

Community Sports Committee

Report of the 9th Hong Kong Games Organising Committee

Purpose

This paper aims to report to Members the formation of the 9th Hong Kong Games (HKG) Organising Committee (OC) and the progress of its work.

Background

2. To further promote the “Sport for All” culture in the community, the Sports Commission (SC) 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. Its objectives 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, the HKG can also strengthen the public’s sense of belonging to the district they live in and help promote social cohesion through facilitating communication and fostering friendship among the 18 districts. Organised by the SC and coordinated by the Community Sports Committee (CSC) of the SC, the HKG has been co-organised by the 18 DCs, the Leisure and Cultural Services Department (LCSD), the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC), and the relevant national sports associations of the competitive events.

3. The 9th HKG is due to take place between 2023 and 2024. Given that the current term of office of the DCs will end on 31 December 2023 and that the details of the proposals on improving governance at district level are yet to be confirmed before establishment of the OC, it is decided that the Home Affairs Department, instead of the DCs, will act as one of the co-organisers of the 9th HKG.

Organising Committee/Standing Committee

4. Following formation of the 9th HKGOC in June 2023 to facilitate the preparatory work of the HKG, the establishment of a Standing Committee (SC) under

the OC was endorsed at its first meeting on 7 June. The structure of the 9th HKG, as well as the membership of the OC and SC are at **Annex I**. Later, meetings were held by the SC on 21 July and 13 October to assist in the co-ordination, organisation and execution of the specific arrangements of the various work related to the HKG. These include devising the programmes of the 9th HKG, and holding district athlete selections, pre-event training of district delegations, inter-district competitions of the 18 districts, as well as a series of community participation programmes. The progress of such work is set out in ensuing paragraphs.

Work Progress

Positioning and Objectives

5. The positioning for the 9th HKG will remain unchanged, which means further promoting the “Sports for All” culture in the community; encouraging more active public participation in sports; promoting the public awareness on and the atmosphere of sports participation across the territory; as well as facilitating communication and sports exchanges among the 18 districts and strengthening the public’s sense of belonging to the district they live in through inter-district competitions.

Competition Events, Dates and Venues of the Events

6. Having taken into account of the factors such as popularity of the sports in Hong Kong, and availability of existing facilities and human resources, the OC has decided on the eight sports events for the 9th HKG, namely athletics, badminton, futsal, swimming, table tennis, tennis, volleyball, and 3-on-3 basketball, which is hugely popular among young people and to be held instead of traditional basketball. In addition, individual events in athletics, swimming, badminton, table-tennis and tennis will be divided into three age groups, namely “15 or below”, “16 to 17” and “18 or above”, to encourage more members of the public, especially young people, to participate in the HKG. There will be no age-specific divisions in team events. To select eligible athletes for the inter-district competitions, district athlete selections will be held from July 2023 to January 2024 across the 18 districts. The actual inter-district competitions will be held from 21 April to 2 June 2024, with some of the events commencing in March 2024. The finals of each event will take place from 11 May to 2 June at the venues under the LCSD.

Competition Rules and Regulations

7. To encourage greater participation from young people in the inter-district

competitions, the 9th HKG will adopt those competition rules and regulations, which are broadly in line with the 8th HKG. Major highlights and modifications are as follows:

(a) Athlete Eligibility

At the first meeting of the OC, members voted to pass a resolution that further relaxes the entry restrictions to those elite athletes participating in the HKG. Except for athletes who have won medals in international major sporting events, e.g. the Olympic Games and the Asian Games, held two years before the current HKG, all other active or retired elite athletes who are eligible may enrol for the district athlete selections of the HKG.

(b) Quotas for Athletes

For the three age groups under the individual events of athletics, swimming, badminton, table tennis and tennis, each district can nominate two representatives to participate in each of such events in the inter-district competitions. The maximum number of nominees from each district will increase from 236 in the previous HKG to 524. In addition, for team events such as futsal and volleyball, the number of representing teams nominated by each district will increase from the previous one team per event to two. As for the newly introduced 3-on-3 basketball, each district can nominate up to three teams. The maximum number of nominees from each district to participate in inter-district team events will increase from 88 in the previous HKG to 156.

Furthermore, team events for individual sports such as badminton, table tennis and tennis will be cancelled in the 9th HKG, in a bid to strike a balance between the use of additional venues required for the new age groups events and the public's keen demand for sports facilities.

(c) Competition Format and Rules

As regards grouping in inter-district competitions, except for the newly introduced 3-on-3 basketball, the seeding system will, as in the past, be adopted in the remaining sports competitions, with the aim of enhancing their competitiveness and attractiveness. The single round robin format will be adopted in the preliminaries of 3-on-3 basketball, volleyball and futsal, where group winners will compete in the knockout stage for their final rankings.

(d) Teams Selection and Enrolment

- i) To encourage more youth players to participate in team events such as futsal and volleyball, a maximum of 20 are allowed on a team's roster. Those teams with 10 or fewer players must have at least two youth players aged 21 or below; while the other teams must have at least three youth players aged 21 or below. As regards 3-on-3 basketball, a team's roster can include up to six players. Those teams with six players must have at least two youth players aged 18 or below; while the other teams with five or fewer players must have at least one youth player aged 18 or below. To offer greater flexibility in player deployment during a match, there will be no restrictions on the number of youth players on the field/court.
- ii) If the champion and runner-up teams of the district selection in futsal and volleyball have fewer players than the maximum number allowed, districts may, in light of the circumstances, select players from the third- and fourth-placed teams as appropriate to fill the vacancies in the above teams. As regards 3-on-3 basketball, districts may select players from the fourth-placed team as appropriate to fill the vacancies in the champion, runner-up and third-placed teams. If there are still places left vacant in the nominated teams, an open selection contest to test the respective sports skills of individual athletes may be held by a district to select suitable athletes to fill up the vacancies. Such open selection contest will be open to players of the other participating teams in the district selection or any person who meets the eligibility requirements for the HKG.

(e) Sports Competitions for Persons with Disabilities

To promote participation in sports activities from persons with disabilities, the 9th HKG will continue to work with the Sports Association for the Physically Disabled of Hong Kong, China in organising competitive events such as Boccia and wheelchair 3-on-3 basketball instead of traditional 5-on-5 basketball. Besides, the Hong Kong, China Sports Association for Persons with Intellectual Disability will organise swimming and table tennis competitions for persons with intellectual disability. Athletes selection for sports competitions for persons with disabilities will be held by the relevant national sports associations. To spread the message of disability inclusion, the finals of 3-on-3 basketball, swimming and table tennis events will be held alongside the respective HKG events, with prizes being awarded to the champion, first runner-up and second runner-up of each event.

Community Participation Programmes

8. In addition to holding sports competitions and related activities, the 9th HKG will continue to organise various community participation programmes and launch new initiatives/arrangements in 2023 and 2024 to seek more active public participation. The timetable for the 9th HKG's community participation programmes is at **Annex II**.

- i) The Launching Event of the 9th HKG was held at Kowloon Park Sports Centre on 23 June 2023. In addition to announcing the general arrangements for the 9th HKG's programmes and appointing 10 Sports Ambassadors, the event featured a sharing session by the newly-appointed Sports Ambassadors, appealing for active public participation in district athlete selections.
- ii) The Star-studded Classroom - Elite Athletes' Demonstration and Exchange Programmes were organised from September to November 2023, covering such sports items as table tennis, futsal, athletics, 3-on-3 basketball, volleyball, badminton, tennis and swimming. Experienced coaches and local elite athletes shared their experience, demonstrated sports skills, as well as took part in exchange and play-in sessions for the participants. Moreover, the Sports Legacy – Exercise to Get Super Fit, where fitness tests were conducted to explore participants' potential in sports, and the Sports Seminar, with the theme of the preventive measures against 3-on-3 basketball and futsal injuries, were both organised in September 2023, attracting an attendance of 1 095 in total.
- iii) The Demonstration Event of Women's Futsal, originally scheduled for the 8th HKG, will take place this year.
- iv) The 18 Districts' Pledge cum Cheering Team Competition is scheduled at Sun Yat Sen Memorial Park Sports Centre on 25 February 2024 (Sunday). In addition to the 18 Districts' Pledging Ceremony, this event will also feature voting and guessing activities, as well as the 18 Districts' Cheering Team Competition. Each district will send one cheering team for the competition. The details and arrangements are broadly in line with last year's approach, where the "Best Performance Awards" (comprising the Champion, the 1st Runner-up and the 2nd Runner-up), the "Best Local Characteristics Awards" (comprising the Champion, the 1st Runner-up and the 2nd Runner-up),

as well as the “Highest Popularity Award” will be given.

- v) The Dynamic Moments Photo Contest will be organised, with the proposed subject themes including the 18 Districts’ Pledging cum Cheering Team Competition, Vitality Run, Inter-district Competitions of the 8 Sports Events, Demonstration Competitions (such as breaking, skateboarding and sports climbing), Boccia Competition, Swimming Competition for Persons with Intellectual Disabilities, Table Tennis Competition for Persons with Intellectual Disabilities, Wheelchair 3-on-3 Basketball Challenge, and Opening Ceremony and Closing cum Prize Presentation Ceremony of the HKG. Same as last year, this year’s contest will be run in the Open and Student divisions, under each of which there will be a Champion, one 1st Runner-up, one 2nd Runner-up and 10 outstanding prize winners. Entries can be submitted online.

- vi) The Vitality Run is scheduled along the Shing Mun River in Sha Tin on 3 March 2024 (Sunday). Given commencement of the improvement works at Sha Tin Sports Ground (the Sports Ground), the venue for the past events, in the first half of 2024, it was proposed by Hong Kong, China Association of Athletics Affiliates that the original route of the 7th event be adopted following site inspection and discussion, except that the finish line will be changed from the Sports Ground to a location next to the Yuen Wo Road Bus Stop. As in the past, the road closure will last from 5:00 am to 10:30 am. The intended starting times will be 30 minutes earlier than last year, i.e. the 10 km and 3 km Runs will start at 8:00 am and 8:30 am respectively. The route of Vitality Run is at **Annex III**.

- vii) Activities and games under the Fun for All@ Hong Kong Games will be held on the days of final rounds of various competitions for spectators to enjoy the fun of sports and enhance their understanding in a wider range of sports.

- viii) The Opening Ceremony and Closing cum Prize Presentation Ceremony of the HKG are scheduled at Hong Kong Coliseum on 21 April 2024 (Sunday) and at Kowloon Park Sports Centre on 9 June (Sunday) respectively.

ix) New Initiatives/Arrangements

- Sport climbing, breaking and skateboarding, the popular urban sports among youths, will be introduced as demonstration competitions to this year's events, with a view to encouraging young people to showcase both their creativity and sports skills.
- Urban sports like breaking, sports climbing and skateboarding were newly included in the Star-studded Classroom and Elite Athletes' Exchange Programmes held in September 2023, drawing an attendance of about 150.
- To foster a sporting culture at schools, primary and secondary schools across Hong Kong are, with support from the Schools Sports Federation of Hong Kong, China, invited to organise the "Hong Kong Games Run and Exercise Together" in their athletic meets or any other school activities as deemed fit, where teachers, students and parents will take part in running activities during the playing of the HKG's theme song, or alternatively do fitness exercises together by following the demonstration videos of "Hong Kong Games Fitness Exercise".

Publicity Activities

9. To give wide publicity, the Secretariat will continue to publicise and promote the HKG through various channels and platforms, including printed materials, promotional videos, online and social media, as well as public relations campaigns and advertisements, in collaboration with relevant partner organisations, to solicit greater public participation in the district open selection of athletes and the relevant community participation programmes. Besides, the slogan "Our City, Our Games" will continue to be used in the 9th HKG to further promote the event. The ten co-organising NSAs have nominated athletes to be the ambassadors of the 9th HKG to assist in promoting the relevant sports competitions. The list of the sports ambassadors is at **Annex IV**.

10. Upon discussion on publicity matters with Radio Television Hong Kong (RTHK), it was decided that the finals of 7 sports events, namely futsal, table-tennis, badminton, basketball, wheelchair basketball competition, table-tennis invitational and women's futsal, would be broadcast live on RTHK TV, while the finals of 16 sports events, including 8 sports events, 4 sports events for persons with disabilities and 4 demonstrations of urban sports events, would be streamed live on social media platforms

of RTHK. Besides, 17 videos featuring athletes' preparations, highlights of the finals, a series of community participation programmes and demonstrations of urban sports will be produced. On another front, the Secretariat will launch more promotional activities for the HKG at district level, such as setting up HKG zones/focal stations at sports centres, putting up major decorations at competition venues, as well as inviting elite athletes to attend the finals of sports competitions to show their support for the participating athletes.

11. The publicity campaign on district athlete selection commenced on 23 June, including the broadcast of new 30-second TV Announcements in the Public Interest (APIs) on promoting the HKG at local television stations, on the websites and YouTube channels of the Information Services Department, in MTR train compartments and on monitors in the lifts of the Government Headquarters, as well as 30-second radio APIs on RTHK. The 90-second full version of the 9th HKG promotional video was also broadcast on or uploaded onto the 9th HKG's dedicated website and YouTube channel, the youth website on youth.gov.hk, the LCSD Plus Facebook and Instagram pages, the LCSD Edutainment Channel, the website, Facebook and Instagram pages of "Sportsoho", the televisions at District Offices, Community Halls, public housing estates, community centres and venues of the LCSD.

12. Other initiatives include engaging elite athletes and sports ambassadors in production of the HKG promotional videos, issuing press releases, placing newspaper advertisements, displaying publicity posters and banners at conspicuous locations across the 18 districts across Hong Kong, as well as giving wide publicity to the HKG through social networking platforms. Details of the publicity plan for the 9th HKG are at **Annex V**. The HKG mascot "Cheering Larry" will also be featured in community participation programmes and inter-district competitions to cheer on athletes, putting in a great effort to encourage active public participation in the HKG.

Sponsorship Arrangements

13. As in the 8th HKG, the Hong Kong Jockey Club Charities Trust (the Jockey Club) also sponsor \$8.24 million in cash for specified events of the 9th HKG and is the principal contributor of the HKG and the title sponsor of Vitality Run, 3-on-3 basketball, futsal and swimming competitions. The Jockey Club's logo will be printed on a prominent position of the long-sleeve jacket and short-sleeve polo T-shirt of sports uniform, as well as sports shirt for Vitality Run.

14. 847 sponsorship invitation letters were sent by the Secretariat on 11 September 2023 according to the invitation list of sponsors endorsed by the OC. As at 3 October,

replies from 5 organisations were received. There were 3 new sponsors of the 9th HKG, among which China Taiping Insurance (HK) Company Limited provided the highest sponsorship of \$0.6 million, thereby securing a title sponsor for one of the events. Details of sponsorship are at **Annex VI**.

Way Forward

15. The OC and SC will continue discussing the preparatory work for the 9th HKG, with the implementation details subject to finalisation. Progress will be reported to the CSC in due course.

Presentation

16. Members are invited to note the progress on the work of the 9th HKGOC.

Secretariat of the 9th Hong Kong Games Organising Committee
December 2023

Structure of the 9th Hong Kong Games

- Honorary Patron: The Hon Mr John LEE Ka-chiu, GBM, SBS, PDSM,
PMSM
The Chief Executive of the Hong Kong Special
Administrative Region
- Honorary Presidents: Mr Kevin YEUNG Yun-hung, GBS, JP
Secretary for Culture, Sports and Tourism
- The Hon Mr Vincent CHENG Wing-shun, MH, JP
Member of the Legislative Council
- Mr Timothy FOK Tsun-ting, GBM, GBS, JP
President of the Sports Federation & Olympic Committee
of Hong Kong, China (SF&OC)
- Honorary Adviser: Mr Joe WONG Chi-cho, JP
Permanent Secretary for Culture, Sports and Tourism
- Honorary Vice
Presidents: Mr Vincent LIU Ming-kwong, JP
Director of Leisure and Cultural Services
- Mr Sam WONG Tak-sum, MH
Commissioner for Sports

Organising Committee

- Chairman: Prof Patrick YUNG Shu-hang, MH, JP
Chairman of the Community Sports Committee
- Vice Chairmen: Mr Eric FOK Kai-shan, JP
Vice Chairman of the Community Sports Committee
- Miss Winnie CHUI Hiu-lo
Deputy Director of Leisure and Cultural Services (Leisure Services)
- Executive Advisers: Mr William TONG Wai-lun, BBS, MH, JP
- Mr David YIP Wing-shing, SBS, MH, JP
- Members:
(Listed in no particular order)
- Dr Lobo LOUIE Hung-tak, MH
Member of the Sports Commission
- Ms MA Man-sum
Member of the Community Sports Committee
- Mr POON Ka-hang
Member of the Community Sports Committee
- Mr Ronnie WONG Man-chiu, BBS, JP
Representative of the SF&OC
- Miss Fanny LO Wai-ling
Representative of the Central & Western District Office
- Ms Joyce CHAN Lok-nga
Representative of the Eastern District Office
- Ms Karen MO Kwai-yan
Representative of the Southern District Office
- Ms Ricky HAN Wing-yee
Representative of the Wan Chai District Office
- Mr Arthur CHAN Tsz-fung
Representative of the Kowloon City District Office
- Mr Jack LAM Fuk-leong
Representative of the Kwun Tong District Office
- Miss Doris CHIN Wai-sheung
Representative of the Sham Shui Po District Office

Miss Bonnie WONG Wai-fong
Representative of the Wong Tai Sin District Office

Miss CHU Joey
Representative of the Yau Tsim Mong District Office

Mr AU YANG Tsz-keung
Representative of the North District Office

Mr NG Wai-ming
Representative of the Sai Kung District Office

Ms Sandy CHU Kim-fong
Representative of the Sha Tin District Office

Miss Phoebe YU Wing-lam
Representative of the Tai Po District Office

Mr Mark YEUNG Chiu-cheong
Representative of the Islands District Office

Ms Lorraine CHENG Chung-yan
Representative of the Kwai Tsing District Office

Miss Melinder YU Mei-yu
Representative of the Tuen Mun District Office

Mr Philip HO Kwok-yan
Representative of the Tsuen Wan District Office

Ms Polly CHUI Po-ling
Representative of the Yuen Long District Office

Dr Simon YEUNG Sai-mo, JP
Representative of the Hong Kong, China Association of
Athletics Affiliates

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

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

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

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

Mr SZETO Ping-hang
Representative of the Hong Kong China Swimming
Association

Mr Seamus WONG Chi-chor
Representative of the Volleyball Association of Hong Kong,
China

Mr Kenny LAM Ho-yan
Representative of the Football Association of Hong Kong,
China

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

Mr Ken MA Tsz-kan
Representative of the Sports Association for the Physically
Disabled of Hong Kong, China

Ms Carmen TANG Ka-pui
Representative of the Schools Sports Federation of Hong
Kong, China

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

Ms Candy NIP Kai-yan
Principal Assistant Secretary for Culture, Sports and
Tourism (Sports and Recreation)

Ms Camay LEE Kar-mei
Assistant Director (Leisure Services)
Leisure and Cultural Services Department

Secretary General:

Ms Alice KONG Po-yee
Chief Leisure Manager (Major Events)
Leisure and Cultural Services Department

Standing Committee

- Chairman: Prof Patrick YUNG Shu-hang, MH, JP
Chairman of the 9th Hong Kong Games Organising Committee
- Vice Chairman: Mr Eric FOK Kai-shan, JP
Vice Chairman of the 9th Hong Kong Games Organising Committee
- Members:
(Listed in no particular order)
- Ms Camay LEE Kar-mei
Assistant Director (Leisure Services)
Leisure and Cultural Services Department
- Mr Ronnie WONG Man-chiu, BBS, JP
Representative of the SF&OC
- Ms Ricky HAN Wing-yee
Representative of the Wan Chai District Office (Hong Kong Island)
- Mr Jack LAM Fuk-leong
Representative of the Kwun Tong District Office (Kowloon East)
- Miss Doris CHIN Wai-sheung
Representative of the Sham Shui Po District Office (Kowloon West)
- Mr NG Wai-ming
Representative of the Sai Kung District Office (New Territories East)
- Ms Lorraine CHENG Chung-yan
Representative of the Kwai Tsing District Office (New Territories West)
- Ms Carmen TANG Ka-pui
Representative of the Schools Sports Federation of Hong Kong, China
- Mr TANG Hon-sing
Representative of the Hong Kong Elite Athletes Association
- Secretary General: Ms Alice KONG Po-yee
Chief Leisure Manager (Major Events)
Leisure and Cultural Services Department

**The 9th Hong Kong Games
Timetable for Community Participation Programmes**

Date	Activity
23 June 2023	Launching Event of the 9th HKG
September 2023 to May 2024	Hong Kong Games Run and Exercise Together
September to November 2023	Star-studded Classroom - Elite Athletes' Demonstration and Exchange Programmes for 11 sports Sports Seminar Sport Legacy - Exercise to Get Super Fit
25 February 2024	18 Districts' Pledge cum Cheering Team Competition
25 February to 19 May 2024	Voting and guessing activities
25 February to 9 June 2024	Dynamic Moments Photo Contest
3 March 2024	Vitality Run
21 April 2024	Opening Ceremony of the HKG
April to May 2024	Demonstration Competitions
9 June 2024	Closing cum Prize Presentation Ceremony of the HKG

The Route of Vitality Run



**List of Sports Ambassadors for the 9th Hong Kong Games
(Nominated by Respective National Sports Associations)**

Sport	Athlete	Particulars of Athlete
1. Athletics	Mr TANG Yik-chun	Member of the Hong Kong Athletics Squad Hong Kong Record Holder of Men's 200m and 4X100m His recent competition: <ul style="list-style-type: none">• Korea Athletics Open 2018
2. Swimming	Mr NG Chun-nam, Derick	Former Member of the Hong Kong Swimming Squad Hong Kong Record Holder of Long Course - Men's 4X100m Freestyle Relay and Men's 4X200m Freestyle Relay His recent competition: <ul style="list-style-type: none">• Jakarta Palembang 2018 Asian Games
3. Table Tennis	Mr LAM Siu-hang	Member of the Hong Kong Table Tennis Squad His recent competitions and achievements include: <ul style="list-style-type: none">• 1st Runner-up in Mixed Doubles at WTT Feeder Amman 2023• 1st Runner-up in Men's Doubles at WTT Feeder Doha 2023• Bronze medal in Men's Doubles at the 2019 Asian Table Tennis Championships

Sport	Athlete	Particulars of Athlete
4. Badminton	Mr Jason Gunawan	<p>Member of the Hong Kong Junior Badminton Squad</p> <p>His recent competitions and achievements include:</p> <ul style="list-style-type: none"> • 2nd Runner-up in Men’s Singles at Croatia Open 2022 • 2nd Runner-up in Men’s Singles (Senior Division) at Hong Kong Annual Badminton Championships 2021 • Champion in Men’s Singles (Senior Division) at Hong Kong Annual Badminton Championships 2020
5. Tennis	Miss Lynn ZHANG	<p>Former Top Female Tennis Player in Hong Kong</p> <p>Previously ranked 184th in Women’s Singles and 219th in Women’s Doubles globally</p> <p>Holder of 14 Championships in Singles and 7 Championships in Doubles at the events hosted by the International Tennis Federation</p> <p>Her recent competitions and achievements include:</p> <ul style="list-style-type: none"> • Quarter-finalist in Women’s Singles at the 2018 Asian Games • Quarter-finalist in Mixed Doubles at the 2018 Asian Games • Quarter-finalist in Women’s Singles at the 2014 Asian Games • Silver medal in Women’s Singles at the 2013 Asian Championship
6 3-on-3 Basketball	Mr TSAI Choi-kwan	<p>Member of the Hong Kong Basketball Squad</p> <p>Player of Tycoon Basketball Team in Hong Kong A1 Division Championship</p> <p>MVP for Hong Kong A1 Division Championship 2019</p> <p>His recent competition:</p> <ul style="list-style-type: none"> • Jakarta Palembang 2018 Asian Games

Sport	Athlete	Particulars of Athlete
7. Volleyball	Miss LAW Ho-fung, Thyllis	<p>Member of the Hong Kong Senior Women's Volleyball Squad</p> <p>Her recent competitions include:</p> <ul style="list-style-type: none"> • Jakarta Palembang 2018 Asian Games • The 3rd Asian Women's Volleyball Challenge Cup 2022
8. Futsal	Mr LI Ka-chun	<p>Member of the Hong Kong Futsal Squad</p> <p>His recent competitions include:</p> <ul style="list-style-type: none"> • 2022 Asian Football Confederation Futsal Asian Cup Qualifier • 2019 Asian Football Confederation Futsal Championship Qualifier
9. Hong Kong, China Sports Association for Persons with Intellectual Disability	Miss WONG Pui-kei	<p>Local Para table tennis player</p> <p>Her recent competitions and achievements include:</p> <ul style="list-style-type: none"> • 4th place in WD22 Women's Doubles at Virtus Oceania Asia Games 2022 • Silver medal in WD22 Women's Doubles at Thailand Para Table Tennis Open 2022 • Bronze medal in WD22 Mixed Doubles
10. Sports Association for the Physically Disabled of Hong Kong, China	Mr KWOK Wing	<p>Member of the Hong Kong Para Lawn Bowl Squad (B2 Category)</p> <p>His recent competition and achievement:</p> <ul style="list-style-type: none"> • Silver medal at 2023 IBBA Lawn Bowl World Championships (Men's B2 Category)

**The 9th Hong Kong Games
Progress Report on Publicity Work**

(as at 6 October 2023)

Publicity Item		Date of Implementation	Remarks
1.	<p><u>Setting up a Dedicated Website</u></p> <p>Setting up a new dedicated website for the HKG using responsive web design accessible on both mobile phones and tablets, and providing links to Facebook, Twitter and Sina Weibo to facilitate sharing of news of the HKG</p>	From 23/6/2023 onwards	
2.	<p><u>Promotion on the Internet</u></p> <p>i) Introducing the HKG through the homepage of the LCSD's website and "Programme Highlights" under 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"> - Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) - 11 Co-organising National Sports Associations (NSAs) - The Hong Kong School Sports Federation (HKSSF) - The University Sports Federation of Hong Kong - The Cheerleading Federation of Hong Kong, China - GovHK 	From 23/6/2023 onwards	
		From 23/6/2023 onwards	
		From 23/6/2023 onwards	
		From 23/6/2023 onwards	
		From 6/10/2023 onwards	
		From 23/6/2023 onwards	
		From 23/6/2023 onwards	

	Publicity Item	Date of Implementation	Remarks
	- Culture, Sports and Tourism Bureau (new)	From 26/9/2023 onwards	
	- Home and Youth Affairs Bureau (HYAB)	From 20/9/2023 onwards	
	- news.gov.hk	From 30/6/2023 onwards	
	- Youth Development Commission	From 23/6/2023 onwards	
	- Education Bureau	From 20/9/2023 onwards	
	- youth.gov.hk	From 12/7/2023 onwards	
	- Hong Kong Education City	From 3/7/2023 onwards	
	- 1823 Online	From 23/6/2023 onwards	
	- Hong Kong Elite Athletes Association	From 23/6/2023 onwards	
	- EventHK	From 7/7/2023 onwards	
	iii) Edutainment Channel of the LCSD	From 1/8/2023 onwards	

	Publicity Item	Date of Implementation	Remarks
3.	<p><u>Promotion on Social Media Platforms</u></p> <p>i) Promoting the HKG on the dedicated website, Facebook and Instagram pages as well as YouTube channel of “Sportsoho”</p> <p>ii) Sharing the 90-second promotional video of the HKG via youth.gov.hk of the HYAB</p> <p>iii) Encouraging the HKG sports ambassadors, elite athletes, district councillors, etc. to share news of the HKG on their social media platforms, such as Instagram and Facebook</p> <p>iv) LCSD Pluss Facebook and Instagram pages</p>	<p>From 23/6/2023 onwards</p> <p>From 4/7/2023 onwards</p> <p>From 23/6/2023 onwards</p> <p>From 23/6/2023 onwards</p>	<p>Including 14 soft-selling articles, 30 Facebook posts, 14 Instagram posts and 16 video clips</p>
4.	<p><u>Promotion in Newspapers (Press Releases/Advertisements)</u></p> <p>i) Issuing press releases to newspapers and uploading them onto the websites of the Government and the LCSD</p> <p>ii) Placing advertorials</p> <p>iii) Putting up advertisements, such as posters, in newspapers</p>	<p>From 23/6/2023 onwards</p> <p>From 27/6/2023 onwards</p> <p>From 15/10/2023 onwards</p>	
5.	<p><u>Promotion on Radio</u></p> <p>i) Producing 30-second Radio Announcements in the Public Interest (APIs) for broadcasting during government publicity time slots at local radio stations</p>	<p>From 23/6/2023 onwards</p>	
6.	<p><u>Publicity/Interviews in Television Programmes</u></p>		

Publicity Item		Date of Implementation	Remarks
	<p>i) Arranging for the programme “ Sports: A New Horizon” of TVB Jade to give coverage to the Launching Event of the HKG and conduct an interview with the Chairman of the Organising Committee</p> <p>ii) Arranging for Hong Kong Cable (HKC) News Express in the MTR in-train TV to give coverage to the Launching Event of the HKG</p>	<p>23/6/2023</p> <p>8/7/2023</p>	
7.	<p><u>Promotional Videos</u></p> <p>Producing various promotional videos of the HKG 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 TV APIs - Athlete selection 	<p>From 23/6/2023 onwards</p>	
	<p>ii) MTR In-train TV For broadcasting in the in-train TV of MTR East Rail Line, Tuen Ma Line, South Island Line and Kwun Tong Line through HKC News Express:</p> <ul style="list-style-type: none"> - 35-second TV APIs - Athlete selection - 30-second highlights of the Launching Event <p>iii) For broadcasting at the LCSD’s leisure venues across the territory (including the large television screens at Victoria Park and Urban Council Centenary Garden)</p> <ul style="list-style-type: none"> - 90-second TV APIs - Athlete selection 	<p>From 8/7/2023 onwards</p> <p>From 21/7/2023 onwards</p>	

Publicity Item		Date of Implementation	Remarks
	iv) For broadcasting on TV screens at the community halls under the Home Affairs Department: - 90-second TV APIs - Athlete selection v) Internet (such as the HKG's dedicated website and the Edutainment Channel of the LCSD) - 90-second TV APIs - Athlete selection - Videos featuring the HKG sports ambassadors and elite athletes cheering on athletes	From 4/7/2023 onwards From 23/6/2023 onwards	
8.	<u>Putting up Advertisement</u> i) Putting up advertisements on the second pouch boxes of the Hongkong Post across the territory (5 to 6 boxes in each district, 100 in total) ii) Putting up advertisements on the bodies of the buses of the Kowloon Motor Bus (30 buses in total)	10-12/2023 10-12/2023	
9.	<u>Standing Board/ Roller-up Banner</u> i) Displaying standing board at the District Leisure Services Offices (DLSOs) of the LCSD and sports centres across Hong Kong ii) Providing promotional roll-up banner for the HKG for display at activities organised by the districts - District Age Group Competitions in Kwai Tsing District	7/2023 - 1/2024 19 - 26/8/2023	5 to 9 boards in each district, 125 boards in total

<p>10.</p>	<p><u>Publicity Posters and Printed Materials</u></p> <p>i) Displaying publicity posters at the DLSOs and venues of the LCSD, District Offices, community halls, the SF&OC, 14 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 (ISD), notice boxes at public housing estates, shopping malls, bus stops and government buildings, etc.</p> <p>ii) Arranging the display of publicity materials at the facilities under the management of various government departments, including:</p> <ul style="list-style-type: none"> - Displaying footbridge pillar stickers advertisements or publicity banners at footbridges under the management of the Highways Department; - Displaying publicity posters in the lobbies of joint-user government office buildings under the management of the Government Property Agency; - Advertising on the lightboxes of bus stops under the management of the ISD; - Displaying banners at the designated spots for displaying roadside non-commercial publicity materials under the management of the Lands Department; 	<p>From 23/6/2023 onwards</p> <p>From 9/2023 onwards</p> <p>From 7/2023 onwards</p> <p>From 1/12/2023 onwards</p> <p>From 9/2023 onwards</p>	
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	Publicity Item	Date of Implementation	Remarks
	<ul style="list-style-type: none"> - Displaying publicity posters in 20 rental estates under the management of the Hong Kong Housing Society; - Displaying publicity posters in 198 public rental housing estates and interim housing estates under the management of the Hong Kong Housing Authority; and - Displaying publicity posters in 15 shopping centres under the management of Link REIT. <p>iii) Putting up advertisements on the cover and inside pages of the monthly booklet “Community Recreation and Sports Programme” published by the LCSD and/or providing information on the activities in the booklet</p>	<p>From 7/2023 onwards</p> <p>From 7/2023 onwards</p> <p>From 7/2023 onwards</p> <p>7/2023 - 4/2024</p>	<p>Publications between July 2023 and April 2024</p>
	<p>iv) Including the publicity slogans for the HKG in the monthly “recreation and sports programme sheet” and the publicity materials for district activities</p>	<p>From 7/2023 onwards</p>	
<p>11.</p>	<p><u>Displaying Publicity Banners</u></p> <ul style="list-style-type: none"> i) Displaying giant wall banners on the external walls of the LCSD’s venues (18 banners in total) ii) Displaying publicity banners (15 feet x 3 feet) at major venues of the LCSD (5 banners in each district, 90 banners in total) 	<p>6/2023 - 1/2024</p> <p>6/2023 - 1/2024</p>	

Publicity Item		Date of Implementation	Remarks
12.	<p><u>Promotion for the HKG at Schools</u></p> <p>Introducing and promoting the HKG to secondary schools across the territory through collaborating with the HKSSF as well as attending two conferences of secondary school representatives in an effort to encourage students to actively participate in the activities of the HKG</p>	30/8 and 4/9/2023	
13.	<p><u>Souvenirs</u></p> <p>Distributing a series of souvenirs to the public and participants at various activities to give wide publicity to the 9th HKG</p>	From 9/2023 onwards	

**The 9th Hong Kong Games
Details of Proposed Sponsorship**
(as at 3 October 2023)

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	\$8,240,000	—	—
2.	^ China Taiping Insurance (HK) Company Limited	Diamond Sponsor/ Designated Supplier	\$600,000	—	—
3.	* Otsuka Pharmaceutical (H.K.) Ltd.		—	1. A total of 45 360 cans of sports drinks 2. About 20 drinks distribution stations at HKG activities and Vitality Run (human resources and operating expenses included)	\$609,460
4.	^ Sino Group	Gold Sponsor	\$100,000	—	—
5.	* Po Sum On Medicine Factory Limited	Prize Sponsor	—	A total of 960 bottles of Po Sum On Huo Luo Oil	\$50,880
6.	^ Play Concept Limited	Placement of a Half-page Advertisement in the Souvenir Programme	\$10,000	—	—
		Sub-total:	\$8,950,000	Estimated Value of Sponsorship in Kind/Service:	\$660,340
		Total:	\$9,610,340		

* Sponsor of the 8th Hong Kong Games

^ New sponsor