

啓德體育園區的擬議工程範圍 及未來經營模式

**The proposed scope of the MPSC
and future operating models**

啓德體育園區

The Multi-purpose Sports Complex



啓德體育園區設施

Components of the MPSC

大型賽事舉辦場地 Major event venues –

- 50,000座位主場館
50,000-seat main stadium
- 5,000座位公眾運動場
5,000-seat public sports ground



- 4,000座位室內體育館
4,000-seat indoor sports centre

啓德體育園區設施

Components of the MPSC

公共體育設施

Public sports facilities



啓德體育園區設施

Components of the MPSC

公眾休憩用地 Public spaces for recreation



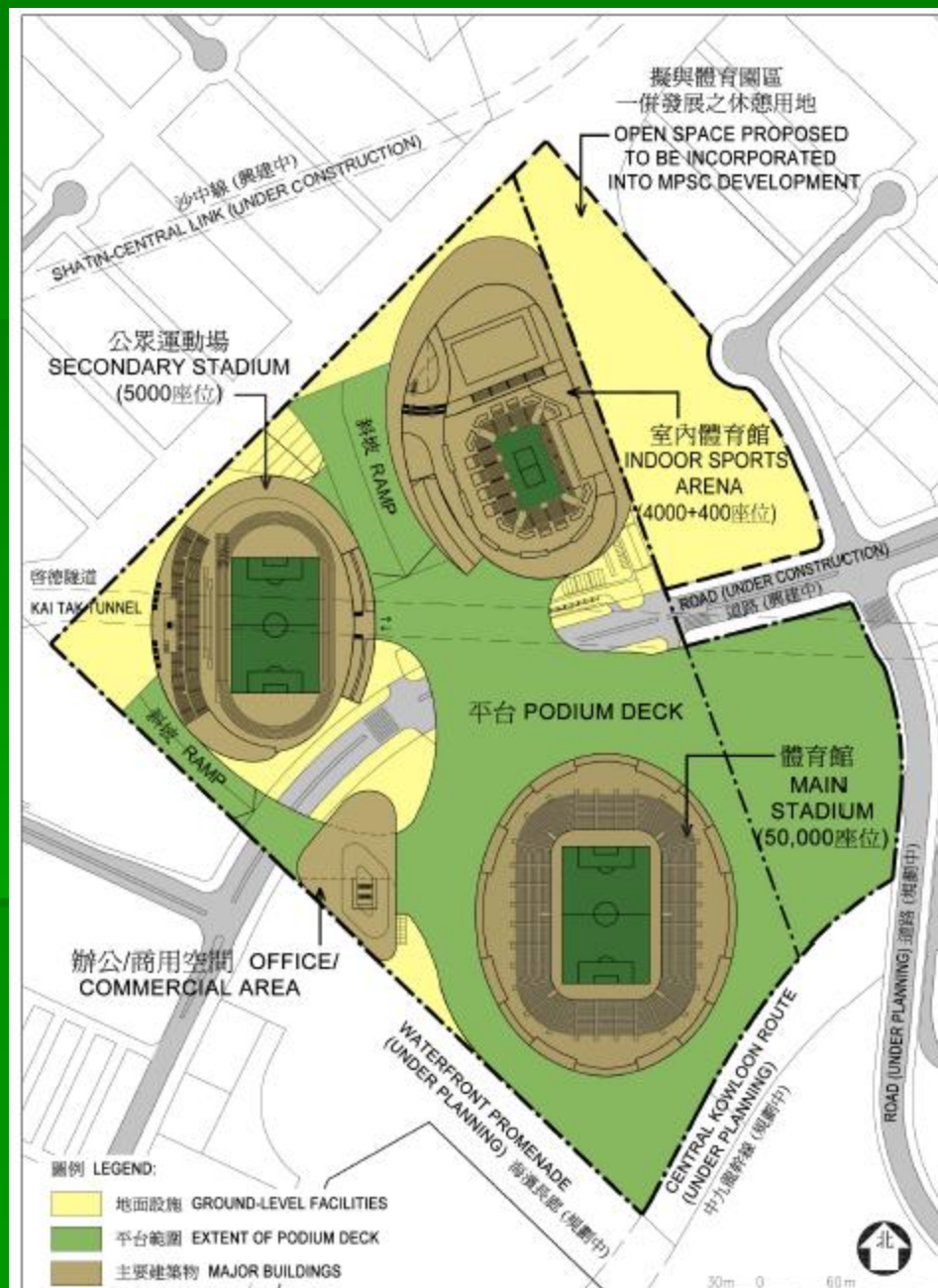
啓德體育園區設施

Components of the MPSC

零售餐飲店舖及辦公室

Retail and F&B outlets and offices





啓德體育園區

The Multi-purpose Sports Complex



最近就啟德體育園區而進行的顧問研究

Recent Consultancy Studies on MPSC

- 啟德體育園區的採購及融資安排顧問研究
Procurement and Financing Options for the MPSC at Kai Tak
- 就啟德體育園區採購及融資安排的詳細方案顧問研究
Detailed Financial Models for the procurement and financing of the MPSC at Kai Tak



工務工程計劃模式

Public Works Programme (PWP) option

- 是政府和業界均熟悉且行之有效的方法

A “tried and tested” approach familiar to government and industry

- 儘管體育園區造價不菲，而且規模龐大，但整個項目可分為多個相對簡單的基建工程

Despite its cost and large scale, the separate components of the project are relatively straightforward items of infrastructure

- 可加強政府在項目設計、興建和營運上將有更大控制權，以確保體育園區符合政策目標和廣大市民的期望

The Government has a firmer hand in steering the project through the design, construction and operation phases to ensure that it meets the policy objectives and wider public expectations

“設計－興建－營運”方案

Design-Build-Operate (DBO) approach

“設計－興建－營運”方案能夠－

- 確保體育園區的設計符合長遠的營運需要
- 鼓勵負責設計及興建的承辦商在清楚訂明的時限內，提出合乎成本效益的建議

A DBO approach will help –

- To ensure that the design of the MPSC meets the Government's long-term operational needs
- To encourage the contractors responsible for the design and construction to provide a cost-effective solution within a clearly defined time-frame

初步屬意委聘單一財團負責體育園區的設計、興建和營運

Initial thinking is to engage a single consortium to design, build and operate the MPSC

啟德體育園區的營運－考慮因素

Operation of the MPSC - Considerations

- 園區主要用作舉辦大型體育盛事及給公眾使用的運動場地
The complex will be designed mainly to host sports events and provide community sports facilities
- 園區將會每星期七天全日開放供公眾使用，為市民提供方便到達並充滿活力的「體育園」
Focus on 24/7 operation and easy accessibility to create a lively and dynamic sports park
- 營運者必順好好利用體育園區，並爭取機會賺取盈利
The operator should maximise use of the complex and have opportunities to generate revenue

方便公眾使用

Easy and regular public access

- 設施使用(尤其是公眾運動場及室內體育館) - 體育總會及學校可作訓練及比賽用途

Use of facilities – particularly sports ground and indoor sports centre - by NSAs and schools for training and competition

- 為公眾提供無障礙設計

Barrier-free access to the public – in every sense

- 設施收費會參照康文署場地的費用

Everyday usage fees comparable to LCSD rates

- 高程度的營運靈活性

High degree of operational flexibility

賺取盈利的機會

Revenue generating opportunities

- 舉辦知名的國際體育盛事
Hosting established international sports events
- 舉辦新的高質素體育盛事、娛樂節目及展覽會
Hosting “new” high-level sports events, entertainment events and exhibitions
- 廣告、廣播及商品推銷
Advertising, broadcasting and merchandising
- 租用商用空間及特許專賣權
Rental from commercial and office complex and concessions
- 命名權及贊助
Naming rights and sponsorship



未來路向

Way Forward

- 會以選用“設計—興建—營運”合約的工務工程計劃方案為基礎，推展體育園區的規劃工作，以便在政府的全方位指導下，充分借助私人機構的專業知識和創新意念

To develop the MPSC as a publicly funded project procured through a DBO approach to maximise private sector expertise and creativity under overall expertise and creativity under overall government direction

- 建立一個滿足本地居民需要並能夠奠定啟德體育園區成為世界級場地的營運模式

Establish an operating model that meets the needs of the local community and will establish the MPSC as a world-class venue

- 會繼續就啟德體育園區項目諮詢持份者

To continue to consult stakeholders on the MPSC project

時間表 Timetable

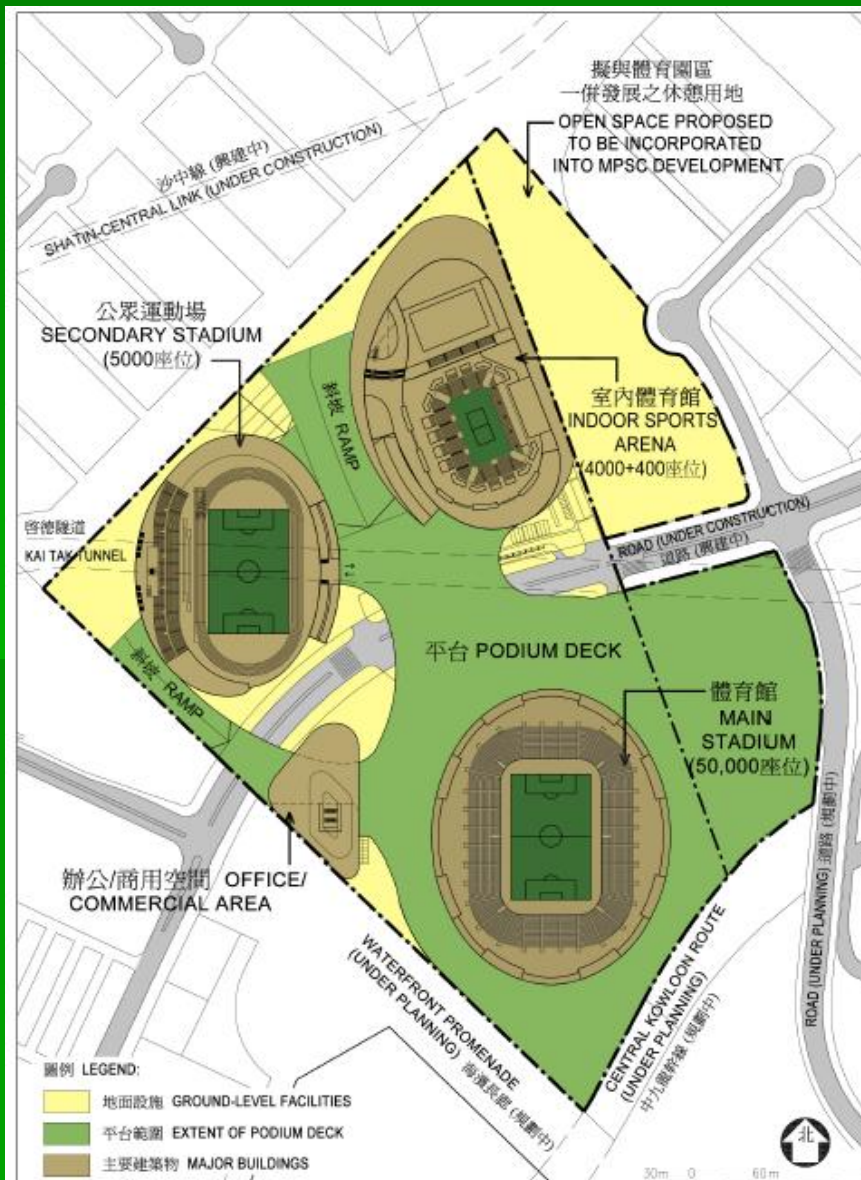
- 我們會在2014年上半年開展前期工程工作，以便在2015年開始進行招標

In the first half of 2014 we will take forward pre-construction work with a view to preparing for a formal tender exercise to start in 2015

- 當立法會通過啟德體育園區工程的撥款，我們目標是在2016年開始動工，於2019/20年完成

Subject to LegCo funding approval we aim to start construction in 2016 for completion in 2019/20





謝謝
Thank you