

**Planning Strategies for Major Sports Events of  
the Leisure and Cultural Services Department**

**Purpose**

This Paper outlines the planning strategies for the Leisure and Cultural Services Department (LCSD) to provide support for holding major sports events in Hong Kong and our participation in major sports events held elsewhere.

**Background**

2. The Sports Policy Review Report issued in 2002 recommended that more major international sporting events should be organized in Hong Kong so as to develop a strong sporting culture. To implement this recommendation and with a vision to project Hong Kong as an event capital, the LCSD will set up a dedicated Major Events Section to facilitate sports organizations to stage major sporting events in Hong Kong and participate in major games held outside the Special Administrative Region.

**Benefits of Staging Major Sports Events**

3. By staging major sporting events in the territory, Hong Kong could :

- i. foster a strong sporting culture in the community;
- ii. enhance tourism industry;
- iii. create job opportunities;
- iv. attract inward investment and encourage internal consumption .
- v. enhance social solidarity.; and
- vi. raise Hong Kong's profile in the international sporting community.

## **Planning Strategies**

4. In 2004/05, the LCSD will support local sports organizations to stage and participate in major sports events at different levels, namely local, regional, national and international levels.

### *Local Level – Supporting NSAs to host Major Sports Events*

5. There are at present three annual signature sports events, namely Hong Kong Rugby Sevens, the Carlsberg Cup (Football) and the Hong Kong Marathon, which are organized by respective National Sports Associations (NSAs) with the associations' own resources, commercial sponsorship and financial support from the community. There are other major sports events which are held with the support of the Government in one form or the other. A list of major sports events in 2004 is set out at *Annex I*.

6. To enrich our major sports events calendar, the LCSD will work closely with NSAs to identify suitable events to be brought in or upgraded as new signature events through implementing the followings –

- i. Facilitate the development of potential sports events into signature events;
- ii. To work hand in hand with NSAs in promoting major sports events for the development of a sporting culture in the community to generate more public interest in sports;
- iii. To enhance communication and cooperation among NSAs and Government departments for smooth implementation of major sports events;
- iv. To assist NSAs to attract more audience including tourists to the events; and
- v. To support NSAs to solicit more commercial sponsorship to enhance the quality of the events.

### *Regional Level – Greater Pearl River Delta Sports Exchange and Cooperation*

7. In recent years, there has been a steady increase in the exchange of information and expertise among cities in the Greater Pearl River Delta (GPRD) Region including Hong Kong, Guangdong and Macau. To foster the promotion and development of sports in these three areas, a Sports Exchange and Cooperation Programme will be launched with the aim to complement sporting resources, raise sports standard and exchange sporting expertise among the three areas. In this aspect, the LCSD will –

- i. arrange inter-area sporting competitions;
- ii. arrange mass participation events for fostering a sporting culture;
- iii. implement measures to facilitate sports exchange and provide training opportunities for sports practitioners;
- iv. help promote academic exchange in sports science; and
- v. provide a platform for commercial and public sectors to share experience in the development of sports industry.

### *National Level – Participating in National Major Games*

8. Since 2001, the LCSD has put in efforts to facilitate NSAs in taking part in national sporting events with the aims to raise Hong Kong sports standard and to provide opportunities for Hong Kong athletes to gain competition experience. In order to achieve the aim, the LCSD will–

- i. provide secretarial support for the organizing committees set up for preparing HKSAR Delegations to participate in national sporting events;
- ii. arouse public awareness of national sporting events through organization of promotional activities such as flag presentations, torch runs, welcome home receptions, etc; and
- iii. provide opportunities and support for NSAs to organize competitions at national level such as the

preliminary competitions of National Games.

*International Level – Participating in International Major Games and Supporting the East Asian Games*

9. All along, Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) make the required arrangements for sending Hong Kong Delegation to take part in International Games such as the Olympic Games, Asian Games, etc. In order to bring these events to community level, the Government has organized community involvement activities i.e. visiting tours, welcome home receptions, to arouse public awareness and recognition of the achievements of Hong Kong athletes. A list of the National and International Games to be held in coming years is at ***Annex II***.

10. It has long been the wish of the local sports sector to host international games in Hong Kong. With the successful bid of the 2009 East Asian Games, the LCSD will work closely with the sports community to ensure that the event will be successfully held in Hong Kong.

**Manpower Implications**

11. Due to budget constraint, there is little scope for the LCSD to obtain new manpower resources for taking up the new work arising from major events. To cope with the workload generated from the tasks elaborated in the preceding paragraphs, the LCSD will rearrange work priority and redeploy existing manpower resources in district and other leisure areas of operation to strengthen the Major Events Section of the department so that the department will be able to provide adequate support to deal with major sports events of Hong Kong.

12. This Paper is prepared for Members' discussion.