

Progress on the preparation of the 2009 East Asian Games

Purpose

This paper briefs Members on the progress of the preparation work for the 2009 East Asian Games (EAG).

Background

2. After Hong Kong has won the hosting right of the 5th East Asian Games to be held in 2009, the Leisure and Cultural Services Department (LCSD) has worked closely with the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) and the sports sector to organize the first ever multi-sports international games in Hong Kong. In order that the preparation and organization of the 5th EAG would be carried out in a smooth and timely manner, we established the 5th EAG Planning Committee in June 2004 to oversee and steer the concerned work.

The East Asian Games Planning Committee (the Planning Committee)

3. The Planning Committee has a wide representation with members coming from SF&OC, the sports sector, relevant Government departments and related sectors in the community including business, banking, tourism and airline, etc. The Planning Committee will enlist community support for the EAG; develop an action timetable, work out the publicity and marketing strategy; and advise on the venue facilities required for the organization of the EAG. The membership and terms of reference of the Planning Committee are attached at *Annexes I and II*.

4. The Planning Committee has recently formed an executive agent company for the implementation of the EAG. The company was registered as a company limited by guarantee under the name of “2009 East Asian Games (Hong Kong) Limited”.

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(i) Publicity programmes

2009 EAG emblem design competition

5. A Task Force on Publicity Programmes for 2009 EAG has also been formed with members comprising representatives from the SF&OC, District Council, the Hong Kong Designers Association, the Hong Kong Tourism Board and relevant Government departments. The Task Force has initially focused its work on the 2009 EAG emblem design competition as the emblem should reflect the aim and value of the 5th EAG and it will form the basis for designing other insignia of the EAG. The design competition is open, with professional designers as the prime target entrants. A selection panel with reputable practicing design experts invited from abroad, the Mainland and from Hong Kong and also a representative from the SF&OC will be set up for the purpose. To enhance public awareness of the EAG and attract participation of serious and top quality designers in the emblem design competition, the competition was launched on 7 March 2005 by a press conference cum symposium attended by practicing designers, universities students and interested individuals. The collection and assessment of the submitted designs for the competition will be completed in June 2005. A prize-award ceremony will be held in July, and the best emblem selected will be formally used when Macao hands over the EAG hosting right to Hong Kong in November 2005 at the end of the 4th EAG.

The EAG Gallery and EAG website

6. We will also establish an EAG Gallery to display exhibits related to the EAG and Hong Kong sports development. This seeks to enhance public awareness of the EAG and enlist the support from the community. The viewing gallery on 2/F of the Hong Kong Park Sports Centre has been identified to house the EAG Gallery. The renovation work for the establishment of the gallery has been largely completed and the design for the exhibits would be carried out afterwards.

7. To achieve the objectives of setting up of the EAG Gallery, the theme of the exhibition at the gallery would include but not limited to the history of EAG, Hong Kong's sports development and achievements and the sports elites, etc.

8. Separately, we will also establish a web site for the 5th EAG to promote the event. The EAG Planning Committee has agreed to adopt "www.2009eastasiangames.hk" as the official 5th EAG website. The development of the website will be carried out in phases and initially the content will focus on the origin and history of the EAG; Hong Kong as Asia's world city and sports events capital; details on the sports venues for holding the EAG events, schedules and contents of publicity events, photo gallery, etc.

9. The tasks on the design and production of the exhibits for the EAG Gallery and the development of the EAG website will be undertaken by the SF&OC with subvention from LCSD. The EAG Gallery and website are expected to be rolled out in the latter half of 2005.

Promotion of 2009 EAG in schools

10. A series of publicity and educational programmes will be launched in schools with the collaboration of the Education and Manpower Bureau (EMB) and SF&OC to promote EAG to the students. The proposed programmes, including talks, quiz and exhibitions will be launched in the school year of 2005-06. In addition, relevant information on 2009 EAG will be uploaded to the EMB website and information material will be distributed to school teachers as their teaching material for various subjects.

(ii) Progress on sports venues upgrading and construction

11. To prepare for the organization of the EAG, we will upgrade existing sports venues and facilities to the required standard. This will largely meet our requirement for holding the Games. Among the core venues identified, funding has been earmarked for the improvement works for the Kowloon Park Swimming Pool whereas funding for improvement works for the Hong Kong Stadium, Hong Kong Coliseum and QE Stadium will be sought at a later stage. Improvement works for other venues will be identified for biddings funds in the financial year

2005-06.

12. New sports facilities which will come into operation in the next few years under the normal public works programme, including the Stanley Water Sports Centre and the Tseung Kwan O Sports Ground (which has been recently approved by the Legislative Council Finance Committee with a budget of \$293.1 million), will also be utilized for organizing the EAG.

Presentation

13. This paper is presented to Members of the Major Sports Events Committee for information.

Leisure and Cultural Services Department
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