

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

Objectives

This paper aims to report to Members on the formation of the 8th Hong Kong Games (HKG) Organising Committee (OC) and the progress of its work.

Background

2. For the effective staging of the 8th HKG, the 8th HKGOC was formed in May 2020 and the formation of a Standing Committee (SC) under the OC was endorsed at the first meeting held on 20 May 2020 to assist in the co-ordination and organisation of various specific work items. The structure and membership of the 8th HKGOC and HKGSC are set out in **Annex 1**.

3. Meetings were held by the OC and SC in May and June 2020 respectively for drawing up the details of the overall programmes of the 8th HKG, including positioning and objectives, competition events, dates and venues of the HKG, sports competitions for people with disabilities, demonstration events, competition rules and regulations, pre-event training of district delegations and recruitment arrangements of instructors, members of district delegation, designated service providers, the HKG Mascot, publicity and community participation programmes, sponsorship programmes and invitation list of sponsor. The main features of the programmes are set out in **Annex 2**.

Date of the 8th Hong Kong Games

4. The 8th HKG was originally scheduled in 2020 and 2021 while the district athlete selection was scheduled to be held by the 18 District Councils in the respective districts from September this year to February 2021 to select eligible residents as their representatives to take part in the inter-district competitions between April and May

2021. A series of community participation and publicity programmes will also be launched in tandem for greater public understanding of and wider participation in the HKG.

5. As the epidemic situation of COVID-19 has been fluctuating, to facilitate the implementation of the disease prevention and control measures, the Leisure and Cultural Services Department (LCSD) is required to temporarily close some of the recreation and sports facilities and suspend the recreation and sports programmes as well as competitions to reduce social contact and the risk of spreading COVID-19 in the community. Therefore, the athlete selection in the 18 districts originally scheduled from September this year has yet to commence. Besides, the athlete selection is time-consuming, taking about six months to complete the process and requiring the provision of venues and facilities, as well as full support and referee services provided by the national sports associations concerned. Athletes also require sufficient time to undergo training in the recently reopened sports facilities before taking part in the selection. Furthermore, given that the epidemic situation may still be fluctuating in the near future, it is expected that the athlete selection in the districts may not be able to complete by February next year as scheduled in light of the uncertain factors mentioned above.

6. To safeguard public health and ensure the safety of participants and the hosting of a HKG of high standard, the Secretariat decided that the 8th HKG will be postponed for one year to 2021-22. To facilitate the change, the athlete selection originally scheduled to start this year will be postponed to April 2021 to January 2022 while the inter-district competitions be postponed to March 2022. This arrangement will allow sufficient time for the 18 District Councils and co-organisers to prepare for athlete selection, inter-district competitions and community participation programmes. Spectators will be allowed to watch the competitions on-site if circumstances permit. The revised implementation timetable of programmes is at **Annex 3**.

7. The 8th HKG has been postponed for one year. Nevertheless, the HKGOC has planned to implement more publicity and promotional activities to extensively publicise HKG. Details of the activities implemented and future work plan are in the ensuing paragraphs.

Activities Implemented

(a) **Launching Event of the 8th HKG**

The launching event of the 8th HKG was held in a form of press conference at Kowloon Park Sports Centre on 26 June 2020. The press conference was broadcast live on the dedicated website of HKG and YouTube channel. In addition to the announcement of the overall arrangements of the 8th HKG, the “HKG Mascot Voting” was also launched.

(b) Hong Kong Games Mascot Voting

“HKG Mascot Voting” was closed on 31 July 2020. A total of 3 141 people voted for their favourite mascot they consider best represent HKG on the dedicated website of HKG. Of the three mascot designs, “Cheering Larry” received the highest number of votes and was selected as the HKG Mascot. Details of the voting result are as below:

Mascot	Number of Votes
Cheering Larry	1 950
HKG Monkey Trio	444
HKG Fairies	747
Total	3 141

The voting result will be announced on the dedicated website of HKG in due course. To maximise the effect of publicity, the Secretariat will produce 8 stories with different themes about Cheering Larry, including Birth, Anti-pandemic, Energization, Athlete Selection, Preparation, Promotion, Encouragement and Cheering for promotion and publicity of the mascot on the dedicated website of HKG by phases so as to promote understanding of “Cheering Larry” and HKG among members of the public.

Future Work Plan

(a) HKG Fitness Exercises

To promote "Sport for All", the Secretariat will further improve the HKG Exercises. The Physical Fitness Association of Hong Kong, China will be invited to design three sets of “HKG Fitness Exercises”, including “Exercises for Parents and Children”, “Exercises for All” and “Exercise to Stay in Shape”, suitable for different groups and people with different physical abilities using

the HKG theme song as background music. Sports Ambassadors and elite athletes will be invited to engage in the production of promotional video of the HKG Exercise with Cheering Larry. The promotional strategies of “HKG Fitness Exercises” are set out in Annex 4.

(b) Publicity Programmes

As the 8th HKG will be postponed for one year, the Secretariat has re-organised and actively followed up on the publicity programmes as planned. The updated publicity programmes are set out in Annex 5. Besides, as the epidemic continues, members of the public feel physically and mentally exhausted. Hence, it is of utmost importance to restore both physical and mental health. The Secretariat will actively study the dissemination of the messages of exercise and health to the public through the HKG dedicated website and social media platforms.

(c) Ordering of HKG Uniform

The Secretariat had conducted the procurement procedures based on various sports uniforms approved by the SC, including long-sleeve sports jacket, trousers and short-sleeve polo shirt. The uniforms are expected to be delivered to the District Leisure Services Offices of LCSD by the end of 2020.

(d) Sponsorship

Following the provision of \$7.02 million sponsorship in cash for the last HKG, the Hong Kong Jockey Club Charities Trust (the Jockey Club) has increased the amount of sponsorship to \$8.24 million for specified events of the 8th HKG and is the principal contributor of HKG and title sponsor of four events (including Vitality Run, Basketball, Futsal and Swimming competitions) again. To express gratitude to the Jockey Club for its support, acknowledgement will be given by the Secretariat in the events and the Jockey Club’s logo will be printed on a prominent position of the long-sleeve jacket and short-sleeve shirt of sports uniform and sports shirt for vitality run. In addition, the Secretariat will write to sponsors in due course according to the list approved earlier by the OC, inviting them to provide sponsorship for the 8th HKG.

Presentation

8. Members are invited to note the latest work plan and arrangement of the 8th HKG.

Secretariat of the 8th Hong Kong Games Organising Committee
October 2020

Structure of the 8th Hong Kong Games

- Honorary Patron: The Hon Mrs Carrie LAM CHENG Yuet-ngor, GBM, GBS
The Chief Executive of the Hong Kong Special
Administrative Region of the People's Republic of China
- Honorary Presidents: Member of the Legislative Council (tbc)
Sports, Performing Arts, Culture and Publication Functional
Constituency
- Member of the Legislative Council (tbc)
District Council (First) Functional Constituency
- Mr Timothy FOK Tsun-ting, GBS, JP
President of the Sports Federation & Olympic Committee of
Hong Kong, China (SF&OC)
- President: Mr Caspar TSUI Ying-wai, JP
Secretary for Home Affairs
- Adviser: Mrs Cherry TSE LING Kit-ching, JP
Permanent Secretary for Home Affairs
- Vice Presidents: Mr Vincent LIU Ming-kwong, JP
Director of Leisure and Cultural Services
- Mr YEUNG Tak-keung, JP
Commissioner for Sports

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
- Ms Ida LEE Bik-sai, JP
Deputy Director of Leisure and Cultural Services
(Leisure Services)
- Executive Adviser: Mr William TONG Wai-lun, BBS, MH, JP
- Members:
(in no particular order) Mr CHENG Ka-ho, MH, JP
Member of the Sports Commission
- Mr Patrick CHAN
Members of the Community Sports Committee
- Mr Daniel LEE Chi-wo
Members of the Community Sports Committee
- Mr WONG Po-kee, MH
Representative of the SF&OC
- Mr Fergus LEUNG Fong-wai
Representative of the Central & Western District Council
- Mr LEE Yue-shun
Representative of the Eastern District Council
- Ms CHAN Yuk-lam
Representative of the Wan Chai District Council
- Mr William LI Wai-lam
Representative of the Kwun Tong District Council

Miss Carmen LAU Ka-man
Representative of the Wong Tai Sin District Council

Mr WONG Wing-kit
Representative of the Kowloon City District Council

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

Mr Isaac HO Cheuk-hin
Representative of the Yau Tsim Mong District Council

Mr CHAN Wai-tat
Representative of the North District Council

Mr LAI Ming-chak
Representative of the Sai Kung District Council

Ms WONG Man-huen
Representative of the Sha Tin District Council

Mr Dalu LIN Kok-cheung
Representative of the Tai Po District Council

Mr WONG Man-hon
Representative of the Islands District Council

Mr TONG Ho-man
Representative of the Kwai Tsing District Council

Mr LAI Man-fai
Representative of the Tsuen Wan District Council

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

Mr FONG Ho-hin
Representative of the Yuen Long District Council

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Standing Committee

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

Vice Chairman: Prof Patrick YUNG Shu-hang, JP
Vice Chairman of the 8th HKG Organising Committee

Members: Mr Benjamin HUNG Tak-chuen
(in no particular order) Assistant Director (Leisure Services)
Leisure and Cultural Services Department

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

Mr LEE Yue-shun
Representative of the District Councils on Hong Kong Island

Mr William LI Wai-lam
Representative of the District Councils in Kowloon East

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

Mr CHAN Wai-tat
Representative of the District Councils in New Territories
East

Mr FONG Ho-hin
Representative of the District Councils in New Territories
West

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

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

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

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

**Highlights of Programmes of
the 8th Hong Kong Games**

Item	Highlight of Programmes
Positioning and Objectives	<ul style="list-style-type: none"> • To promote the “Sport for All” culture in the community • To encourage active public participation in sport, facilitate communication and exchanges in sport among the 18 districts, strengthen the public’s sense of belonging to the district they live in and enhance community cohesion
Competition Events	<ul style="list-style-type: none"> • Eight competition events of athletics, badminton, basketball, futsal, swimming, table tennis, tennis and volleyball
Date and Venue of Competitions	<ul style="list-style-type: none"> • The inter-district sports competitions will be held from 25 April (the opening ceremony) to 30 May 2021 (the closing ceremony) • The competitions will be scheduled on weekday evenings and Saturdays, Sundays or public holidays in different districts and, to the extent practicable, at venues along the MTR lines. Also, events will be scheduled on days when there are no major competitions organised by relevant national sports associations as far as possible • Fallback dates will be specified in the competition prospectuses and notes for participating units • The finals of the eight sports events will be scheduled during the “HKG Finals Fortnight”, while the competitions of athletics and swimming events will be scheduled on two separate weekends
Sports Competitions for People with Disabilities	<ul style="list-style-type: none"> • To include boccia competition and table tennis competition for people with intellectual disabilities in addition to “Wheelchair Basketball Competition” and “Swimming Competition for People with Intellectual Disabilities”
Demonstration Event	<ul style="list-style-type: none"> • To include “Women’s Futsal” and “3-on-3 Basketball” as demonstration events
Competition Rules and Regulations	<p>(a) <u>Quota of Athletes</u></p> <ul style="list-style-type: none"> • Each athlete may be nominated for a maximum of two athletics events. Triple jump will also be included • To increase the number of youth players in the team events of basketball, futsal and volleyball. Two youth players aged 21 or below must be included in a team of 10 or less players, while three players aged 21 or below must be included in a team of more than 10 players. There is, however, no restriction on participation in the above competitions by youth players • The number of athletes in each team will be increased to five to 20

Item	Highlight of Programmes
	<p>players for the futsal competition</p> <ul style="list-style-type: none"> • Doubles match will be included in table tennis team events (i.e. four singles matches and one doubles match), while the number of athletes in each team will be increased to six to 10 players
	<p>(b) <u>Format and Rules of Competitions</u></p> <ul style="list-style-type: none"> • To continue adopting the seeding system as the competition schedules for individual and team events of badminton, table tennis and tennis and for the preliminary rounds of basketball, futsal and volleyball events • To retain the ranking playoffs for the 5th to 8th positions • If participants/participating teams fail to turn up in quarter-finals due to injury/illness or participation in major international competitions, the positions they obtained and the points they scored can be retained if they can produce relevant supporting documents issued by approved medical practitioners and relevant national sports associations • To establish various event-specific appeal boards
	<p>(c) <u>Eligibility Requirements for Athletes</u></p> <ul style="list-style-type: none"> • To relax the eligibility requirements for athletes by relaxing the restriction of not allowing athletes who resrepresented Hong Kong in specified high-level international sports competetions in the recent three years to participate in the competitions of HKG and shortening the period to two years • An athlete nominated by the relevant national sports association to participate in international sports competitions after the nomination deadline is still eligible to participate in the competitions of HKG • Each team is allowed to nominate a maximum of two serving professional futsal athletes to participate in the futsal competition • Participants may only represent the District Council (DC) of the district they reside in
	<p>(d) <u>Athlete Selection</u></p> <ul style="list-style-type: none"> • Under a standardised selection mechanism, the respective DCs select athletes meeting the eligibility requirements as their representatives • For athletics and swimming events, athletes are selected based on the proof of recognised individual competition results submitted • For badminton, basketball, futsal, table tennis, tennis and volleyball events, the district will select athletes/teams as their representatives through selection competitions • For basketball, futsal and volleyball events, if the quotas are yet to be

Item	Highlight of Programmes
	<p>filled, the district may, as appropriate, select suitable players from the 1st Runner-up team in the selection competition or organise another selection competition to test the skills of individual players in order to fill the quotas</p> <ul style="list-style-type: none"> In light of the developments of the COVID-19, the athlete selection has been postponed to be held between September 2020 and mid-February 2021
Pre-event training for District Teams and Recruitment of Coaches	<ul style="list-style-type: none"> To provide district teams participating in the 8 sports competitions with a maximum of 24 hours of pre-event training Flexible arrangement of venues reserved for pre-event training An additional assistant coach for basketball, futsal and volleyball events
Members of District Delegations	<ul style="list-style-type: none"> Including staff members, athletes and cheering team members: Staff members: A maximum of 30 persons Athletes: A maximum of 324 persons Cheering team: A maximum of one trainer and 50 cheering team members Each member may only represent one district and fill one post
Designated Service Providers	<ul style="list-style-type: none"> To invite relevant National Sports Associations (NSAs), the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), the Cheerleading Federation of Hong Kong, China (CFHK) and CUHK Sports Medicine Team to provide professional advice and services for the sports competitions/events
HKG Mascot	<ul style="list-style-type: none"> To develop a mascot for HKG, which will be featured in the inter-district competitions, major community participation programmes and other district publicity activities of HKG To organise the HKG Mascot Voting, in which the design with the highest number of votes will be selected as the HKG Mascot
Publicity and Community Participation Programmes	<ul style="list-style-type: none"> To widely publicise HKG through different channels and publicity platforms To continue adopting “Our City, our Games” as the HKG slogan To invite the relevant NSAs of the 8 sports competitions and sport competitions for people with disabilities to nominate elite athletes as sports ambassadors To continue organising the following popular activities: “Sports Legacy - Exercise to Get Super Fit” “The HKG 8-minute School Vitality Run” “Fun for All@HKG”

Item	Highlight of Programmes
	<p>“Vitality Run” (New obstacle race for parents and children) “‘The 18 Districts’ Pledging and Cheering Team Competition”</p> <ul style="list-style-type: none"> ● To announce the results of the Cheering Team Competition in the dedicated HKG website on the same evening and invite the winning teams to demonstrate their skills at the opening and closing ceremonies ● To engage sports ambassadors and elite athletes in the production of promotional videos and invite them to attend the finals of the sports competitions to cheer on athletes ● To arrange for live webcast of the finals of the sports events and live broadcast of the finals of the four sports events on Radio Television Hong Kong (RTHK) TV 32 through RTHK ● More promotional activities on HKG will be organised at district level and large-scale 3D models be shown at the competition venues ● To enhance publicity and promotion on HKG among secondary and primary schools through the Hong Kong Schools Sports Federation ● The Launching Event was held on 26 June 2020, announcing the overall arrangement of HKG and launching the first round of publicity work on district athlete selection
Sponsorship Programme and Invitation List of Sponsors	<ul style="list-style-type: none"> ● There are two categories of sponsorship, namely the HKG Sponsor and HKG District Sponsor. Five categories of the HKG Sponsor include the Principal Contributor, Diamond Sponsor/Designated Supplier, Gold Sponsor, Prize Sponsor and Placement of Advertisements in the Souvenir Programme ● The minimum amount of sponsorship from the Principal Contributors increases to \$7 million, while the amount of sponsorship from other contributors remain the same as those for the last HKG ● Letters have been sent to sponsors from July 2020 to invite them to provide sponsorship for the 8th HKG

**The 8th Hong Kong Games (HKG)
Updated Timetable for Activities**

Item	Activity	Originally Scheduled Date (2020-2021)	Updated Date for Activity (2021-2022)
1	Press Conference*	26 June 2020*	Not Applicable
2	HKG Mascot Voting*	26 June to 31 July 2020*	Not Applicable
3	District Athlete Selection	September 2020 to February 2021	April 2021 to January 2022
4	The Star-studded Classroom: Elite Athletes' Demonstration and Exchange Programmes, Sports Seminar Sports Legacy – Exercise to Get Super Fit	October to December 2020	July to October 2021
5	HKG 8-minute School Vitality Run	September 2020 to May 2021	September 2021 to May 2022
6	18 Districts' Pledging cum Cheering Team Competition	10 January 2021 (Sunday)	20 February 2022 (Sunday)
7	Dynamic Moments Photo Contest	10 January to 30 May 2021	20 February to 29 May 2022
8	Vitality Run	7 March 2021 (Sunday)	6 March 2022 (Sunday)
9	Voting and Guessing Activities	7 March to 9 May 2021	6 March to 8 May 2022
10	Inter-district Sports Competitions	Mid-March to 23 May 2021	Mid-March to 22 May 2022
11	Opening Ceremony	25 April 2021 (Sunday)	24 April 2022 (Sunday)

Item	Activity	Originally Scheduled Date (2020-2021)	Updated Date for Activity (2021-2022)
12	HKG Finals Fortnight	1st Week: 15 and 16 May 2021 2nd Week: 22 and 23 May 2021	1st Week: 14 and 15 May 2022 2nd Week: 21 and 22 May 2022
13	Closing cum Prize Presentation Ceremony	30 May 2021 (Sunday)	29 May 2022 (Sunday)

* The activity was completed

**The 8th Hong Kong Games
Promotional Strategies for 「HKG Fitness Exercises」**

Item	Arrangement	Expected Date of Completion
1.	Discuss with the Physical Fitness Association of Hong Kong, China (PFA) to design three sets of “HKG Fitness Exercises”, including “Exercises for Parents and Children”, “Exercises for All” and “Exercises to Stay in Shape” suitable for different groups and people of different physical abilities.	Late August 2020
2.	PFA has designed three sets of “HKG Fitness Exercises” and arranged rehearsal.	Late October 2020
3.	Sports Ambassadors and elite athletes are invited to engage in the production of promotional video with Cheering Larry.	Mid-November2020
4.	Complete the post-production of promotional video.	Mid-December 2020
5.	To be uploaded to the HKG dedicated website and social media platforms, shown at LCSD venues. Distribution of DVDs to primary and secondary schools across the territory.	Late December 2020

**The 8th Hong Kong Games (HKG)
Updated Publicity Plan**

Publicity Item		Date of Implementation
1.	<u>Announcement of the Postponement of HKG</u> Announcing the postponement of the 8th HKG through the issue of press release, the websites of LCSD and HKG, as well as social media platform	7/10/2020
2.	<u>Promotion of HKG Mascot “Cheering Larry”</u> i) Announcing the result of “My Favourite HKG Mascot” through the issue of press release, the websites of LCSD and HKG, as well as social media platform ii) Introducing the character, characteristics and vision of “Cheering Larry” on the HKG website iii) Producing 8 stories of different themes for posting on the HKG website by phases iv) Designing WhatsApp Stickers for download and use by the public by phases v) Designing various publicity materials and souvenirs with the image of “Cheering Larry” and engaging “Cheering Larry” in the production of promotional video vi) Setting up a flower bed with “Cheering Larry” as the theme at the “Hong Kong Flower Show 2021” to be organised by LCSD vii) Arranging for “Cheering Larry” to attend the HKG competitions and major community participation programmes	19/10/2020 10/2020 From 10/2020 onwards From 11/2020 onwards From 11/2020 onwards 3/2021 7/2021-5/2022

Publicity Item	Date of Implementation
<p>3. <u>Production of Video “HKG Fitness Exercises”</u></p> <p>i) Inviting the Physical Fitness Association of Hong Kong, China to design 3 sets of “HKG Fitness Exercises” suitable for different groups and people of different physical abilities, including “Exercises for Parents and Children”, “Exercises for All” and “Exercises to Stay in Shape” adopting the HKG Theme Song as background music. Inviting sports ambassadors and elite athletes to engage in the production of promotional video with “Cheering Larry”</p> <p>ii) Distributing DVDs of “HKG Fitness Exercises” to all primary and secondary schools across the territory</p> <p>iii) Promoting through LCSD website and e-magazine, the HKG website and social media platform and providing hyperlink</p> <p>iv) Broadcasting on the televisions at District Leisure Services Offices and leisure venues under LCSD and the community halls under the Home Affairs Department</p> <p>v) Encouraging the HKG sports ambassadors, elite athletes, district councillors, etc. to share hyperlinks on their social platforms such as Instagram and Facebook</p>	<p>9-12/2020</p> <p>12/2020</p> <p>From 12/2020 onwards</p> <p>From 12/2020 onwards</p> <p>From 12/2020 onwards</p>
<p>4. <u>Promotion of HKG</u></p> <p>A. <u>Internet</u></p> <p>i) Promoting HKG through the LCSD website and “Programme Highlights” on the LCSD e-Magazine</p> <p>ii) Providing a hyperlink to the websites of the Government and relevant organisations at the HKG website, including:</p> <ul style="list-style-type: none"> - GovHK - Home Affairs Bureau - news.gov.hk - Education Bureau - 1823 Online - youth.gov.hk - Sports Federation & Olympic Committee 	<p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p>

Publicity Item	Date of Implementation
<p>of Hong Kong, China (SF&OC)</p> <ul style="list-style-type: none"> - 10 Co-organising National Sports Associations - The Hong Kong School Sports Federation - The Cheerleading Federation of Hong Kong, China - Hong Kong Elite Athletes Association - Hong Kong Education City 	
<p>B. <u>Social Media Platform</u></p> <ul style="list-style-type: none"> i) Promoting HKG on the dedicated website “Sportsoho”, Facebook and Youtube ii) Sharing the promotional videos of HKG on the Facebook and YouTube platforms of the Home Affairs Bureau 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>From 4/2021 onwards</p> <p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p>
<p>C. <u>Newspapers (Press Releases/Advertisements)</u></p> <ul style="list-style-type: none"> i) Issuing press releases to newspapers on a regular basis ii) Placing advertorials iii) Publishing news articles in the newspaper column “康體續紛” on a regular basis iv) Putting up advertisements (posters) in newspapers 	<p>From 4/2021 onwards</p> <p>From 6/2021 onwards</p> <p>From 6/2021 onwards</p> <p>From 6/2021 onwards</p>
<p>D. <u>Radio and Television Programmes</u></p> <ul style="list-style-type: none"> i) Providing updates on HKG to TVB Jade’s programme “Sports New World” ii) Providing updates on HKG to Radio Television Hong Kong’s programmes “830 Magazine”, “Sports Unlimited”, etc., and radio programmes “體壇動靜430”, “十項全能”, “動感天地”, etc. 	<p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p>

Publicity Item	Date of Implementation
<p>E. <u>Announcements of Public Interest (APIs)</u> Producing APIs for broadcasting during government publicity time slots at local radio stations:</p> <ul style="list-style-type: none"> - 30-second APIs (Athlete selection) - 30-second APIs (Themes) 	<p>4/2021-1/2022 2-5/2022</p>
<p>F. <u>Promotional Videos</u> Producing various promotional videos for broadcasting by the following media:</p> <p>i) Television stations For broadcasting at local television stations during government publicity time slots:</p> <ul style="list-style-type: none"> - 30-second APIs (Athlete selection) - 30-second APIs (Themes) <p>ii) MTR train compartments For broadcasting inside train compartments of MTR East Rail Line, West Rail Line, Tuen Ma Line Phase 1, South Island Line and Kwun Tong Line through Hong Kong Cable News Express:</p> <ul style="list-style-type: none"> - 35-second APIs (Athlete selection) - 35-second APIs (Themes) <p>iii) For broadcasting at LCSD's leisure venues across the districts (including 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) For 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) For broadcasting on the Internet (the websites of LCSD and HKG and the Facebook and YouTube channel of the Home Affairs Bureau):</p> <ul style="list-style-type: none"> - 35-second APIs (Athlete selection) 	<p>4/2021-1/2022 2-5/2022</p> <p>4/2021-1/2022 2-5/2022</p> <p>4/2021-1/2022 From 4/2021 onwards 2-5/2022</p> <p>4/2021-1/2022 From 4/2021 onwards 2-5/2022</p> <p>From 4/2021 onwards</p>

Publicity Item	Date of Implementation
<ul style="list-style-type: none"> - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes - 35-second APIs (Themes) 	<p>From 4/2021 onwards</p> <p>From 2/2022 onwards</p>
<p>G. <u>Putting up Advertisement</u></p> <p>i) Putting up advertisements on the second pouch boxes of the Hongkong Post across the territory (approximately 70 boxes) to publicise the following:</p> <ul style="list-style-type: none"> - Athlete selection <p>ii) Putting up advertisements on the bodies of trams and buses (approximately 30 vehicles) to publicise the following:</p> <ul style="list-style-type: none"> - Athlete selection - Themes <p>iii) Putting up advertisements in MTR train compartments and advertising lightboxes at MTR stations</p> <p>iv) Putting up advertisements at road tunnel portals</p>	<p>8-10/2021</p> <p>8-10/2021</p> <p>2-5/2022</p> <p>2-5/2022</p> <p>2-5/2022</p>
<p>H. <u>Producing Floor-Type Publicity Cardboards / Easy-mount Frames / Running Games Stalls</u></p> <p>i) Displaying floor-type publicity cardboards at the District Leisure Services Offices of LCSD and sports centres across the territory</p> <p>ii) Providing promotional easy-mount frames for HKG for display at activities organised by the districts</p> <p>iii) Displaying easy-mount frames at major events</p> <p>iv) Setting up games stalls at the events organised by the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), such as Olympic Day</p>	<p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p> <p>From 6/2021 onwards</p>

Publicity Item	Date of Implementation
<p>I. <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, 10 co-organising NSAs, various tertiary institutions, secondary and primary schools across the territory, as well as on the notice boards/boxes at footbridges and pedestrian subways managed by the 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 providing 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>iv) Enclosing publicity leaflets for HKG with public utility bills such as water bills (covering approximately 2.6 million households in total)</p>	<p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p> <p>From 4/2021 onwards</p> <p>7-10/2021</p>
<p>J. <u>Displaying Publicity Banners</u></p> <p>i) Displaying large publicity banners on the external walls of LCSD’s venues to publicise the following (18 banners in total):</p> <ul style="list-style-type: none"> - Athlete selection - Themes <p>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):</p> <ul style="list-style-type: none"> - Athlete selection - Themes <p>iii) Displaying lamp-post buntings at the main streets of the 18 districts (150 sets in each district)</p>	<p>4/2021-1/2022</p> <p>2-5/2022</p> <p>4/2021-1/2022</p> <p>2-5/2022</p> <p>2-5/2022</p>

Publicity Item	Date of Implementation
<p>K. <u>Hong Kong Flower Show</u> Setting up a large flower bed at the “Hong Kong Flower Show 2022” to be organised by LCSD</p>	3/2022
<p>L. <u>Promotion for HKG at Schools</u> Introducing and promoting HKG to schools across the territory through collaborating with the Hong Kong School Sports Federation in an effort to encourage students to actively participate in the activities of HKG</p>	From 8/2021 onwards
<p>M. <u>Producing Souvenirs and Souvenir Programmes</u></p> <p>i) Producing a series of souvenirs for distribution to the public and participants at various activities</p> <p>ii) Producing souvenir programmes for distribution to all the participating organisations, co-organisers and sponsors</p>	<p>From 4/2021 onwards</p> <p>4/2022</p>