

**Mission and Business Plan  
of the Major Events Section of  
the Leisure and Cultural Services Department**

**Purpose**

The purpose of this paper is to inform Members the mission, the organization structure and business plan of the Major Events Section (MES) of the Leisure and Cultural Services Department (LCSD).

**Background**

2. To collect views of the Major Sports Events Committee (The Committee) on its planning strategy for major sports events, the LCSD submitted a paper on its Planning Strategy for Major Sports Events to the Committee at its 2<sup>nd</sup> meeting on 12 February 2004. In order to let members have a clearer idea about the future work of the MES, LCSD undertakes to provide further information on the mission, organization structure and business plan of the MES for members' information.

**Mission**

3. The missions of the LCSD in relation to sports include-

- to enrich life by providing quality leisure services for all;
- to promote professionalism and excellence in leisure pursuits;
- to promote synergy with sports and community organizations in enhancing the development of sports in the territory; and
- to achieve a high level of customer satisfaction in sports participation.

4. Given that sports can offer various benefits to the community, the Government commits to promote and develop sports at all levels. The Sports Policy Review Report (SPRR) issued in 2002 highlighted the aim of developing a strong sporting culture in the community and raising our international profile on sports. With the department's mission and the recommendation of the SPRR in mind, LCSD has drawn up the planning strategy for the MSE which was endorsed by the MSEC.

## **Organization Structure**

5. To achieve the missions and aims mentioned above, LCSD has formed the new MES since 1 April 2004 by redeployment of existing manpower resources to strengthen the previous Major Events Team. The newly formed MES, headed by a Chief Leisure Manager, consists of 30 departmental staff and 9 clerical staff. The organization structure with relevant areas of work is at Annex I.

## **Business Plan**

6. Taking into account the resources available, the MES has formulated a business plan for the fiscal year of 2004/2005 as below-

- i. Local level – develops a strong sporting culture in the community by encouraging mass participation in sports and supports NSAs to host major sports event;
- ii. Regional level – implements the projects under the Sports Exchange and Cooperation Agreements signed with various bureaux /agencies of the Mainland and other countries;
- iii. National level – supports and facilitates NSAs to participate in national major Games; and
- iv. International level – raises Hong Kong’s international profile on sport by supporting the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) to participate in international major Games and organise the 5th East Asian Games, and promoting Hong Kong as a sport event capital.

## **Local Level**

7. With the aims to promote the sports-for-all concept and cultivate a sporting culture in the community, the former ME Unit has been organizing a number of territory-wide sports events on a regular basis which include the Corporate Games, Masters Games, Age Group Competition and the Healthy Exercise for All Campaign. As these territory-wide sports events have along been well received by members of the community, the MES will continue to organize these programmes in 2004/2005. New elements will be introduced where possible to augment the attractiveness and participation in these events. A summary of the territory-wide sports events is detailed at *Annex II*.

8. Besides, in order to enrich the major sports events calendar, the LCSD will work closely with NSAs to identify events which can be developed as new signature events and assist the NSAs to organize these events.

### **National Level**

9. Since 2001, the LCSD has put in efforts to facilitate NSAs in taking part in national sports events. In order to raise Hong Kong's sports standard and provide opportunities for Hong Kong athletes to gain competition experience at national level, the MES will continue to provide support to SF&OC and NSAs to participate in these events. With the 10<sup>th</sup> National Games (the Games) to be held in October 2005 at Nanjing, Jiangsu, the MES will provide secretariat support to the Games Organizing Committee of Hong Kong to prepare and arrange for the HKSAR Delegation to compete in the Games. The MES will also provide full support to the organization of promotional activities such as torch-relay activities, flag presentation ceremony, welcome home reception, etc., to arouse public awareness of Hong Kong's participation in the Games.

10. Staff of the MES will also be sent to Nanjing to attach to its organizing committee to gain experience in the planning and organization of large scale events.

### **International Level**

11. In raising Hong Kong's profile in the international sporting field, the MES will work closely with the SF&OC to promote Hong Kong's sports achievement internationally and locally. The MES will assist the SF&OC to organise the Promotion of Hong Kong through Sports Exhibition in Athens during the 2004 Olympic Games period. The MES will also organize community involvement activities to arouse public awareness and recognition of the achievements of Hong Kong athletes and to foster a strong sporting culture in the community.

12. Moreover, with Hong Kong's successful bid of the 2009 East Asian Games (EAG) in November 2003 and the formation of the EAG Planning Committee (EAGPC), the MES will serve and support the EAGPC for the overall planning and promotion work of the EAG.

## **Sports Exchange Programmes**

13. Following the signing of the Agreement on Sport Exchange and Cooperation with Guangdong and Macao, a series of sports programmes has been planned for the year 2004-2005 to enhance cooperation and exchange of experience in sports and related aspects among the three areas. These programmes include-

- a) sporting goods fair;
- b) golf tournament;
- c) sports competitions for students in the 3 areas; and
- d) sports competitions among Government Officials in the 3 areas.

14. Apart from enhancing sports exchange and cooperation with Guangdong and Macau, the Government had also signed similar agreements with the State Sports General Administration of China (SSGA) and Shanghai Administration of Sports in May 2004. The MES will work closely with relevant parties including government agencies, NSAs and local organizations to foster sports exchange and cooperation with these parties.

15. Furthermore, the sports exchange programme between Hong Kong and Kagoshima has been established since 1983. This year, sports exchange activities include sending a sand sculpture team and a handball team to Kagoshima in May and July respectively. The MES will also assist in organizing the Hong Kong-Kagoshima Conference to be held in Hong Kong in November.

## **Presentation**

16. This Paper is prepared for Members' information.

Leisure and Cultural services Department  
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