

## **COMMUNITY SPORTS COMMITTEE**

### **Community Promotional Programmes in Support of the Beijing 2008 Olympic and Paralympic Games**

#### **PURPOSE**

This paper reports to the Community Sports Committee (the CSC) the community promotional programmes organised by and the related work of the Leisure and Cultural Services Department (LCSD) in support of the Beijing 2008 Olympic and Paralympic Games (the Games).

#### **BACKGROUND**

2. The Games will be held on Chinese soil for the first time and Hong Kong is greatly honoured to have the opportunity to co-host the Olympic and Paralympic Equestrian Events (the Equestrian Events). Direct participation in the Games not only gives pride to Hong Kong but also marks a milestone in the development of sports in the territory. As an Olympic co-host city, we hope to take this opportunity to involve the public in the Olympic celebrations and arouse their interest in the Games, the Equestrian Events and the Olympic Movement in particular, for them to gain a better understanding of our home country and to share a sense of national pride.

3. In support of the Games, the LCSD has organised a wide variety of community promotional programmes to create a strong Olympic atmosphere in the community and to further engage the community in the Games. In formulation of the publicity and promotional programmes, the LCSD plans to make use of the Olympic platform to promote the Olympic Spirit of solidarity, fair play and friendship and the Paralympic Spirit of transcendence, integration and equality. It is hoped that with the aid of a series of community participation programmes, interest and participation in sports will be promoted among the public and local sporting culture further fostered.

#### **COMMUNITY PROMOTIONAL PROGRAMMES**

4. The community promotional programmes organised by the LCSD in support of the Games cover the following areas:

##### ***Territory-wide Carnivals***

##### **Beijing 2008 Olympic Torch Relay in Hong Kong**

5. The Beijing 2008 Olympic Torch Relay in Hong Kong, organised by the Sports Federation and Olympic Committee of Hong Kong, China (SF & OC) and co-organised by the government of the Hong Kong Special Administrative Region (HKSAR), was successfully held on 2 May this year. The relay was well received by the public with favourable feedback.

119 torchbearers carried the Olympic flame through various regions on the Hong Kong Island, Kowloon and the New Territories to spread the Olympic spirit by running or different modes of transport including dragon boat, horse and vessel, etc.

### Live Sites

6. To tie in with the Games, the LCSD will set up Live Sites at Victoria Park and Sha Tin Park during the Olympic Games period between 8 and 24 August 2008. The same will be arranged at Sha Tin Park on selected days during the Paralympic Games period between 6 and 17 September. At the Live Sites, in addition to the broadcasting of the opening ceremonies, closing ceremonies and sporting competitions of the Games via giant screen, local and overseas performing groups as well as district bodies will be invited to stage magnificent cultural and entertainment performance and conduct sports promotional activities, including various distinguished singing and dancing performance, wish-making corners, photographic corners, exhibitions on the Olympic Games and the torch relay in Hong Kong, fitness corners and sport play-in sessions, display of Olympic licensed products and souvenirs for sale and Games updates, etc. All activities are open to the public free of charge with a view to creating a festive Olympic atmosphere, spreading the Olympic spirits and culture and encouraging active public participation in the Games. It is expected that these activities will be well received by the public.

### **Community Involvement Activities**

#### Community Recreation and Sports Programmes Organised by the 18 District Leisure Services Offices

7. To boost the Olympic atmosphere, the LCSD has organised various community recreation and sports programmes through its District Leisure Services Offices between April and September 2008 in support of the Beijing 2008 Olympic Games and to encourage active participation in sports. A total of about 4 700 activities, including different types of training classes, recreation and leisure activities and district competitions, are organised for an anticipated attendance of 140 000.

#### Subvention to National Sports Associations for Organising Activities Related to the Olympic and Equestrian Events

8. The LCSD has also provided subventions to National Sports Associations for organising various activities to promote the Olympic Games, including subventing the establishment of the Centre for Olympic Studies in the Hong Kong Baptist University by the University Sports Federation of Hong Kong to promote Olympism and to provide information about its development. The Centre provides latest information, printed, visual and audio materials related to the Olympic Games and holds related talks. Members of the public are welcome to visit the Centre and participate in its activities. Regarding the promotion of equestrian sport, the LCSD has offered special subventions to the Hong Kong Equestrian Federation between 2006 and 2008 for organising a series of promotional activities, including visits to riding schools and horse rides, theme talks, large-scale carnivals, exhibitions, production of VCDs on equestrian sport for distribution and international equestrian shows, so as to promote equestrian sport among the public. It is anticipated that these activities will have an attendance of about 50 000. Apart from the above, the LCSD also subsidises the annual Festival of Sport and Olympic Day Run organised by the SF&OC. This year the LCSD will further enhance the promotion of the Olympic Games and Olympism with a view to engaging the whole community in the Olympic atmosphere.

### School Sports Programme

9. The LCSD has instilled the Olympic spirit in students and increased their knowledge of Olympism through the Sport Education Programme under the School Sports Programme. The LCSD has launched the Sport Education Programme in primary, secondary and special schools across the territory in collaboration with the SF&OC with the full support of the International Olympic Committee (IOC) since September 2005. The Programme aims to introduce to students the Olympic spirit, the history of the Olympic Games, the major sports events in the Mainland, the Beijing 2008 Olympic Games and the 2009 East Asian Games to be held in Hong Kong. Activities cover theme talks, seminars and exhibitions. All speakers at the seminars have extensive experience in the sports sector and outstanding Hong Kong athletes are invited to share their experience with students. The contents of the exhibitions have been uploaded onto the LCSD website for browsing by the public.

### Free Use of Leisure Facilities

10. To support the Beijing 2008 Olympic Games, encourage regular exercise and promote community sports, the LCSD will launch the “Free Admission Scheme of LCSD Leisure Facilities” between 1 July and 30 September during which various fee-charging leisure facilities under the LCSD including sports centres, tennis courts, swimming pools, holiday camps and water sports centres, etc. will be open for free use by individual members of the public.

### **Community Publicity Programmes**

#### City Dress-up and Beautification Programme

11. In order to create a strong Olympic atmosphere and step up the publicity of the Equestrian Events to be held in Hong Kong, the LCSD has displayed giant wall banners, outdoor stickers and lamp-post buntings at the major leisure venues under the LCSD such as parks, sports centres and swimming pools since April 2008 and throughout the Olympic period to spread the Olympic messages.

12. The LCSD set up a mosaiculture of the Olympic rings in mid October 2007 at the Wan Chai entrance of the Cross Harbour Tunnel where traffic is heavy and symbols of the Games in Shatin in April 2008. The Olympic rings will also be set up at Kowloon Park later. Apart from the Olympic rings and symbols of the Games, the LCSD has carried out beautification programme at about 50 prominent locations in the 18 districts, where about 580 000 flowering shrubs and seasonal flowers have been planted to create a colourful and cheerful atmosphere in the community.

#### Hong Kong Flower Show 2008 and Publicity on Olympic Games

13. The Hong Kong Flower Show 2008 was held in Victoria Park between 14 and 24 March 2008. The theme of the Show this year was “Vibrant Blossoms for Beijing Olympics”, which aims at promoting the Olympic Games in Beijing in August this year. A wide variety of mosaiculture displays featuring the Olympic Rings and the mascots of the Beijing Olympic and Paralympic Games, Fuwa and Fu Niu, etc. were used to promote the Games and its spirit. The Flower Show was well received with a patronage of 540 000 people.

14. The LCSD will continue to hold a roving exhibition on the Beijing Olympic and Paralympic Games at its leisure venues this year where information on the Equestrian Events is presented in an easy-to-understand approach. Furthermore, Announcement of Public Interests on the Games and the Equestrian Events are broadcast at its 147 leisure and cultural venues for viewing by the public.

### ***Sports Exchange Programmes***

15. Last October the LCSD jointly organised a Beijing-Qingdao-Hong Kong 2008 Olympic Games Co-host Cities Sports Exchange Programme with the Dongcheng District Sports Bureau and Qingdao Sports Bureau at the invitation of these two bureaux. The Programme was held at the Olympic City and the Sunshine City Plaza, Ma On Shan on 13 and 14 October 2007 respectively, featuring sports demonstrations by the three Olympic co-host cities, i.e. Beijing, Qingdao and Hong Kong. This year the Administration of Dongcheng District, Beijing has also invited the LCSD and the Qingdao Sports Bureau to co-organise another sports exchange programme featuring sports demonstrations by the three cities with the Olympics as the theme. The programme was successfully held in Beijing between 16 and 19 May, which further enhanced the exchange and co-operation among the three cities and engaged the whole community to welcome the upcoming Beijing Olympics.

### **PRESENTATION**

16. Members are invited to note the paper on community promotional programmes organised by the LCSD in support of the Beijing 2008 Olympic and Paralympic Games.

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Leisure and Cultural Services Department  
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