee

This paper aims to sum up the issues concerning the implementation of the 7th Hong Kong Games (HKG) and report on the public views regarding HKG. Members are invited to put forward views and recommendations on the arrangements of HKG as reference for the next HKG.

I. Background

2. To further promote the "Sport for All" culture in the community, the Sports Commission has organised the HKG biennially since 2007. HKG is a territory-wide major multi-sport event with the 18 District Councils (DCs) as participating units. The objectives of HKG are to provide districts with more opportunities for sports participation, exchanges and co-operation, and to encourage active public participation in sports. Apart from improving sporting standards at the district level, HKG can also strengthen the public's sense of belonging to the district they live in and help promote community cohesion through facilitating communication and fostering friendship among the 18 districts.

II. Summary of Activities of the 7th HKG

A. Structure

3. The 7th HKG Organising Committee (OC) was formed in May 2018 to take forward the supervision and co-ordination of the 7th HKG. Members of OC included representatives from the Community Sports Committee (CSC), the 18 DCs, the Home Affairs Bureau, the Leisure and Cultural Services Department (LCSD), the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), and the National Sports Associations (NSAs) of the respective sports events. A Standing Committee (SC) was set up under OC in June 2018 to co-ordinate and implement various specific work. Three representatives from the Hong Kong Schools Sports Federation (HKSSF), the Hong Kong Elite Athletes Association and the media/public relations sector were appointed as members of SC to provide professional advice. The structure and membership of the 7th HKG are set out in **Annex 1**.

B. New Initiatives

4. Held in 2018 and 2019, the 7th HKG included inter-district sports competitions and a series of community participation programmes. To encourage wider public participation in HKG, the following new initiatives/new arrangements were launched:

- (a) Regarding the new "Rugby Sevens Demonstration Event", the Hong Kong Rugby Union (HKRU) adopted the current sports competition format of HKG in organising self-funding open selection for athletes, pre-competition training and inter-district competitions for the 18 Districts. Medals were

provided by the Organiser but the results obtained in the demonstration event would not be counted in the overall scores in the inter-district competitions;

- (b) Collaboration with SF&OC was strengthened to further promote the “Sport for All” culture in the community, including co-organising “Sports Legacy - Exercise to Get Super Fit”. Members of the public were able to find an appropriate sport activity of their choice and keep exercising through participation in fitness test;
- (c) Primary/secondary schools across the territory were invited to join the new “HKG 7-minute School Vitality Run” with the assistance of HKSSF, during which teacher, students and their parents were invited to run alongside the HKG theme song during athletic meets to promote a sporting culture and extend the excitement to schools. A total of 21 100 teachers, students and parents from 43 schools joined the event. Apart from the participation by schools, some District Leisure Services Offices (DLSOs) of LCSD and individual DCs also organised the event at their athletic meets and HKG Pledging Ceremonies;
- (d) Fun for All@Hong Kong Games was included during the final competitions to enable the spectators to cheer on the athletes from the 18 districts and share the fun of sports through participation in sports games;
- (e) Women’s futsal demonstration was included on the day of the futsal final to promote the sport;
- (f) 2 promotional videos were produced featuring a number of renowned elite athletes and Sports Ambassadors of the 7th HKG for uploading to the HKG dedicated website and social media platforms, as well as broadcasting at LCSD venues, in an effort to encourage members of the public to actively participate in the district athlete selection and watch the competitions on site;
- (g) Promotional video was produced featuring 13 serving elite athletes who had taken part in HKG for broadcasting during the opening ceremony. They encouraged members of the public to actively participate in HKG through their sharing;
- (h) The Pledging Ceremony was held alongside the 18 Districts' Cheering Team Competition at the Queen Elizabeth Stadium to allow more members of the public to witness the ceremony;
- (i) Results of the Cheering Team Competition were announced in the HKG dedicated website on the same evening. Winning teams were invited to demonstrate their skills at the opening and closing ceremonies;
- (j) To increase the places for the “Vitality Run” from 5 100 (4 000 for About 3-km Run and 1 100 for 10-km Run) to 5 300 (4 100 for About 3-km Run and 1 200 for 10-km Run). Through the coordination of SF&OC, a number of NSAs were invited to organise sports demonstrations and fun activities on the day of the event for participants and members of the public to share the fun of sports. In addition, recyclable plastic cups were used to provide potable water at the event venue in an effort to reduce the use of paper cup and support environmental conservation;

- (k) To schedule the finals of the sports competitions during the “HKG Finals Fortnight” on 18 and 19 as well as 25 and 26 in May this year, so as to boost the lively atmosphere of HKG and make the competitions more exciting;
- (l) To improve the broadcasting of the sports competitions through collaborating with Radio Television Hong Kong (RTHK). The finals of the 8 sports events were webcast live while the finals of the swimming, volleyball, futsal and basketball competitions were broadcast live on RTHK TV 32, so as to attract more members of the public to watch the competitions through different channels. As at 31 August, a total of more than 210 000 viewers watched the live broadcast on RTHK TV channel, while the number of clicks of the webcast of the competitions of the 8 sports events also exceeded 180 000;
- (m) To produce a variety of souvenirs for distribution to participants and members of the public in an effort to step up publicity; and
- (n) To engage academic institution to conduct a survey during the competitions of HKG to collect the views of different stakeholders on HKG, including athletes, spectators, delegation members, NSAs and LCSD, so as to assess the effectiveness of HKG in promoting the “Sport for All” culture at the district level. Please see paragraph 24 for the findings of the survey.

C. Selection and Pre-event training

5. The inter-district sports competitions of the 7th HKG comprising 8 sports events, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball, was successfully held from April 28 to June 2 this year. To encourage participation of more young players in the Games, it is a requirement for teams enrolling in the selection for team events (including basketball, futsal and volleyball) to include 1 youth player under 21 for teams of less than 10 players, while for teams of more than 10 players, 2 players must be youth players under 21. There is no restriction on participation in the above competitions by youth players. Furthermore, each athlete could only be nominated in a maximum of 2 events of the swimming competition instead of 3; while the number of athletes in each team will be increased from 12 players to 14 for the basketball competition, so that members of the public would be given more opportunities to participate in HKG.

6. Under a standardised selection mechanism, the respective DCs selected in an open manner people meeting the eligibility requirements as their representatives from July 2018 to January 2019. The selection competitions received overwhelming responses, with a total of 7 468 participants, representing an increase of 1 080 participants (17%) from 6 388 participants in the last HKG. After selection, a total of 3 344 participants were nominated by the respective DCs to participate in the sports competitions, representing an increase of 75 athletes (2%) from 3 269 athletes in the last HKG. Among them, the age groups of “15 – 19”, “20 – 24” and “25 – 29” constituted the majority (i.e. 817 people (24%), 721 people (21%) and 605 people (18%)). The youngest and oldest participants were aged 9 and 70, who took part in the swimming and athletics events respectively. The numbers and age distribution of participants in the respective competition events are set out in the table in Annex 2.

7. To enhance the skills of athletes and the co-operation among team members, the Organiser continued to provide, under the item on district support from LCSD, the district teams participating in the 8 sports events with a maximum of 24 hours of pre-event training and the services of leading the teams to the competitions, and assisted the districts in need to engage qualified coaches through the relevant NSAs.

D. Sports Competitions

8. The inter-district sports competitions of HKG were held on weekday evenings and Saturdays, Sundays or public holidays in different districts and at venues along the MTR lines between 16 March and 26 May. Furthermore, through coordination with the relevant NSAs, events were scheduled on days when there were no other major competitions as far as possible to reduce the chances of athletes not attending the events of HKG. At the same time, the fallback dates were specified in the competition prospectus and notes for participating units to allow athletes to make an early arrangement. To facilitate participation of athletes and spectators from different regions, the competitions were scheduled to facilitate participation of working and student athletes as far as possible. The venues for competitions are set out in Annex 3.

9. To make the matches more competitive and appealing to spectators, a seeding system continued to be adopted in the individual and team events of badminton, table tennis and tennis, and in the preliminary rounds of basketball, futsal and volleyball. An athlete who made it to quarter-final but missed the HKG competition due to injury, illness or participation in major international competition could retain his/her position and result upon producing the relevant supporting document signed by an approved doctor and NSA to the Organiser for verification. According to the record, there was only one tennis player who missed a match in the 7th HKG due to participation in an international competition representing Hong Kong.

10. The “Wheelchair Basketball Challenge” and “Swimming Invitation Competition for People with Intellectual Disabilities” continued to be held in the 7th HKG to encourage wider participation of people with disabilities in sports activities and foster the social integration of people with disabilities.

11. A total of over 1 000 matches in 85 events were organised in the 7th HKG, and 256 medals comprising 85 gold, 85 silver and 86 bronze medals were awarded. The skills of the athletes were continuously improving and they repeatedly attained great results in competitions. A total of 17 athletes broke the HKG records in the competitions of 5 athletics events and 6 swimming events, 2 of whom also broke the HKG records in 3 swimming events. The record breaking athletes were awarded certificates and souvenirs in recognition of their achievements. All participating athletes of the 7th HKG were awarded certificates to encourage public participation.

12. Yuen Long District won the Overall Champion of the 7th HKG with the highest accumulated points obtained from the 8 sports competitions. The Overall 1st Runner-up and 2nd Runner-up of the 7th HKG went to Sha Tin District and North District respectively. Sha Tin District was also awarded the “District with the Most Gold Medals” by bagging 19 gold medals. The prize-winning districts of the 7th HKG are listed at Annex 4.

E. Demonstration Event

13. The Rugby Sevens Demonstration Event was a new demonstration event of the 7th HKG. HKRU organised and coordinated the self-financing open selection of athletes, pre-competition training and inter-district competitions for 18 districts. Competitions had been held on 11 and 13 May 2019 at the King's Park Sports Ground with the participation of 15 district men's teams and 12 district women's teams. The Secretariat reviewed the effectiveness of the activities with HKRU and agreed that, in spite of the increasing popularity of rugby sevens in the territory, the 18 districts did not have a sufficient number of athletes to form teams to compete in the inter-district sports competitions of 18 districts. Hence, it would not be appropriate to include rugby sevens as a sports event in the next HKG at this stage. Yet, it was suggested that consideration should be given to including touch rugby, a more popular sport at the district level, as a demonstration event.

F. Community Participation Programmes

14. To enhance public participation in and support for HKG through different ways, an array of community participation programmes was organised, including the Launching Event, Star-studded Classroom - Elite Athletes' Demonstration and Exchange Programmes for 8 sports competitions, Sports Seminar, Sports Legacy – Exercise to Get Super Fit, Hong Kong Games 7-minute School Vitality Run, Vitality Run, 18 Districts' Pledging cum Cheering Team Competition, Dynamic Moments Photo Contest, voting and guessing activities, Opening Ceremony and Closing cum Prize Presentation Ceremony.

15. The Opening Ceremony was held at the Hong Kong Coliseum in the afternoon on 28 April. 2 Mainland Olympic gold medallists, WEI Qiuyue and WANG Zhen, together with Hong Kong elite athletes Sarah LEE, AU Chun-ming, WONG Kam-po and athletes from the 18 districts lit the cauldron in the solemn yet jubilant occasion. Other attractions included displays by winning teams of the 18 Districts' Cheering Team Competition, dragon and lion dances, a grand dance show, rhythmic gymnastics, rope-skipping, basketball, Tai Chi and performances by pop singers, etc. A number of Hong Kong elite athletes also participated in various performing sessions at the ceremony to show their support for the 7th HKG. Highlights of the Opening Ceremony were broadcast on a free TV channel in the same evening to provide opportunity for more members of the public to watch the ceremony. Besides, 2 Mainland Olympic gold medallists met with the public at A Date with the Mainland Olympic Gold Medallists at Tsuen Wan Sports Centre for experience sharing and demonstration of volleyball and race walking during their stay in Hong Kong. The participants found the activity fruitful and rewarding.

16. Over 920 000 people participated in the sports competitions of the 7th HKG and the related community participation programmes, an increase of 400 000 people (77%) from 520 000 people in the last HKG. It is encouraging to see that more than 390 000 people watched the live online or TV broadcast of the finals. The numbers of participants in various activities are set out in **Annex 5**.

G. Publicity Campaign

17. The Organiser continued to publicise and promote the 7th HKG through various channels and platforms, including printed, online and social media, extensive public relations campaigns and advertisements, and collaboration with relevant partner organisations (including DCs, SF&OC, the HKSSF and various NSAs), calling on members of the public to actively

participate in the district open selection of athletes and community participation programmes, and watch the competitions on site.

18. To enhance publicity, the Organiser, in addition to producing new government Announcements in the Public Interest, produced a number of promotional videos featuring renowned elite athletes, Sports Ambassadors and serving athletes who had participated in the previous HKGs for uploading onto the dedicated webpage for HKG, social media platforms and broadcasting at LCSD's venues. Besides, the Organiser also produced a 2-minute video for each district showing the athletes' preparation for broadcast in MTR train compartments between early March and April and 2 series of 10 episodes of about 2.5 minutes each for broadcast on free TV channels. The videos introduced details of various community participation programmes and preparation of the athletes from various districts and reported on the competitions of HKG, thereby encouraging members of the public to watch the competitions on site and cheer on the athletes representing their districts.

19. With sport meeting as its theme, the mosaiculture display in the Flower Show this year aimed to publicise the health benefits of sport and encourage the public to fit sport into their daily lives. It depicted energetic athletes actively participating in the competitions of the 8 sports events of the 7th HKG on a colourful sports field. The report on the publicity work of the Organiser is at **Annex 6**.

H. Sponsorship

20. The 7th HKG received sponsorship of \$7.17 million in cash and about \$2.78 million in kind/service from 18 organisations, of which 9 were new sponsors. As for the HKG District Sponsors, 9 districts (Kwai Tsing, Tsuen Wan, Yau Tsim Mong, Central & Western District, Kowloon City, Tai Po, Sha Tin, Yuen Long and North District) received sponsorship of \$1.37 million in cash and about \$100,000 in kind/service from local dignitaries or organisations. The lists of HKG Sponsors and HKG District Sponsors with details of sponsorship are set out in **Annex 7**.

I. Financial Expenditure

21. The estimated expenditure of the 7th HKG was about \$41 million. The expenditure mainly covered inter-district sports competitions and training, community participation programmes, publicity and promotion, etc. The actual expenditure is subject to verification. The details of the estimated expenditure of the 7th HKG are set out in **Annex 8**.

III. Review of the Activities and Recommendations

22. To review the effectiveness of the 7th HKG and enhance the arrangement of the next HKG, the Organiser invited Co-organisers (including DCs, DLSOs of LCSD, SF&OC and the relevant NSAs) to provide recommendations on the arrangements of the 7th HKG and hold review meetings with the relevant NSAs. Survey was conducted by academic institution to collect views of different stakeholders. A joint meeting was held by OC and SC on 26 September 2019 to review the arrangements of the 7th HKG.

23. The Co-organisers generally considered that the overall arrangements and publicity work of the 7th HKG were satisfactory, the operation was smooth and the Games helped foster the communication and friendship among the 18 districts, strengthen the sense of belonging and

cohesion of the residents to their districts, achieving the goals of HKG. New events such as the “HKG 7-minute School Vitality Run”, “Sports Legacy – Exercise to Get Super Fit” and “Fun for All@Hong Kong Games” also attracted more people to participate in HKG. Live webcast of the 8 sports competitions and live TV broadcast of the finals of 4 sports competitions by RTHK achieved positive results and it was suggested that the arrangement be continued in the next HKG. The public views and recommendations on the 7th HKG are set out in **Annex 9**.

24. As for the arrangement of engaging academic institution to review the effectiveness of HKG in promoting the “Sport for All” culture at the district level, Dr. Stephen Hui Research Centre for Physical Recreation and Wellness of the Hong Kong Baptist University was commissioned to conduct the survey through open tender. The Organiser collected more than 4 700 questionnaires at the venues of the competitions during the inter-district sports competitions of HKG to collect views from different stakeholders on HKG. Nearly 90% of the respondents opined that HKG helped promote the “Sport for All” culture, connect the 18 districts across the territory and strengthen the public’s sense of belonging to their districts, as well as foster a harmonious atmosphere in the community. It could serve the social functions of promoting a healthy lifestyle and reducing public healthcare expenditure. More than 70% of the respondents considered that the existing publicity work was adequate. Many respondents suggested that more new competition events should be included to encourage wider public participation and further increase the variety of sports events. The most preferred new competition events among the respondents (in order of popularity) were cycling, handball, bowling, women’s football, billiard, squash, 11-a-side soccer, e-sports, rugby, beach volleyball and triathlon, etc. The related survey findings and summary are set out in **Annex 10**.

IV. Complaints and Follow-up Actions

25. A total of 457 enquiries, 4 recommendations and 23 complaints were received during the Games. The complaints mainly involved eligibility of athletes (5 cases), district athlete selection (3 cases), community participation programmes (4 cases), sports competitions (9 cases) and overall arrangements (2 cases). The Secretariat had taken appropriate follow-up actions and given response.

26. In addition, one appeal case was received involving the Quarter-finals of the Men’s and Women’s Team Events of the badminton competition in the 7th HKG, in which 3 district teams were regarded as having withdrawn from the competition due to late submission of the “Players’ List” on the day of the competition. The Secretariat had reported the ruling concerned to SC and sought its advice by circulation of papers. All Members (except one) agreed to uphold the Organiser’s ruling made on the basis of the rules of the competition on the day of the competition by regarding the 3 district teams with late submission of the “Players’ List” as having withdrawn from the competition. The 3 districts which were judged to have withdrawn from the competition were not allowed to participate in the match for the 2nd Runner-up. The Secretariat of OC would review the appeal mechanism concerned with NSAs to enhance the arrangement of the next HKG.

V. Conclusion

27. The biennial 7th HKG was concluded successfully with generally smooth operation, enhanced organisation and scale. It is encouraging to see that more than 920 000 people participated in this year's HKG. The close collaboration between the Government and DCs, NSAs, district sports associations, schools and district sports organisations in organising and engaging in HKG was conducive to effectively promoting district sports development, encouraging active public participation in sports activities and developing a strong sporting culture in the community.

VI. Advice Sought

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

Secretariat of the 7th Hong Kong Games Organising Committee
September 2019

Structure of the 7th Hong Kong Games Organising Committee

Honorary Patron: The Hon Mrs Carrie LAM CHENG Yuet-ngor, GBM, GBS
The Chief Executive of the Hong Kong Special
Administrative Region

Honorary Presidents: The Hon LAU Kwok-fan, MH
Member of the Legislative Council

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

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

President: Mr LAU Kong-wah, JP
Secretary for Home Affairs

Adviser: Mrs Cherry TSE LING Kit-ching, JP
Permanent Secretary for Home Affairs

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

Mr YEUNG Tak-keung, JP
Commissioner for Sports

Organising Committee

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

Vice Chairmen: Prof Patrick YUNG Shu-hang, JP
Vice Chairman of the Community Sports Committee

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Members from the Community Sports Committee

Mr Patrick CHAN
Members from the Community Sports Committee

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

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Mr TING Kong-ho
Representative of the Eastern District Council

Ms CHEUNG Sik-yung, MH
Representative of the Southern District Council

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

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Representative of the Kowloon City District Council

Mr KAN Ming-tung, MH
Representative of the Kwun Tong District Council

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Representative of the Sham Shui Po District Council

Mr CHUNG Chak-fai
Representative of the Yau Tsim Mong District Council

Mr Joe LAI Wing-ho, MH
Representative of the Wong Tai Sin District Council

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

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

Mr WONG Ka-wing, MH
Representative of the Sha Tin District Council

Mr YU Chi-wing
Representative of the Tai Po District Council

Mr KOT Siu-yuen
Representative of the Tsuen Wan District Council

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

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

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

Mr David CHIU Chin-hung
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Prof CHAN Cheong-ki
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Members:
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Mr CHAN Chi-hung
Representative of the Hong Kong Schools Sports Federation

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

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

Secretary General:

Ms Camay LEE Kar-mei
Chief Leisure Manager (Major Events)
Leisure and Cultural Services Department

Numbers and Age Distribution of Participating Athletes in the 7th Hong Kong Games

Age	Athletics		Badminton		Basketball		Futsal	Swimming		Table Tennis		Tennis		Volleyball		Total Number of Athletes (%)			
	Women	Men	Women	Men	Women	Men	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women	Men	Total (%)	
5-9	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	(0.03 %)
10-14	30	8	17	5	4	0	0	82	67	41	5	18	11	1	0	193	96	289	(8.64 %)
15-19	126	130	39	27	32	17	62	86	110	33	34	16	13	59	33	391	426	817	(24.43 %)
20-24	48	90	41	62	76	73	50	6	20	26	30	7	16	92	75	296	416	712	(21.29 %)
25-29	17	37	33	63	54	66	92	2	4	17	36	8	14	79	83	210	395	605	(18.09 %)
30-34	10	21	22	25	47	62	55	1	6	7	24	10	10	52	66	149	269	418	(12.50 %)
35-39	4	10	13	17	22	25	25	0	1	5	7	4	14	17	20	65	119	184	(5.50 %)
40-44	1	4	10	9	1	2	9	3	0	6	8	15	12	7	12	43	56	99	(2.96 %)
45-49	2	7	9	6	0	0	2	0	0	6	5	18	18	3	0	38	38	76	(2.27 %)
50-54	2	2	9	3	0	0	0	0	1	9	5	24	17	1	1	45	29	74	(2.21 %)
55-59	1	2	2	0	1	0	0	0	0	6	5	16	10	0	0	26	17	43	(1.29 %)
60-64	0	1	0	0	0	0	0	0	0	4	4	4	6	0	0	8	11	19	(0.57 %)
65-69	1	0	0	0	0	0	0	0	0	1	2	1	1	0	0	3	3	6	(0.18 %)
70-74	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	(0.03 %)
Total	242	313	195	217	237	245	295	180	210	161	165	141	142	311	290	1467	1877	3 344(100%)	
	555		412		482		295	390		326		283		601					

Venues for the 7th Hong Kong Games Competitions

Competition Event	Venue for Matches from Preliminary Rounds to Quarter-finals	Venue for Finals
Athletics	Wan Chai Sports Ground	
Swimming	* Victoria Park Swimming Pool	
Badminton	<u>Individual Events</u> Yuen Chau Kok Sports Centre and * Smithfield Sports Centre	* Queen Elizabeth Stadium
	<u>Team Events</u> * Kowloon Park Sports Centre	
Table Tennis	<u>Individual Events</u> Tiu Keng Leng Sports Centre and Yuen Long Sports Centre	* Lai Chi Kok Park Sports Centre
	<u>Team Events</u> Tiu Keng Leng Sports Centre, Harbour Road Sports Centre and * Lai Chi Kok Park Sports Centre	
Tennis	<u>Individual Events</u> *Quarry Bay Park Tennis Court, * Yuen Wo Playground Tennis Court and Junction Road Park Tennis Court	* Victoria Park Tennis Court
	<u>Team Events</u> *Quarry Bay Park Tennis Court, *Yuen Wo Playground Tennis Court, Junction Road Park Tennis Court, Tsuen Wan Park Tennis Court and *Victoria Park Tennis Court	
Basketball	Yuen Long Sports Centre, Pei Ho Street Sports Centre, * Osman Ramju Sadick Memorial Sports Centre and Tsuen Wan Sports Centre	Tsuen Wan Sports Centre
Futsal	Cheung Sha Wan Playground, * Sha Tsui Road Playground and * Ma On Shan Sports Centre	* Ma On Shan Sports Centre
Volleyball	* Po Kong Village Road Sports Centre, * Ping Shan Tin Shui Wai Sports Centre, * Tsing Yi Sports Centre and Tsuen Wan Sports Centre	Tsuen Wan Sports Centre

* At the same venues as the 6th Hong Kong Games.

Overall Results of the 7th Hong Kong Games

(1) The 7th Hong Kong Games:

Overall Champion	Yuen Long District
Overall 1st Runner-up	Sha Tin District
Overall 2nd Runner-up	North District

(2) Sports Competitions:

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

(3) Other Prizes:

District with the Most Gold Medals	Sha Tin District
District with the Greatest Participation	Yuen Long District

District with the Best Progress	Sha Tin District
Paper Voting – My Favourite Sporty District	Central & Western District
Online Voting – My Favourite Sporty District	Wan Chai District
District with the Strongest Cheering Squad	Kowloon City District
District with the Best Sportsmanship	Yuen Long District (Champion)
	Sha Tin District (1st Runner-up)
	Eastern District (2nd Runner-up)

(4) Prize of the Cheering Team Competition for the 18 Districts:

Prize	Champion	1st Runner-up	2nd Runner-up
The Best Performance	Yuen Long District	Islands District	Tuen Mun District
The Best Local Characteristics	Yuen Long District	Wong Tai Sin District	Tuen Mun District and Islands District
Highest Popularity	Kwai Tsing District		

(5) Prize of the Hong Kong Games 7-minute School Vitality Run:

Prize	Champion	1st Runner-up	2nd Runner-up
The Most Active District in HKG Award	Islands District	Central & Western District	Wong Tai Sin District

Numbers of Participants in Various Activities of the 7th Hong Kong Games

Activity		Date	Number of Participants/Attendance	
			Participants	Spectators
1.	Launching Event	19 June 2018	200	--
2.	District Athlete Selection/Selection Competitions			
2.1	Athletics	July 2018 – January 2019	798	-
2.2	Badminton		956	-
2.3	Basketball		949	-
2.4	Futsal		544	-
2.5	Swimming		540	-
2.6	Table Tennis		1 199	-
2.7	Tennis		711	-
2.8	Volleyball		1 771	-
Subtotal:			7 468	-
3.	Swimming Test for Swimming Competitions	8 & 15 December 2018	324	100
4.	District Athlete Training	February – May 2019	3 344	-
5.	District Pledging/Flag Presentation/Publicity Activities	March – May 2019	60 429	-
6.	Inter-district Sports Competitions			
6.1	Athletics Competition	18 & 19 May 2019	555	1 160
6.2	Badminton Competition	30 March – 26 May 2019	412	3 130
6.3	Basketball Competition	16 March – 26 May 2019	482	4 792
6.4	Futsal Competition	18 March – 25 May 2019	295	5 872
6.5	Swimming Competition	18 & 19 May 2019	390	1 775
6.6	Table Tennis Competition	9 April – 26 May 2019	326	3 740
6.7	Tennis Competition	16 March – 19 May 2019	283	2 207
6.8	Volleyball Competition	24 March – 19 May 2019	601	3 190
Watching finals on the Internet/TV				396 176
Subtotal:			3 344	422 042
7.	Wheelchair Basketball Challenge	24 February – 26 May 2019	74	1 350
8.	Swimming Invitation Competition for People with Intellectual Disabilities	18 & 19 May 2019	15	Note 2
9.	Rugby Sevens Demonstration Event ^{Note 1}	March – May 2019	509	550

	Activity	Date	Number of	
			Participants/Attendance	
			Participants	Spectators
10.	The Star-studded Classroom – Elite Athletes’ Demonstration and Exchange Programmes			
10.1	Athletics	22 July 2018	113	
10.2	Badminton	22 July 2018	112	
10.3	Basketball	10 November 2018	177	
10.4	Futsal	20 October 2018	230	
10.5	Swimming	22 July 2018	116	
10.6	Table Tennis	9 September 2018	128	-
10.7	Tennis	9 October 2018	104	-
10.8	Volleyball	28 October 2018	129	-
		Subtotal:	1 109	-
11.	The Star-studded Classroom – Sports Seminar	22 July 2018	123	-
12.	Opening Ceremony	28 April 2019	1 516	6 063
13.	Closing cum Prize Presentation Ceremony	2 June 2019	1 314	-
14.	Other Publicity and Public Participation Activities			
14.1	“2018 Olympic Day” Stall Games ^{Note 1}	24 June 2018	700	
14.2	Sports Legacy – Exercise to Get Super Fit ^{Note 1}	22 July 2018	103	-
14.3	Hong Kong Games 7-minute School Vitality Run ^{Note 1}	September 2018 – 10 May 2019	21 179	-
14.4	18 Districts’ Pledging cum Cheering Team Competition	24 February 2019	2 020	-
14.5	Vitality Run cum Carnival	10 March 2019	5 525	215
14.6	Online Voting for “My Favourite Sporty District” and Guessing the “Overall Champion of the 7th Hong Kong Games” ^{Note 3}	24 February – 12 May 2019	167 767	-
14.7	Paper Voting for “My Favourite Sporty District” and Guessing the “Overall Champion of the 7th Hong Kong Games” ^{Note 3}		179 378	-
14.8	Dynamic Moments Photo Contest	24 February – 2 June 2019	191	-

14.9	Setting up a large thematic floral garden in the “Hong Kong Flower Show 2019”	15 – 24 March 2019	40 000	-
14.10	A Date with the Mainland Olympic Gold Medallists ^{Note 1}	27 April 2019	200	-
Subtotal:			417 063	215
Total:			496 832	430 320
			927 152	

Remarks:

Note 1: New activities in the 7th Hong Kong Games.

Note 2: The number of spectators has been included in that of the Inter-district Swimming Competition.

Note 3: The number of voters is calculated based on the number of votes.

**The 7th Hong Kong Games
Progress Report on Publicity Work
(As at 2 July 2019)**

Item	Date of Implementation	Remarks
<p>1. <u>Setting up a Dedicated Website</u></p> <p>Setting up a new dedicated website for HKG using responsive web design accessible on both mobile phones and tablets, and providing links to Facebook, Twitter, Instagram and Sina Weibo to facilitate access and sharing</p>	<p>From 19/6/2018 onwards</p>	
<p>2. <u>Promotion on the Internet</u></p> <p>i) Giving information about HKG on the LCSD website and “Programme Highlights” on the LCSD e-Magazine</p> <p>ii) Building up hyperlinks from the HKG website to the websites of the Government and relevant organisations, including:</p> <ul style="list-style-type: none"> - Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) 23/8/2018 - 1/2019 - The 8 relevant National Sports Associations (NSAs) 16/7/2018 - 1/2019 - The Hong Kong School Sports Federation 22/7/2018 – 1/2019 - The Cheerleading Federation of Hong Kong, China 30/7/2018 – 1/2019 - GovHK 3/9/2018 – 1/2019 - Home Affairs Bureau 3/8/2018 – 1/2019 - news.gov.hk 9/8/2018 – 1/2019 - Education Bureau 19/6/2018 – 1/2019 - youth.gov.hk 16/7/2018 – 1/2019 - Hong Kong Education City 2/10/2018 – 1/2019 - 1823 Online 19/6/2018 – 1/2019 - Hong Kong Sports Association for Persons with Intellectual Disability 18/7/2018 – 1/2019 - Hong Kong Paralympic Committee & Sports Association for the Physically Disabled 18/7/2018 – 1/2019 - Hong Kong Elite Athletes Association 9/8/2018 – 1/2019 	<p>From 19/6/2018 onwards</p>	

Item		Date of Implementation	Remarks
	- Secondary and primary schools (22 in total)	24/10/2018 – 1/2019	
3.	<p><u>Promotion on Social Platform</u></p> <p>i) Promotion on the dedicated website, Facebook page and YouTube platform of Sportsroad</p> <p>ii) Sharing the promotional videos of HKG on the Facebook page and YouTube platform of the Home Affairs Bureau</p> <p>iii) Encouraging the HKG sports ambassadors, elite athletes, district councilors, etc to share news of HKG on their social platforms such as Instagram and Facebook.</p> <p>iv) Sharing of the HKG news through the Facebook page of U Magazine</p>	<p>20/6/2018 – 30/6/2019</p> <p>7/2018 – 6/2019</p> <p>From 19/6/2018 onwards</p> <p>15/11/2018-5/2019</p>	A total of 23 soft-selling articles, 31 video clips and extensive photos
4.	<p><u>Promotion in Newspapers (Press Releases/ Advertisements)</u></p> <p>i) Issuing press releases to newspapers, and uploading them to the websites of the Government and LCSD</p> <p>ii) Placing advertorials</p> <p>iii) News column “康體繽紛” in newspapers</p> <p>iv) Putting up advertisements (posters) in newspapers</p>	<p>19/6/2018-6/2019</p> <p>20/6/2018-6/2019</p> <p>20/6/2018-6/2019</p> <p>28/6/2018-4/2019</p>	<p>30 articles in total</p> <p>7 posters in total</p>
5.	<p><u>Promotion on Radio</u></p> <p>i) Producing announcements of public interest (APIs) for broadcast during government publicity time slots on all radio channels in Hong Kong:</p> <ul style="list-style-type: none"> - 30-second APIs (Athlete selection) - 30-second APIs (Themes) <p>ii) Providing regular updates on HKG to the hosts of the programme “十項全能” of Radio Television Hong Kong (RTHK) Radio 1 for reporting in the programme</p>	<p>19/6-31/12/2018</p> <p>24/2-2/6/2019</p> <p>9/2018-6/2019</p>	

Item	Date of Implementation	Remarks
<p>6. <u>Publicity/Interviews in Television Programmes</u></p> <p>i) Coverage on the Launching Event of HKG and interview of the chairman of the organising committee by TVB Jade's programme "Sports New World" were arranged</p> <p>ii) Coverage on the Launching Event of HKG and the 18 Districts' Pledging cum Cheering Team Competition by Hong Kong Cable (HKC) News Express were arranged</p> <p>iii) Interview of the guests of "A Date with Mainland Olympic Gold Medallists" of HKG in RTHK Channel 31's programme "Sports Unlimited"</p> <p>iv) Recorded broadcast of the Opening Ceremony of the 7th HKG on TVB Jade channel</p> <p>v) Live broadcast of the finals of 4 sports events and replay of the finals of 8 sports events on RTHK Channel 32</p> <p>vi) Special series "The 7th Hong Kong Games Mini" and "The 7th Hong Kong Games Mini (Sr.2)" on TVB Jade channel</p>	<p>19/6/2018</p> <p>19/6/2018 24/2/2019</p> <p>27/4/2019</p> <p>28/4/2019</p> <p>18/5-7/2019</p> <p>3-31/3/2019 5/5-2/6/2019</p>	<p>5 episodes each, 10 episodes in total</p>
<p>7. <u>Promotional Videos</u></p> <p>Producing various promotional videos for broadcasting by the following media:</p> <p>i) Television stations Broadcasting on all television stations in Hong Kong during government publicity time slots: -30-second APIs (Athlete selection) -30-second APIs (Themes)</p> <p>ii) MTR train compartments Broadcasting inside train compartments of MTR East Rail, West Rail, Kwun Tong and Ma On Shan Lines through HKC News Express: - 35-second APIs (Athlete selection) - 30-second highlights of the Launching Event - 35-second APIs (Themes) - The 18 Districts' Pledging cum Cheering Team Competition - 18 District Teams' Preparation for the Games (18 episodes)</p>	<p>19/6 – 31/12/2018 24/2 – 2/6/2019</p> <p>6-12/2018 6-7/2018 2-5/2019 3/2019 3-4/2019</p>	<p>3 minutes @2.5 minutes</p>

	Item	Date of Implementation	Remarks
	<ul style="list-style-type: none"> - Express news on competition results (3 episodes) - Conclusion of the 7th HKG <p>iii) LCSD's leisure venues (including broadcasting on the large television screens at Victoria Park and Urban Council Centenary Garden)</p> <ul style="list-style-type: none"> - 35-second APIs (Athlete selection) - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes - 35-second APIs (Themes) <p>iv) Broadcasting on the televisions at the community halls under the Home Affairs Department:</p> <ul style="list-style-type: none"> - 35-second APIs (Athlete selection) - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes - 35-second APIs (Themes) <p>v) The Internet (the dedicated website for HKG, YouTube channel of the Information Services Department for viewing by the public)</p> <ul style="list-style-type: none"> - 30-second APIs (Athlete selection) - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes - 30-second APIs (Themes) 	<p>5/2019</p> <p>6/2019</p> <p>6-12/2018 6/2018-6/2019</p> <p>2-6/2019</p> <p>6-12/2018 6/2018-6/2019</p> <p>2-6/2019</p> <p>6-12/2018 6/2018-6/2019</p> <p>2-6/2019</p>	<p>@2.5 minutes</p> <p>3 minutes</p>
8.	<p><u>Advertisements</u></p> <p>Putting up advertisements on the following different types of media:</p> <p>i) KMB</p> <ul style="list-style-type: none"> - on the bodies of the buses (30 buses in total) <p>ii) Citybus and New World First Bus</p> <ul style="list-style-type: none"> - on the bodies of the buses (30 buses in total) - on the advertising lightboxes at bus stops (90 lightboxes in total) - on the electronic panel boxes at bus stops (45 panels at 13 bus stops in Central, Admiralty, Wanchai and Causeway Bay) 	<p>11/10-5/12/2018 18/2-26/5/2019</p> <p>24/2-18/5/2019 15/3-6/6/2019</p> <p>13-26/5/2019</p>	

Item	Date of Implementation	Remarks
iii) Tram - Advertisements on tram bodies (full-body) (3 trams) iv) MTR - 65-inch electronic screen (82 pairs in 19 stations) and MTR Digital Motion Network (139 in total in 45 stations) - Advertisements -- train door stickers and stickers on two sides of saloon window (6 trains in total) - Advertisements inside train compartments of the East Rail Line, West Rail Line and Ma On Shan Line -- train door stickers (3 trains in total) v) Putting up advertisements on the second pouch boxes of the Hongkong Post across the territory (5-6 boxes each district, 100 in total) vi) Billboard at the northbound lane of the Kowloon portal of the Cross Harbour Tunnel (2 sides of 1 billboard) vii) Advertising lightboxes at Tai Lam Tunnel Bus Interchange (Southbound) (92 sides of 46 lightboxes) viii) 2 outdoor huge LED advertising screen at Tsim Sha Tsui and Wanchai	8/4-2/6/2019 29/4-26/5/2019 25/4-29/5/2019 24/4-28/5/2019 17/9-16/12/2018 1-31/5/2019 24/4-21/5/2019 13/5-2/6/2019	
9. <u>Floor-Type Publicity Cardboards/Easy-mount Frames</u> i) Displaying floor-type publicity cardboards at the District Leisure Services Offices of LCSD and sports centres across the territory ii) Providing promotional easy-mount frames for HKG for display at activities organised by the districts - Sport For All Day in Kwai Tsing District - Bun Carnival	8/2018 – 6/2019 7/2018-1/2019 5/8/2018 4/5/2019	120 boards in total, 5 to 9 boards in each district

Item	Date of Implementation	Remarks
<p>iii) Displaying easy-mount frames at major events for promotional purposes:</p> <ul style="list-style-type: none"> - 2018 Olympic Day - Prudential Hong Kong Tennis Open - New World Harbour Race 2018 - Opening Ceremony of the Everbright Sun Hung Kai Hong Kong Squash Open <p>iv) Displaying publicity A-shape boards at major events:</p> <ul style="list-style-type: none"> - the Hong Kong Open Badminton Championships 2018 <p>v) Setting up a large floral garden at the “Hong Kong Flower Show 2019” organised by LCSD</p>	<p>24/6/2018</p> <p>6–14/10/2018</p> <p>21/10/2018</p> <p>19-25/11/2018</p> <p>13-18/11/2018</p> <p>15-24/3/2019</p>	
<p>10. <u>Publicity Posters and Printed Materials</u></p> <p>i) Displaying publicity posters at the District Leisure Services Offices and venues of LCSD, 18 District Councils, District Offices, Community Halls, SF&OC, 8 co-organising NSAs, the Hong Kong Sports Association for Persons with Intellectual Disability, the Hong Kong Paralympic Committee & Sports Association for the Physically Disabled, various tertiary institutions, secondary and primary schools across the territory, as well as on the notice boards/boxes at footbridges and pedestrian subways managed by the Information Services Department, notice boxes at public housing estates, shopping malls, bus stops and government buildings, etc.</p> <p>ii) Putting up advertisements on the cover and inside pages of the monthly booklet “Community Recreation and Sports Programme” published by LCSD and/or giving information on the activities in the booklet</p> <p>iii) Including the publicity slogans for HKG in the “Monthly district recreation and sports programme sheet” and the publicity materials for district activities</p>	<p>From 19/6/2018 onwards</p> <p>5/2018 – 4/2019</p> <p>From July 2018 onwards</p>	<p>Posters of 8 designs</p> <p>Publications between July 2018 and June 2019</p>

Item		Date of Implementation	Remarks
	iv) Making use of the bills issued by public utilities to publicise HKG: - Enclosing publicity leaflets for HKG with water bills	7 – 10/2018	A total of 2.6 million households
11.	<u>Displaying Publicity Banners</u> i) Displaying large publicity banners on the external walls of LCSD's venues to publicise the following: - Athlete selection (19 banners in total) - Themes (31 banners in total) ii) Displaying publicity banners (15 feet x 3 feet) at major venues of LCSD to publicise the following (90 banners in total, 5 banners in each district): - Athlete selection - Themes	6/2018 – 1/2019 2 – 6/2019 6/2018 – 1/2019 2 – 6/2019	
12.	<u>Displaying Lamp-post Buntings</u> Displaying lamp-post buntings at main streets across the territory	2 – 6/2019	Around 2 450 sets of bunting in total, 150 sets of bunting in each district
13.	<u>Promotion for HKG at Schools</u> Introducing and promoting HKG to secondary schools across the territory through collaborating with the Hong Kong School Sports Federation as well as attending two conferences of secondary school representatives in an effort to encourage students to actively participate in the activities of HKG	28/8 and 5/9/2018	
14.	<u>Souvenirs</u> Producing a series of souvenirs for distribution to the public and participants at various activities to widely publicise the 7th HKG	7/2018 – 6/2019	

The 7th Hong Kong Games Lists of Sponsors

I. The Hong Kong Games Sponsors

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
1.	* The Hong Kong Jockey Club	Principal Contributor	\$7,020,000	—	—
2.	* Pyromagic Multi-media Productions Limited	Diamond Sponsor	—	Pyrotechnic display, technical support for torch and cauldron lighting at the Opening Ceremony	\$600,000
3.	Xtep International Holdings Limited		—	Vitality Run T-shirt (6 000 T-shirts)	\$600,000
4.	* Otsuka Pharmaceutical (H.K.) Limited		—	Pocari Sweat	\$500,000
5.	Fei Fah Medibalm (HK) Co	Gold Sponsor	—	Huo Luo Oil (2 400 bottles) and Achy Rub (2 400 tubes)	\$265,920
6.	* FrieslandCampina (Hong Kong) Limited		—	Healthy gift packs of Dutch Lady	\$129,710
7.	Guangzhou Wilken Sports Co., Ltd		—	Shuttlecocks for the badminton competitions	\$128,760
8.	* NutriWorks Limited		—	Acti-Tape (5 600 packs)	\$112,000
9.	* Thong Sia Watch Company Limited		—	Vitality Run (Timing System)	\$110,000
10.	* Hong Kong Chinese Martial Arts Dragon and Lion Dance Association Limited		—	Dragon and lion dance performance at the Opening Ceremony	\$108,000

Serial No.	Name of Sponsor	Type of Sponsorship	Details of Sponsorship		
			Cash	Sponsorship in Kind/Service and the Estimated Value	
11.	Yue Hwa Chinese Products Emporium Ltd	Gold Sponsor	—	Cash Voucher	\$100,000
12.	Max Golden Limited	Prize Sponsor	\$50,000	—	—
13.	* Po Sum On Medicine Factory Limited	Prize Sponsor	\$30,000	Po Sum On Huo Luo Oil (400 bottles)	\$20,000
14.	Wai Yuen Tong Medicine Co., Ltd	Prize Sponsor and placement of a half-page advertisement in the Souvenir Programme	\$10,000	Health food and products	\$50,180
15.	* Gold Medal Sports Wholesalers Company	Prize Sponsor	—	DHS competition Table Tennis balls, SPALDING competition basketballs and table tennis rackets	\$57,902
16.	EGL Tours Company Limited	Placement of a full-page advertisement in the Souvenir Programme	\$20,000	—	—
17.	Lan Kwai Fong Group		\$20,000	—	—
18.	PricewaterhouseCoopers Limited		\$20,000	—	—
		Total:	\$7,170,000	\$2,782,472	
		Total:	\$9,952,472		

* Sponsors of the 6th Hong Kong Games

II. The Hong Kong Games District Sponsors

Serial No.	Name of Sponsor	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
1.	Kwai Tsing District			
	Hong Kong Industrial & Commercial Association Limited Kwai Tsing Branch	\$10,000	—	—
	Kai Shing Management Services Limited	\$10,000	—	—
	Chinese General Chamber of Commerce (CGCC) Hong Kong, Liaison Committee - New Territories District	\$6,000	—	—
	Asia Pacific Power Electric Limited	\$5,000	—	—
	CMA Exhibition Services Limited (CMAESL)	\$5,000	—	—
	Gold Ded International Holding Limited	\$5,000	—	—
	Modern Terminals Limited	\$5,000	—	—
Subtotal:		\$46,000	—	—
2.	Tsuen Wan District			
	www.MW801.com	\$30,000	—	—
Subtotal:		\$30,000		
3.	Yau Tsim Mong District			
	Mr. LOW Lock-ming, Nelson, MH	\$200,000	—	—
	Ms. CHAN Oi-ching, JP	\$100,000	—	—
	Dr. LUI Kam-fong	\$20,000	—	—
	Ms. CHAN Hang	\$10,000	—	—
	Mr. CHIU Sung-bun, Ernest	\$10,000	—	—
	Mr. CHOW Wah-tung	\$10,000	—	—
	Mr. CHUNG Tsi-kuen	\$10,000	—	—
	Dr. IP Siu-tak	\$10,000	—	—
	Mr. JUNG Ting-lok	\$10,000	—	—
	Mr. Michael Kwan	\$10,000	—	—
	Ms. LEE Chau-man, Ada	\$10,000	—	—

Serial No.	Name of Sponsor	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
	Ms. Lyraa NG	\$10,000	—	—
	Mr. NG Kam-cheung, Robert	\$10,000	—	—
	Mr. TONG Tai-kam, David	\$10,000	—	—
	Mr. WONG Tsz-shing, Alex	\$10,000	—	—
	Ms. WONG Wai-size	\$10,000	—	—
	Mr. YU Woon-wai	\$10,000	—	—
	Subtotal:	\$460,000	—	—
4.	Central & Western District			
	Mr. TONG Yeuk-fung, JP	\$100,000	—	—
	Mr. CHAN Wai-chuen	\$30,000	—	—
	Mr. HO Ying-cheung	\$30,000	—	—
	Dr. Malcolm LAM	\$30,000	—	—
	Mr. LO Ching-ping, MH	\$30,000	—	—
	Mr. NG Hoi-shan	\$30,000	—	—
	Mr TO Chin Sung	\$30,000	—	—
	Mr. YIP Wing-kui, BBS	\$30,000	—	—
	Mr. CHOI King-wo	\$3,000	—	—
	Mr. FUNG Ka-tim	\$3,000	—	—
	Ms LAI Pik-mei Pamy	\$3,000	—	—
	Mr. LAI Wai-kuen	\$3,000	—	—
	Mr. LAM Chun-fung	\$3,000	—	—
	Mr. QIU Song-qing	\$3,000	—	—
	Mr. TONG Tai-wai Raphael, MH	\$3,000	—	—
	Subtotal:	\$331,000	—	—
5.	Kowloon City District			
	Mr. CHEUNG Chi-chung	\$100,000	—	—

Serial No.	Name of Sponsor	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
	Formosa Textiles Company Limited	\$100,000	—	—
	Hong Kong Kids Drum Association	\$100,000	—	—
	Mr. CHUNG Tsi-kuen	—	Around 250-300 Sports Jackets (depending on the number of athletes)(around \$400 each)	\$100,000
	Subtotal:	\$300,000	—	\$100,000
6.	Tai Po District			
	Tai Po Sports Association Ltd.	\$50,000	—	—
	Subtotal:	\$50,000	—	—
7.	Sha Tin District			
	Brighten Sport Foundation	\$10,000	—	—
	Mr Michael LEE	\$10,000	—	—
	Mr LIU Koon-fai	\$5,000	—	—
	Otsuka Pharmaceutical (H.K.) Limited	—	Pocari Sweat Powder (15g) 1 250 Packs	\$3,000
	Subtotal:	\$25,000	—	\$3,000
8.	Yuen Long District			
	China Mobile Hong Kong Company Limited	\$30,000	—	—
	HK School of Motoring	\$30,000	—	—
	Hung Fai Group Company Limited	\$10,000	—	—
	Ki Da Construction (Hong Kong) Co. Ltd.	\$10,000	—	—
	Lee Fat Properties Agency Limited	\$10,000	—	—
	Ming Wai Estates Holdings Limited	\$10,000	—	—
	Subtotal:	\$100,000	—	—

Serial No.	Name of Sponsor	Details of Sponsorship		
		Cash	Sponsorship in Kind/Service and the Estimated Value	
9.	North District			
	Mr IP Moon-tong	\$30,000	—	—
Subtotal:		\$30,000	—	—
Total:		\$1,372,000	\$103,000	
Total Value:		\$1,475,000		

Estimated Expenditure of the 7th Hong Kong Games

(As at 31 August 2019)

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
I. Support for District Teams	
1. District Delegations' Uniforms	1,213,430
2. Expenditure on support for 18 districts teams (including sports equipment, remuneration of coaches and part-time officials, district athlete selection competitions, athletes' competition uniforms, formation of cheering teams, publicity in districts, transportation and miscellaneous expenses)	8,652,102
Subtotal:	9,865,532
II. Inter-district Sports Competitions	
1. Inter-district Sports Competitions (8 sports)	3,500,625
2. Live webcast/TV broadcast of final matches	1,299,897
Subtotal:	4,800,522
III. Public Participation Activities	
1. Launching Event	122,730
2. "2018 Olympic Day" Stall Games	14,531
3. The Star-studded Classroom – Elite Athletes' Demonstration and Exchange Programmes (8 sports)	231,254
4. The Star-studded Classroom – Sports Seminar	21,247
5. Sports Legacy – Exercise to Get Super Fit	129,463
6. Hong Kong Games 7-minute School Vitality Run	138,893
7. The 18 Districts' Pledging cum Cheering Team Competition	754,262
8. The Jockey Club Vitality Run	2,500,720
9. Rugby Sevens Demonstration Event	4,985
10. Dynamic Moments Photo Contest	37,315
11. Voting and Guessing Activities	238,577
12. The "District with the Strongest Cheering Squad" Activities	213,558
13. Thematic Exhibitions and Large Floral Garden	210,000
14. A Date with the Mainland Olympic Gold Medallists	48,505
Subtotal:	4,666,040

<u>Item</u>	<u>Estimated Expenditure (\$)</u>
IV. Wheelchair Basketball Challenge and Swimming Invitation Competition for People with Intellectual Disabilities	194,895
V. Opening and Closing Ceremonies	
1. Opening Ceremony	5,320,828
2. Closing cum Prize Presentation Ceremony	1,043,145
Subtotal:	<hr/> 6,363,973
VI. Publicity	
1. Advertisements (including advertising on newspapers, radio, television, social media, public transport vehicles and giant advertisement billboards, etc.)	8,404,275
2. Publicity Items (including posters, banners, lamp-post bunting, display panels, souvenir programmes, souvenirs, promotional videos and announcements, etc.)	3,172,587
Subtotal:	<hr/> 11,576,862
VII. Others	
1. Employment of Temporary Staff	1,249,162
2. Webpage and Computer Systems	1,746,755
3. Miscellaneous Items	487,298
Subtotal:	<hr/> 3,483,215
Total (I to VII):	<hr/> 40,951,039 <hr/>

Remarks:

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

Key Views from Various Sectors of the Community on the 7th HKG

I. Overall Views

- a. The overall arrangement and publicity efforts of the 7th HKG were generally considered satisfactory, making the operation smooth. The 7th HKG helped foster communication and friendship among the 18 districts, strengthen the public sense of belonging to their districts and promote community cohesion, achieving the goals of HKG;
- b. It was generally considered that the positioning and goal of promoting the “Sport for All” culture in the community be maintained in the next HKG. Some districts however suggested that repositioning of the Games should be considered to enhance the level of athletic skills as the competition level of HKG is improving.

II. Sports Events

- a. It was generally suggested that the eight existing sports events be maintained. Individual districts however suggested that futsal be replaced by 7-a-side soccer due to limitation in availability of venue for training and dip in popularity. Some districts suggested that rugby and vitality run should be included as official programmes;
- b. It was suggested that other demonstration events be organised, such as touch rugby and women’s football. In addition, more sports competitions should be organised for people with disabilities.

III. Formats and Rules of Sports Competitions

- a. It was suggested that a seeding system should continue to be adopted in fixture draw so as to make matches more competitive and appealing;
- b. It was agreed that the athletes/teams who made it to the quarter-finals but failed to turn up in the competitions due to injuries, illnesses or participation in major international events would continue to be allowed to maintain their positions and scores by producing the relevant supporting documents signed by accredited doctors and the National Sports Associations (NSAs) for verification;

- c. It was generally suggested that the requirement of including youth players in team events in the selection competition be maintained. Some suggested that the team events of badminton competition should include at least 2 youth players aged 18 or below. Some districts however considered the requirement not effective as they doubted that those youth players not competent enough would only be picked as a reserve, rendering competent players ineligible for the competition due to the age requirement;
- d. It was suggested that the ranking playoffs for the 5th to 8th positions of badminton, table tennis and tennis competitions be cancelled. Instead, the overall results should be calculated based on goal difference to avoid wasting resources;
- e. It was suggested that the athletics competition be divided into adult and youth divisions so that athletes of a similar skill level could compete in the same match. It was also suggested that triple jump and 400-metre hurdle events be included following the practice adopted in major games in an effort to enhance the status of HKG;
- f. It was suggested that the scoring methods of the preliminary rounds of the team events of badminton competition be simplified and the scoring methods and penalties for errors in players' list be clearly set out in the prospectus;
- g. It was suggested that the players report to the Organiser and enter the badminton court, as well as the competition arrangements should be implemented in accordance with the established rules. Some suggested relaxing the requirement that players participating in team events were required to report to the Organiser together;
- h. It was suggested that the districts be informed of the brand and model of the shuttlecocks used in badminton competition as soon as possible so that they could get used to it early and the level of the competitions could be enhanced. Some also suggested that official balls for ball games be provided for the districts so that athletes could use them for training and warm-up;
- i. It was suggested that doubles events be included in table tennis team events;
- j. It was suggested that different appeal panels be established for individual events for effective handling of appeals;

IV. Competition Time and Venue Arrangement

- a. It was generally opined that most of the competition venues of the 7th HKG were in the vicinity of MTR stations and easily accessible. There was general support for the use of the relatively new and large venues for holding finals, though some competition venues were relatively remote to individual districts;
- b. The “HKG Finals Fortnight” was generally considered useful for creating a lively atmosphere and making the competitions more exciting. However, the scheduling of more than one finals on a single day made it difficult for delegation members and cheering squads to attend the events and cheer the athletes on, thus affecting the spectator attendance;
- c. It was suggested that competitions of athletics and swimming events be scheduled on two separate weekends so as to facilitate delegation members and cheering squads to attend the events and cheer the athletes on, and that the preliminary rounds and finals of swimming events be scheduled on the same day, so that athletes could complete the matches on the same day;
- d. It was suggested that consideration should be given to holding matches in different districts so as to facilitate participation of athletes and spectators in different districts, and that athletics events be scheduled at Tseung Kwan O Sports Ground;
- e. It was suggested that HKG matches be scheduled to avoid clashing with major events held by the NSAs and school exams in an effort not to affect the attendance of athletes, and that matches should be scheduled with flexibility on weekday evenings to facilitate participation of athletes from remote areas;
- f. As all ballgame players taking part in team events were required to report to the Organiser 15 minutes before commencement of matches, it was suggested that the team events be scheduled on Saturdays, Sundays or public holidays to avoid the situation that too few ballgame players turned up for matches on weekday evenings;
- g. It was suggested that the competition schedules for team events of table tennis, badminton and tennis be shortened, or that two matches be scheduled on the same day;
- h. It was suggested that the one-and-a-half-day competitions be extended to two days, and that the competition schedule should not be too tight so as to allow athletes to have sufficient time to rest;

- i. It was suggested that publicity efforts should be stepped up in the vicinity of the competition venues during the Games so as to attract more members of the public to watch competitions on spot, and that the scoreboards in tennis courts be enhanced;
- j. It was suggested that insurance policies be taken out for each competition.

V. Eligibility Criteria for Athletes

- a. It was suggested that the eligibility criteria for athletes be relaxed to consider allowing athletes to participate in the Games in the capacity of students from schools in respective District Council districts;
- b. It was suggested that results obtained in overseas swimming/athletics events be accepted as recognised competition results for HKG;
- c. It was suggested that eligibility requirements for participation in doubles events should be clearly set out in the prospectus, e.g. whether one player's singles ranking is calculated or two players' doubles rankings are calculated, so as to avoid misunderstanding.

VI. Method and Mechanism for District Athlete Selection

- a. There was general support for reducing the number of swimming events each athlete could be nominated for from three to two in the 7th HKG, so as to enable wider participation from the public. However, some districts reflected that given the difficulty to enlist adequate eligible athletes to participate in athletics and swimming events, the restriction concerned would make the problem worse;
- b. It was suggested that the number of athletics events each athlete was allowed to enter be reduced, so as to reduce the chance of injury and avoid clashes between matches;
- c. It was suggested that a standardised mechanism be adopted by each district for selecting eligible athletes as their representatives to take part in the Games, e.g. adoption of seeding system or centralised handling of waiting lists, so as to avoid unfairness;
- d. It was suggested that a seeding system be adopted in fixture draw of the athlete selection, so as to avoid the chance of stronger participants contesting in early rounds of competition;

- e. It was suggested that flexible arrangement be adopted by districts in dealing with cases where athletes missed the selection competition due to representing Hong Kong in international or local competitions;
- f. It was suggested that the eligibility requirements and nomination arrangements for district athlete selection be relaxed, and that the requirements on equipment, i.e. hurdle, shot put, javelin and discus be categorised according to age of applicants;
- g. It was suggested that the length of time allowed for athletics athlete selection be extended, so that districts could be allowed sufficient time to select adequate eligible athletes for the event, and that the requirement that an athlete could only participate in the selection competition of only one district be spelt out clearly in the selection prospectus.
- h. It was suggested that a reward and punishment system be established to tackle the problem of athletes failing to show up in competitions after becoming eligible to take part in the Games;
- i. It was suggested that the system for inputting personal particulars of delegations and athletes be enhanced in an effort to expeditiously process cases of overlapping of identities.

VII. Members of District Teams

- a. It was suggested that the post of Sports Consultant be created and consideration be given to inviting stakeholders involving in sports promotion at districts or local experienced/professional sports personalities to participate in HKG.

VIII. Training for District Teams and Employment Arrangements for Coaches

- a. The 24 hours of training before competition was considered desirable and useful in raising the skill levels of district athletes and strengthening the bond between athletes. Yet, some districts opined that adjustments could be made to different sports events without the need to make the 24 hours of training before competition a standard arrangement;
- b. Individual districts reflected that the attendance to training sessions was unsatisfactory and suggested that efforts should be made to encourage athletes to attend the training sessions or provide training sessions in the form of a district contest in an effort to make training more interesting and increase the attendance;

- c. The recruitment arrangements for coaches of district teams were generally satisfactory, but individual NSAs suggested that the districts should recruit their own coaches to alleviate the administrative work of salary payment to coaches. Besides, one district suggested that NSAs should recruit coaches for the eight sports events for the districts on employment contracts;
- d. It was suggested that an additional assistant coach be hired for volleyball, basketball and futsal events for assisting in training and taking teams to competitions. One district suggested that resources should be increased for hiring additional athletics coaches to assist in taking teams to competitions as there were relatively more athletics events.
- e. Arrangements for coaches should be confirmed as soon as possible and the recruitment procedures for alternate coaches be streamlined;
- f. Individual districts reflected that resources of district teams were not effectively used to step up efforts on fostering the Sport for All culture in the community after the Games. It was suggested that liaison between district teams and the community be strengthened in this area and continuous training be carried out.

IX. Arrangements for HKG Uniform and Guidelines on Competition Uniforms

- a. It was reflected that the uniform requirements for competitions of individual sports events were too stringent. It was suggested the requirements be relaxed;
- b. It was reflected that the 7th HKG uniform was poorly designed and of poor quality, the distribution arrangement was undesirable and failed to dovetail with the Districts' Pledging Ceremony, thus increasing the workload of district staff. It was suggested that improvements should be made in the next HKG and districts should be provided with additional uniforms in substitution and for replacement;
- c. It was suggested that HKG uniforms be provided for officials and members of the co-organisers concerned to foster a stronger team spirit among district teams;
- d. It was suggested that sponsorship be sought for HKG uniforms.

X. Opening Ceremony

- a. The Hong Kong Coliseum was generally considered a convenient location for the opening ceremony of the 7th HKG. The duration of the ceremony was also considered appropriate and the programme arrangement satisfactory. However, it was reflected that the number of spectators was low, the sight line of the guests

was blocked by the console, the Games' highlights on free TV channel was too short and shown too late. Besides, as preliminary rounds of some competitions commenced before the Opening Ceremony, it was suggested that the Organiser might consider commencing the Opening Ceremony earlier;

- b. It was reflected that the arrangement made for cheering teams' performance was unsatisfactory and their performance was affected due to a temporary change in the size of the performance area. The rehearsal should not commence too early so as to shorten the waiting time of cheering teams.

XI. Closing cum Prize Presentation Ceremony

- a. The arrangement of the Closing cum Prize Presentation Ceremony was generally considered satisfactory. It was suggested that more new elements be included to attract wider participation of district delegation members. The efforts of performers of the warm-up programmes were wasted given the small number of spectators;
- b. It was suggested that the resting area for the cheering teams and rehearsal arrangements be enhanced.

XII. Community Participation Programmes

- a. The arrangement of holding the 18 Districts' Pledging Ceremony alongside the 18 Districts' Cheering Team Competition at Queen Elizabeth Stadium was considered satisfactory, helping to enhance the overall atmosphere and make the events more appealing. It would be better to announce the results immediately after the Cheering Team Competition rather than on the same evening. However, some opined that the indoor temperature in the venue was relatively low, it took a bit longer for the cheering teams to line up and the programme rundown was rather tight. Hence, there was no time for the first cheering team to have final rehearsal, thus affecting their performance in the competition;
- b. The arrangement of the Jockey Club Vitality Run was generally considered satisfactory, creating a joyful ambience and attracting a lot of participants. However, given the great number of participants in the 10 km and about 3 km events, it was suggested that improvement be made to the start of the run and quota of the activity be increased;
- c. The inclusion of the Sports Legacy – Exercise to Get Super Fit and HKG 7-minute School Vitality Run was generally considered effective and useful in promoting HKG. However, it was suggested that the publicity of HKG 7-minute School Vitality Run in schools should be launched as early as possible

and sports ambassadors be invited to attend the District Age Group Athletic Meets;

- d. The inclusion of Fun For All@Hong Kong Games during final competitions was generally considered satisfactory as it helped boost the ambience in the venues. However, it was suggested that the duration of the programme be reviewed so as to allow more members of the public to join the game;
- e. It was suggested that details of the programmes be released as soon as possible so that early arrangements could be made by the districts.

XIII. Publicity Work and Effectiveness

- a. The publicity effort for the 7th HKG and the overall effectiveness were generally considered sufficient and satisfactory. The approach of producing publicity videos featuring local elite athletes and sports ambassadors and mini publicity TV drama series for broadcast on TVB was also effective in publicising and promoting HKG;
- b. The arrangement of providing live webcast of the finals of the 8 inter-district sports competitions on RTHK and live broadcast of the finals of 4 of these competitions (basketball, futsal, swimming and volleyball) on RTHK TV 32 was considered satisfactory. Commentary by professional commentators attracted more audiences. Nevertheless, it was suggested that the commentators should be impartial in their views and in a manner unbiased to neither side;
- c. It was suggested that green elements be enhanced, e.g. printing less programme pamphlets by using electronic programme pamphlets instead, and producing less plastic souvenirs;
- d. It was suggested that publicity of HKG be strengthened at schools, commercial and industrial organisations and community and publicity videos of HKG be broadcasted and publicity materials be displayed at community centres and housing estates;
- e. It was suggested that the HKG website be enhanced to facilitate search for information and provide more updated information quicker;
- f. It was suggested that publicity be continued to be strengthened to attract members of the public to watch the competitions on spot.

XIV. Sponsorship and Financial Arrangements

- a. The arrangements regarding the HKG/HKG District Sponsors and district support funding for the 7th HKG were in general satisfactory;
- b. It was suggested that the districts be allowed to earmark some funding for the working group to provide honorarium to athletes for training and participation in competitions, additional uniforms and training equipment, etc.

Findings of the Survey on the Effectiveness of the Hong Kong Games (HKG)

The purpose of the survey is to understand the public's views on various aspects of HKG.

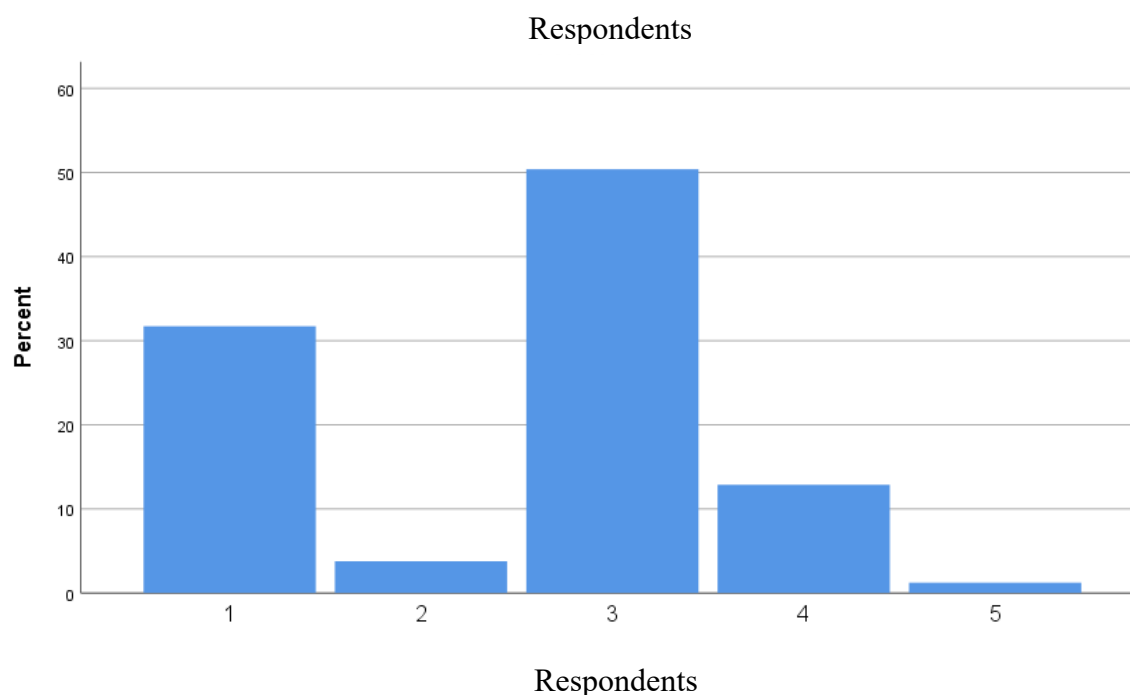
The survey was conducted by Dr. Stephen Hui Research Centre for Physical Recreation and Wellness of the Hong Kong Baptist University.

The data was collected during the main competitions of HKG through anonymous questionnaires.

1. Background Information of Respondents

		Frequency	Percent	Valid Percent
Valid	1 Athletes	1 441	30.3%	31.7%
	2 Volunteers	172	3.6%	3.8%
	3 Spectators	2 290	48.2%	50.4%
	4 Members of Local Communities	585	12.3%	12.9%
	5 Others	56	1.2%	1.2%
	Total	4 544	95.6%	100.0%
Missing data		209	4.4%	
Total		4 753	100.0%	

The majority of the respondents were spectators and athletes, accounting for about 82% of the respondents, followed by members of local communities and volunteers.



Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Male	2 292	48.2%	49.5%	49.5%
	2 Female	2 342	49.3%	50.5%	100.0%
	Total	4 634	97.5%	100.0%	
Missing	System	119	2.5%		
Total		4 753	100.0%		

Age Distribution:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 19	915	19.3%	19.7%	19.7%
	20~29	1 544	32.5%	33.2%	52.9%
	30~39	985	20.7%	21.2%	74.1%
	40~49	645	13.6%	13.9%	88.0%
	50 or above	556	11.7%	12.0%	100.0%
	Total	4 645	97.7%	100.0%	
Missing	System	108	2.3%		
Total		4 753	100.0%		

Education Level:

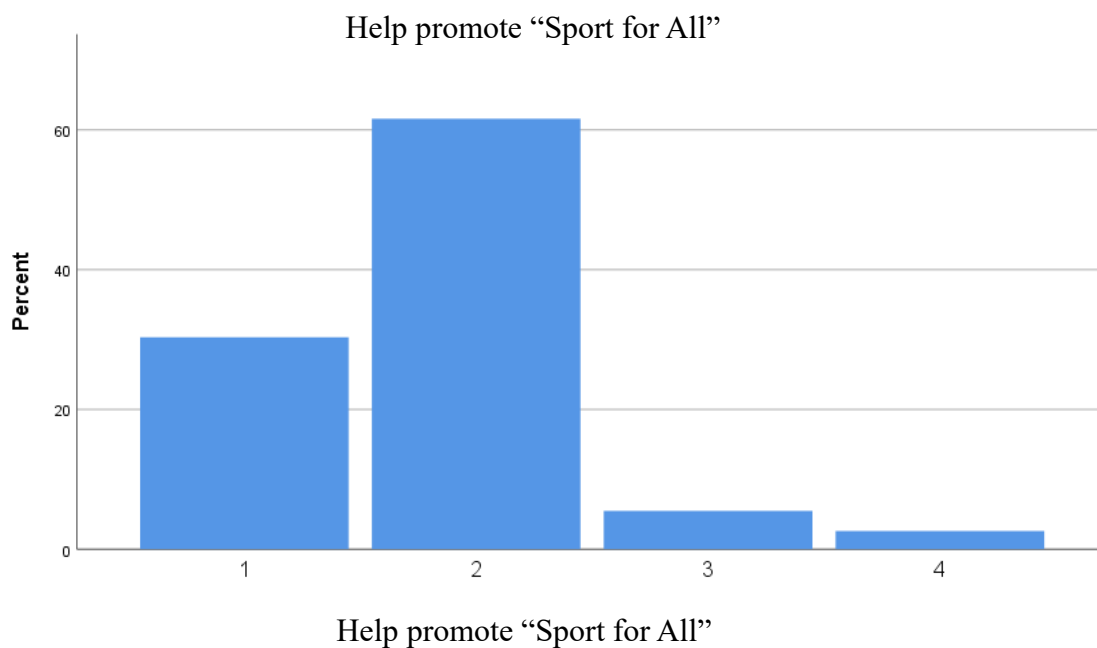
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Primary Education	331	7.0%	7.4%	7.4%
	2 Secondary Education	1 611	33.9%	36.0%	43.4%
	3 Post-secondary Education or above	2 534	53.3%	56.6%	100.0%
	Total	4 476	94.2%	100.0%	
Missing	System	277	5.8%		
Total		4 753	100.0%		

The male to female ratio of respondents is 50:50. About 3/4 of the respondents were aged below 40, more than half of whom had attained post-secondary education or above.

2. HKG helps promote the “Sport for All” culture across the territory.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	1 438	30.3%	30.3%	30.3%
	2 Agree	2 920	61.4%	91.9%	91.9%
	3 Disagree	260	5.5%	97.4%	97.4%
	4 Strongly Disagree	123	2.6%	100.0%	100.0%
	Total	4 741	99.7%	100.0%	
Missing	Data	12	.3%		
Total		4 753	100.0%		

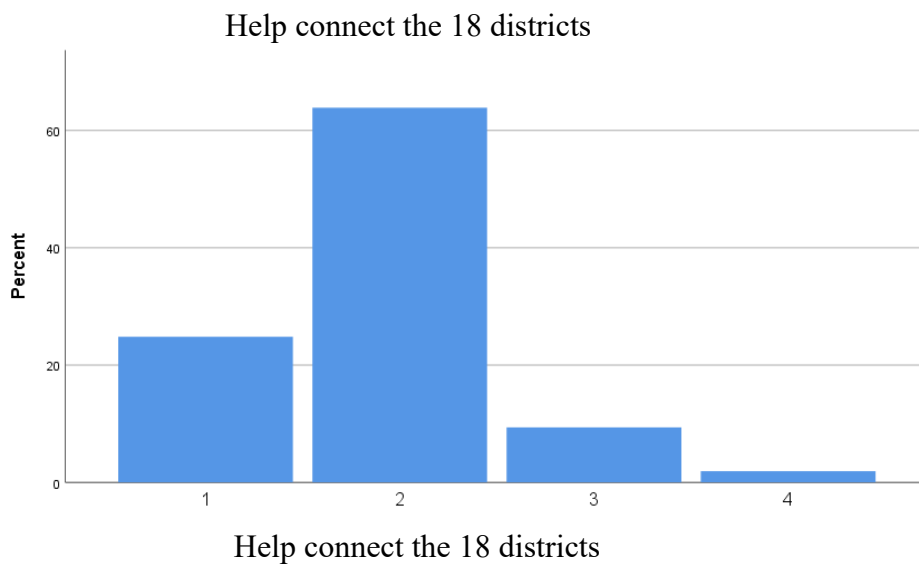
Nearly 92% of the respondents agreed and strongly agreed that HKG helped promote the “Sport for All” culture across the territory, 30% of whom strongly agreed with the statement.



3. HKG helped connect the 18 districts across the territory.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	1 178	24.8%	24.8%	24.8%
	2 Agree	3 030	63.7%	63.9%	88.7%
	3 Disagree	445	9.4%	9.4%	98.1%
	4 Strongly Disagree	91	1.9%	1.9%	100.0%
	Total	4 744	99.8%	100.0%	
Missing	System	9	.2%		
Total		4 753	100.0%		

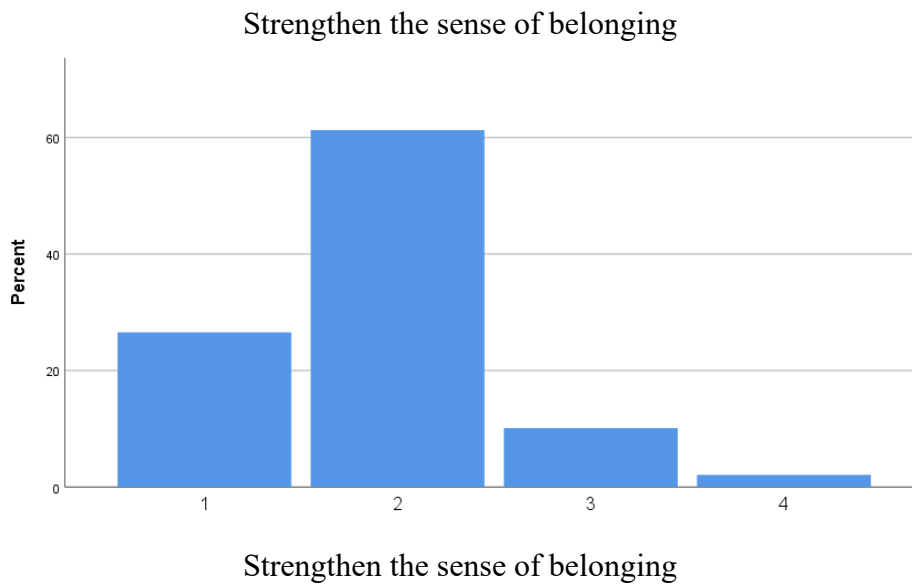
Nearly 90% of the respondents agreed and strongly agreed that HKG helped connect the 18 districts across the territory, about 1/4 of whom strongly agreed with the statement.



4. HKG strengthened the public’s sense of belonging to their districts.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	1 255	26.4%	26.5%	26.5%
	2 Agree	2 899	61.0%	61.3%	87.8%
	3 Disagree	478	10.1%	10.1%	97.9%
	4 Strongly Disagree	98	2.1%	2.1%	100.0%
	Total	4 730	99.5%	100.0%	
Missing	System	23	.5%		
Total		4 753	100.0%		

Nearly 90% of the respondents agreed and strongly agreed that HKG strengthened the public’s sense of belonging to their districts, about 1/4 respondents of whom strongly agreed with the statement.

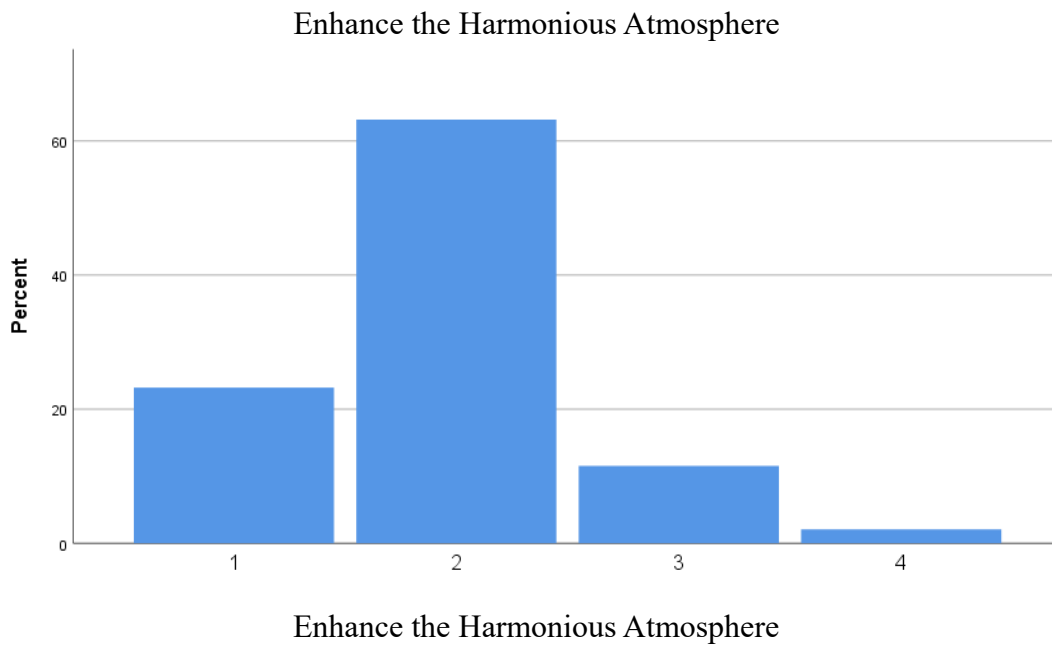


5. HKG enhanced the harmonious atmosphere of the community.

Enhance the Harmonious Atmosphere

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	1 100	23.1%	23.2%	23.2%
	2 Agree	2 994	63.0%	63.2%	86.4%
	3 Disagree	547	11.5%	11.5%	97.9%
	4 Strongly Disagree	98	2.1%	2.1%	100.0%
	Total	4 739	99.7%	100.0%	
Missing	System	14	.3%		
Total		4 753	100.0%		

86% of the respondents agreed and strongly agreed that HKG enhanced the harmonious atmosphere of the community, about 1/4 of whom strongly agreed with the statement.

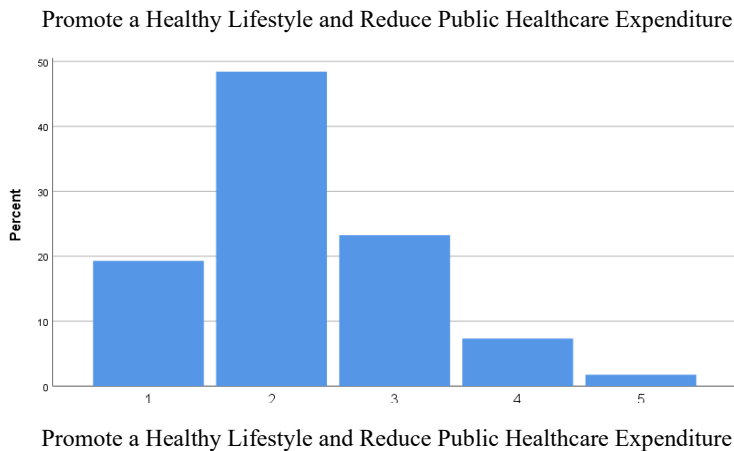


6. HKG served the social functions of promoting a healthy lifestyle and reducing public healthcare expenditure.

Promote a Healthy Lifestyle and Reduce Public Healthcare Expenditure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	914	19.2%	19.3%	19.3%
	2 Agree	2 296	48.3%	48.4%	67.7%
	3 No Comment	1 102	23.2%	23.2%	90.9%
	4 Disagree	347	7.3%	7.3%	98.2%
	5 Strongly Disagree	83	1.7%	1.8%	100.0%
	Total	4 742	99.8%	100.0%	
Missing	System	11	.2%		
Total		4 753	100.0		

Nearly 70% of the respondents agreed and strongly agreed that HKG served the social functions of promoting a healthy lifestyle and reducing public healthcare expenditure, about 20% of whom strongly agreed with the statement.

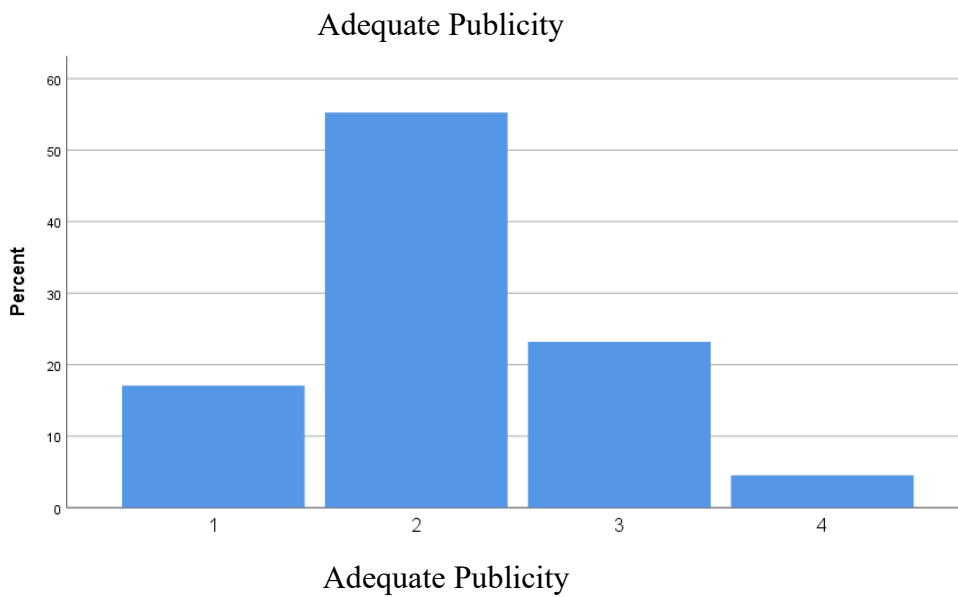


7. The publicity work of HKG was adequate.

Adequate Publicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Strongly Agree	807	17.0%	17.1%	17.1%
	2 Agree	2613	55.0%	55.3%	72.3%
	3 Disagree	1 096	23.1%	23.2%	95.5%
	4 Strongly Disagree	213	4.5%	4.5%	100.0%
	Total	4 729	99.5%	100.0%	
Missing	System	24	.5%		
Total		4 753	100.0%		

More than 70% of the respondents agreed and strongly agreed that the publicity work of HKG was adequate.



8. More competition events should be included in HKG.

Agree 43.0%

Disagree 57.0%

10 Most Preferred New Competition Events	No. of Respondents
Cycling	43
Handball	40
Bowling	33
Women's Football	31
Billiard	24
Squash	23
11-a-side Soccer	21
e-Sports	20
Rugby	18
Beach Volleyball/Triathlon	14/14

Conclusion

The 7th Hong Kong Games (HKG) is a territory-wide major multi-sports event held biennially with the 18 District Councils (DCs) as the participating units. The inter-district sports competitions were held between April 28 and June 2, covering eight sports competitions, namely athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball. The eight sports competitions of the 7th HKG attracted the participation of over 3 000 athletes, as well as members of local communities from various districts and volunteers for promoting Hong Kong as a healthy and vibrant city under the spirit of “Our City, Our Games”.

HKG aims to provide districts with more opportunities for sports participation, exchanges and co-operation, and to encourage active public participation in sports, thereby improving sports standards at the district level, strengthening the public’s sense of belonging to the district they live in and helping promote community cohesion through facilitating communication and fostering friendship among the 18 districts. The survey, conducted by the Dr. Stephen Hui Research Centre for Physical Recreation and Wellness of the Hong Kong Baptist University, aims to collect stakeholders’ views on various aspects of HKG and assess whether the above functions can be achieved. More than 4 700 stakeholders were interviewed during HKG, including athlete representatives from 18 districts, volunteers, spectators and members of local communities, etc. The male to female ratio of respondents was 50:50. About 3/4 of the respondents were aged below 40, more than half of whom had attained post-secondary education or above. The sample size is large enough and comprehensive with high credibility.

The findings show that HKG can promote the “Sport for All” culture across the territory and encourage public participation in sports from the perspective of social functions. HKG helps facilitate communication and foster friendship among the 18 districts, promote community cohesion, enhance the public's sense of belonging to their districts and add to social harmony. As regards healthy lifestyle, the findings indicate that most of the respondents agree that HKG helps promote a healthy lifestyle, thereby reducing the public healthcare expenditure. On publicity, over 70% of the respondents consider the existing publicity efforts sufficient. Regarding competition, a number of respondents suggest that more sports competitions should be included for wider public participation and further increase in the variety of sports events. The most preferred new events, in order of popularity, are cycling, handball, bowling, women's football, billiard, squash, 11-a-side soccer, e-sports, rugby, beach volleyball and triathlon, etc.

Key findings:

- 92% of the respondents agreed and strongly agreed that HKG helped promote the “Sport for All” culture across the territory, 30% of whom strongly agreed with the statement.
- Nearly 90% of the respondents agreed and strongly agreed that HKG helped connect the 18 districts across the territory, about 1/4 of whom strongly agreed with the statement.
- Nearly 90% of the respondents agreed and strongly agreed that HKG strengthened the public’s sense of belonging to their districts, about 1/4 of whom strongly agreed with the statement.
- 86% of the respondents agreed and strongly agreed that HKG enhanced the harmonious atmosphere of the community, about 1/4 of whom strongly agreed with the statement.
- Nearly 70% of the respondents agreed and strongly agreed that HKG served the social functions of promoting a healthy lifestyle and reducing public healthcare expenditure, about 20% of whom strongly agreed with the statement.
- More than 70% of the respondents agreed and strongly agreed that the publicity work of the HKG was adequate.