

**Report on
Hong Kong and Shanghai Sports Exchange and Co-operation
Summer Sports Camp for Youth 2005**

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1. Background

The Home Affairs Bureau (HAB) of the Government of the Hong Kong Special Administrative Region (HKSAR) and the Shanghai Sports Bureau signed the Sports Exchange & Co-operation Agreement in Shanghai on 30 May 2004. A liaison group on the sports exchange and co-operation between Shanghai and Hong Kong (the liaison group) was set up accordingly.

The 1st meeting of the liaison group was held in Hong Kong on 21-22 December 2004. During the meeting, both parties agreed to organise a number of exchange programmes. Regarding the concept of sports-for-all, they agreed to promote sports exchange by way of a youth summer camp, enabling youngsters to experience sport cultures of the two different places. The 1st Hong Kong and Shanghai Summer Sports Camp for Youth, proposed by the liaison group, was held on 25-29 July 2005 at the Oriental Land in Shanghai. Hong Kong and Shanghai each planned to send 90 youngsters aged from 11 to 15 to the camp.



* The Hong Kong Delegation takes photos at the airport before the trip.*

2. Brief Description of the Activity

- Organiser : HAB of the HKSAR Government
- Supporters : Hong Kong Badminton Association, Hong Kong Basketball Association and Hong Kong Table Tennis Association
- Date : 25-29 July 2005 (5 days)
- Venue : Oriental Land in Shanghai
- Fee : Air ticket, insurance, transport, accommodation, meal and sightseeing expenses should be borne by the participants. The expenses range from HK\$3,190 (for those aged 11) to HK\$3,396 (for those aged from 12 to 15).
- No. of Participant : Size of the Hong Kong Delegation: 103
(2 members from the Community Sports Committee, 3 from the Leisure and Cultural Services Department, 9 coaches and 89 participants)
- Method of enrolment : Open enrolment, with priority given to applicants who have previously enrolled in related sports items under the Young Athletes Training Schemes.

3. Programme Arrangement

- Sports Training : Included morning drill, group training, team practice and friendly matches.
- Camp Activities : Included intellectual team games, variety show, kite flying, aircraft carrier model visit, 4-D movies and rope game
- Points of Visit : Shanghai Sports School, Oriental Pearl Tower, City

Exhibition Hall and Pujiang Night Tour.

Itinerary :

Date	Morning	Afternoon	Evening
25/7	Gather at the Hong Kong International Airport	Arrival at Shanghai, arranging accommodation and visiting the campsite at the Oriental Land	Welcoming Dinner
26/7	(Kick-off Ceremony) Group Training	Team Practice	Intellectual Team Games
27/7	Visit Shanghai Sports School	Team Practice	Variety Show
28/7	Friendly Match	Sightseeing (Oriental Pearl Tower, City Exhibition Hall, Tourist Tunnel and Pujiang Night Tour)	
29/7	Kite Flying, rope game	Visit Aircraft Carrier Model, 4-D movies	Closing Ceremony and leave for Hong Kong



* Participants touring around the facilities in Oriental Land by electric trolley buses *



* Global Village (hall of residence for students) *



* Basketball Friendly Match *



* Badminton Group Training *



* Table Tennis Friendly Match *

4. Sponsorship

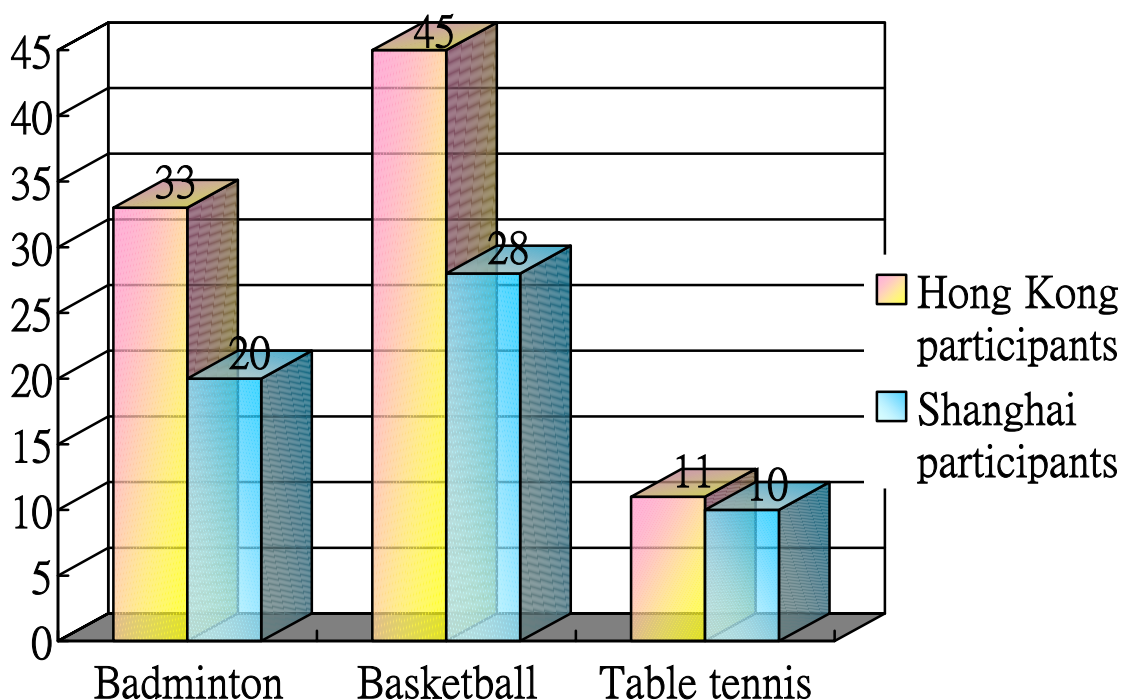
The SuperX Sportswear has offered each participant a special price to buy a polo T-shirt, a pair of sports trousers, two competition T-shirts and a pair of competition shorts. Moreover, the McDonald's Restaurants (Hong Kong) Limited have offered a cash sponsorship of HK\$20,000.

5. Information on Participants

This Summer Sports Camp attracted a total of 145 participants (aged 15 or below), with 89 from Hong Kong (61%) and 56 from Shanghai (39%). Most of the Hong Kong participants are members of the Young Athletes Training Schemes. The Shanghai participants are mainly enrolled through their corresponding schools.

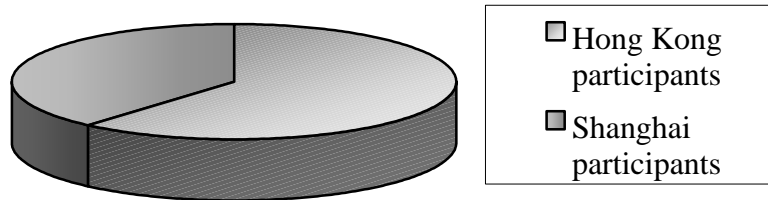
Analysis of Participants' Data

Number of participants for each sports item



Analysis of Participants' Data

Ratio of Hong Kong participants to their Shanghai counterparts



Total : Hong Kong participants 89 persons (61%)
Shanghai participants 56 persons (39%)

Analysis of Participants' Data

Distribution of Hong Kong Participants

Item	Basketball	Badminton	Table Tennis	Total
Participants of the Young Athletes Training Schemes in the current year	11	15	6	32
Participants of the Young Athletes Training Schemes in previous years	18	12	2	32
Participants of the District Sports Teams in previous years	7	1	-	8
Others	9	5	3	17
Total	45	33	11	89

6. Financial Position

Participants joined this activity on a self-financing basis. The fee included the expenses on air tickets, insurance, transportation, accommodation, meals and sightseeing. The cash sponsorship was for subsidising the expenditure on recruiting coaches from the national sports associations to accompany the delegation to Shanghai. Other administrative costs and miscellaneous expenses were borne by the LCSD. Details are as follows:

FINANCIAL POSITION

Expenditure of the Activity

- Air tickets and insurance	\$ 203,713.00
- Accommodation & Meals	\$ 108,000.00
- Uniform	\$ 11,379.00
- Administrative Costs	\$ 27,115.40
- Miscellaneous Expenses	\$ 8,378.00
Total :	\$ 358,585.40

Revenues of the Activity

- Fees from the Participants	\$ 303,649.00
- Sponsors	\$ 20,000.00
- LCSD	\$ 34,936.40
Total :	\$ 358,585.40

7. Pre-camp Briefing

The Leisure and Cultural Services Department held a pre-camp briefing between 7 pm and 9 pm on 15 July 2005 at Kowloon Park Sports Centre. The briefing sought to enable the participants and their parents to understand the aims of this sports exchange programme, know the itinerary in detail and help the participants, coaches and officials to know each other better. Experienced staff from the travel agency was invited to explain the immigration formalities and information about the destination. Moreover, the coaches and participants underwent some brief discipline and skill training, making the summer sports camp run more smoothly. During the briefing session, a simple souvenir presentation ceremony was also held. Sponsors and the National Sports Associations concerned received souvenirs from Mr. YEUNG Hoi-cheung, Head of Delegation, and Mr. CHAN Kui-yin, Deputy Head of Delegation.



* Sponsor – McDonald Restaurants
(Hong Kong) Limited*



* Guest of the Pre-camp Briefing Session*



* Sponsor – Super-X Sportswear*



Group photo of the participants

8. Officials

- Head of Delegation : Mr. YEUNG Hoi-cheung, member of the Community Sports Committee
- Deputy Head of Delegation : Mr. CHAN Kui-yin, member of the Community Sports Committee
- Leader : Ms. HEUNG Ching Yee, Alice, Chief Leisure Manager (Sports Development), Leisure and Cultural Services Department
- Deputy Leader : Mr. TSANG Chun Wan, Leisure Manager (Sports Development), Leisure and Cultural Services Department
- Assistant to the Leader : Mr. WU Sui Leung, Assistant Leisure Manager II (Sports Development), Leisure and Cultural Services Department
- Coaches : Coach from the Hong Kong Table Tennis Association : Mr. YUEN Wai To
Coaches from the Hong Kong Badminton Association : Mr. WONG Wai Lap 、 Ms. YU Hung 、 Mr. CHAN Wing Kit
Coaches from the Hong Kong Basketball Association : Mr. CHAN Chi Ming 、 Mr. CHEUNG Ka Ki 、 Mr. WONG Kar Lok 、 Mr. CHEUNG Wing Fung and Ms. KOON Kin Ho



* Group Photo*

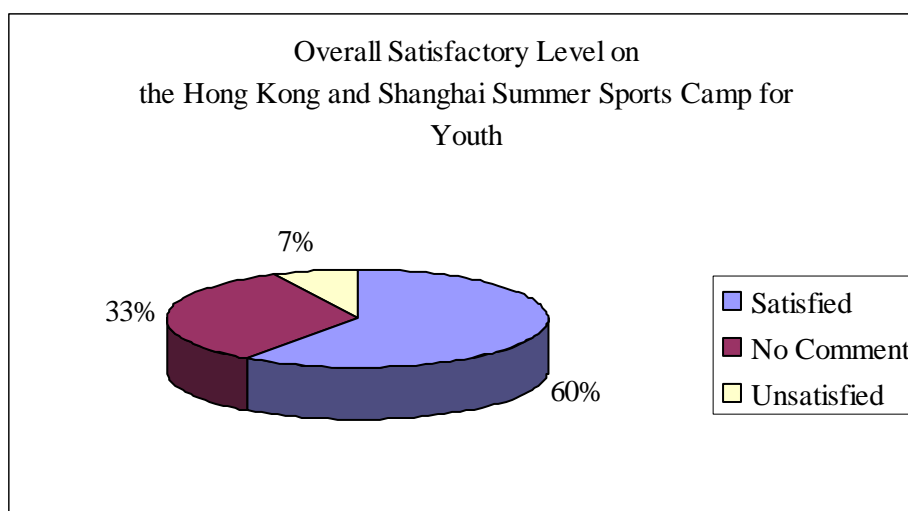
9. Participants' Opinion Survey

Out of the 89 participants, 86 have responded by returning the questionnaires. On the whole, 60% of the respondents indicated that they were satisfied with this activity. The results of the survey are as follows :

On the arrangement of the activity aspect, 74.4% were satisfied with the activity held at the end of July. Besides, 72.1% were satisfied with the length of the activity in 5 days. 44.2% with no comment on choosing Oriental Land in Shanghai as the venue for the activity. 70.6% indicated that they were satisfied with the ratio of coaches to participants. But there are 37.6% and 36.5% indicated that they have no comment and dissatisfied with the camp site and sporting facilities in Shanghai respectively. 57.9% were satisfied in itinerary arrangement and 55.8% indicated that they have no comment with the activity fee.

On the mode of the programme aspect, 57% were satisfied with the enrolment method. 50% indicated that they were satisfied with using ballot method in case of oversubscription and 73.3% indicated that participants should be required to possess basic sports skills.

According to the performance of the coaches, 76.7% and 75.6% were satisfied in coaches attitude and teaching style respectively. At last, 67.8% indicated that they were satisfied with the working attitude of the accompanying staff.



Overall Result

	Satisfied	No Comment	Unsatisfied
Overall Satisfactory Level on the activity	60%	33%	7%

A. Arrangement of the Activity

		Satisfied	No Comment	Unsatisfied
1.1	Time of the Activity (End of July)	74.4%	24.4%	1.2%
1.2	Number of Days of the Activity (from Monday to Friday, 5 days altogether)	72.1%	22.1%	5.8%
1.3	Venue of the Activity (Oriental Land in Shanghai)	40.7%	44.2%	15.1%
1.4	Ratio of coaches to participants	70.6%	25.9%	3.5%
1.5	Venue facilities (including campsite, sports centres, etc.)	25.9%	37.6%	36.5%
1.6	Itinerary Arrangement	57.9%	33.7%	8.4%
1.7	Fee	32.6%	55.8%	11.6%

B. Mode of the Programme

		Satisfied	No Comment	Unsatisfied
2.1	Enrolment Method	57.0%	40.7%	2.3%
2.2	Places will be determined by ballot in case of oversubscription	50.0%	45.3%	4.7%
2.3	Participants are required to possess basic sports skills	73.3%	24.4%	2.3%

C. Performance of the Coaches

		Satisfied	No Comment	Unsatisfied
3.1	Attitude	76.7%	23.3%	0.0%
3.2	Teaching Style	75.6%	24.4%	0.0%

D. Performance of the Accompanying Staff

		Satisfied	No Comment	Unsatisfied
4.1	Working Attitude	67.8%	31%	1.2%

E. The Participants' Comment

In conclusion, the participants enjoyed this trip very much. The arrangements were innovative, substantial and also appealing. The participants found the trip toilsome but worthwhile. Through this sports exchange programme, youngsters of both places could make mutual exchange on sports and understand each other's sports culture, thereby enhancing the participants' interest in sports. It achieved the objective of the exchange programme. Besides, the participants could build up independence and self-discipline, display team spirit and enhance their willingness to participate in sports. It would certainly enhance their interest in sports and extend friendship to their peers in Shanghai after experiencing the tough training without air-conditioning in the sports centre in Shanghai. Under joint training, the participants came to understand that their Shanghai counterparts had achieved, not by luck, today's results. This would motivate the participants to devote more efforts to sports.

On the facilities of the dormitory and sports venues, a majority of the participants felt that the facilities should need some improvement. On the accommodation, as there was no private bath or toilet in the dormitory, the participants had to walk for about 100 meters to a large bathhouse and follow the time limit for taking a bath. Besides, unpleasant smells sometimes came out of the toilets. On the sporting facilities, the sports centre lacked air-conditioning and ventilation systems and there was insufficient lighting before sunset. The basketball team even had to receive training at outdoor court under the hot weather. For the food, due to the different eating style between Hong Kong and Shanghai, the participants were not used to it at the beginning, but found it acceptable after the adjustment.

10. Closing Ceremony

A closing ceremony was held to award the participants for their actively participation in this camp. Certificates were presented to them by the Head of Delegation and Deputy Head of Delegation. Besides, the Sports-For-All Department of Shanghai Administration of Sports presented souvenirs to the Hong Kong coaches.



* Table Tennis Team*



* Basketball Team *



* Badminton Team *



* The Sports-For-All Department of Shanghai Administration of Sports presented souvenirs to the Hong Kong coaches.*

11. Way Forward and Suggestions

On sports items aspect, it is advisable to choose popular sports items and safety should be the main concern. There should not be too many sports items and one may consider choosing only two items for exchange purpose. More focused arrangements can then be made for the activities and venues.

On the participant's quota aspect, the number of participants from both sides should be moderate within 50 persons (total 100 persons) for easy attention especially during visits or sight-seeing activities. If there are too many participants, they will find it difficult to know each other and their sense of belonging to the summer camp will also be affected.

On activity arrangements aspect, as the emphasis is not on the exchange of advanced skills, participants from both sides can be mixed up in training, competitions, visits, sight-seeing, accommodation, etc. so that their friendship can be promoted within a short period of time.

On venue facilities aspect, as the participants from Hong Kong felt quite uncomfortable to use the public bathhouse and follow the time limit for taking a bath, the villa/hotel of the Oriental Land may be considered to replace the Global Village (hall of residence for students). Besides, consideration may be given to arranging accommodation in the villa/hotel at the campsite, with 2-3 persons sharing a room. This can increase the opportunities for exchange between athletes from Shanghai and Hong Kong. All training activities and competitions should be held indoors due to hot weather. Owing to the different life styles of the two places, prior visits to the facilities of the campsite should be arranged so that the actual operation can go more smoothly.