

推廣 Promotions

年度內，體院與傳媒緊密合作，舉辦不同活動，藉以推廣香港精英運動員，讓社會大眾進一步認識他們的訓練和成就，並培養市民對競賽運動的興趣，形形色色的傳媒和社區推廣活動取得很大的成效。

年度內，體院共發放了37份新聞稿及邀請，以及安排了108次傳媒採訪，並剪存了8,283份有關運動員及體院的新聞報導。自二零一一年九月起，體院與《星島日報》的學生報《S-file》合作，定期刊登文章，介紹體院專業團隊提供的精英訓練支援服務，專欄除講解運動科學、運動醫學、體適能等知識外，更包括運動員的專訪。另外，體院於報章出版的《精英體育》期刊，由二零一二年三月起在康樂及文化事務署轄下22個主要室內體育館可供取閱，進一步向公眾推廣精英體育。

體院應傳媒的要求，在年度內為香港羽毛球隊舉辦了三次「會見傳媒」活動，讓他們分享備戰主要比賽的情況，以及在第七屆全國城市運動會奪取獎牌的體會。此外，體院又與中國香港體操總會合作，於二零一二年三月二十九日舉辦另一次活動，安排兩名取得參加倫敦2012奧運會資格的體操運動員會見傳媒，分享備戰情況。

此外，體院亦竭力將精英體育帶入社會每一角落，並盡一己之力，積極支持慈善活動。

在二零一一年七月二十七日，200名參加香港電台太陽計劃的永不放棄同學會學生到訪體院。除認識本港體育的發展架構及體院在當中擔當的角色外，到訪同學更在職員帶領下參觀體院的精英訓練設施。

Throughout the year the HKSI worked closely with the media and organised various activities and events to promote Hong Kong's elite athletes, to raise awareness among the public of their training and accomplishments, and to develop greater interest in competitive sports in the general population. This was accomplished through a wide range of media and community-related activities.

During the year, the HKSI issued 37 media releases and invitations, arranged 108 interviews, and recorded a total of 8,283 newspaper articles on our athletes and the HKSI. In September 2011, the HKSI joined hands with *Sing Tao Daily's* student paper *S-file* to publish regular articles on the elite training support offered by HKSI professionals. In addition to topics like sports science, sports medicine, and strength and conditioning, the column included interviews with elite athletes. Starting in March 2012, *Sports Excellence*, a newspaper supplement published by the HKSI, was distributed at 22 major indoor sports centres of the Leisure and Cultural Services Department to promote elite sports to the public.

In response to media interest, the HKSI organised three "Meet the Media" sessions for the Hong Kong badminton team during the year, in which the team discussed their preparation for major competitions, as well as their medal success at the 7th National Intercity Games. In conjunction with the Gymnastics Association of Hong Kong, China, the HKSI organised another "Meet the Media" session on 29 March 2012 for two gymnasts who qualified for the London 2012 Olympic Games.

The HKSI also engaged in major efforts to bring elite sports to the community and played a part in supporting charity work.

On 27 July 2011, the HKSI received a group of 200 students from the Never Give Up Association under Radio Television Hong Kong's Solar Project. They learned about the sports structure in Hong Kong and the work of the HKSI, and took part in a guided tour of the elite training facilities.



體院於年度內為羽毛球及體操隊舉辦「會見傳媒」活動。
"Meet the Media" sessions were held for the badminton and gymnastics teams during the year.



在二零一一年十二月三十一日，體院與香港精英運動員協會合辦「明日精英大檢閱暨慈善愛心跑」，吸引超過1,000名小學生、家長、名人及傳媒參加。活動於體院火炭總部舉行，由香港特別行政區行政長官曾蔭權先生擔任主禮嘉賓。當天的活動包括家長研討會、參觀體院設施、運動科學示範、分組運動時段及慈善跑。

扶輪與校同行計劃「從體院認識體育專業」活動於二零一二年一月十九日在體院舉行，吸引約200名來自13間參與計劃學校的學生及老師參加。他們出席由教練、運動員、運動科學及醫學專家、體院行政人員主持的一系列分享會，了解體育專業的詳細情況，期後更獲安排參觀體院設施。主辦機構還為活動舉辦了徵文比賽，邀請參加者藉文章分享到訪體院的感想。比賽共收到超過40份作品，頒獎典禮於二零一二年四月十日舉行，頒贈獎品予得獎者。主辦機構亦特別於《星島日報》出版特刊，報導活動的盛況。

On 31 December 2011, the “Future Elites Forum and Charity Run”, which the HKSI co-organised with the Hong Kong Elite Athletes Association, was held at the HKSI headquarters, attracting over 1,000 primary school students, their parents, celebrities and media. Officiated by The Hon Donald Tsang, Chief Executive of the HKSAR, the event comprised parents’ seminars, tours, sports science demonstrations, group exercises and a charity run.

On 19 January 2012, the Rotary Adopt-A-School Programme “HKSI Vocational Training Day” was held at the HKSI. About 200 participants from 13 schools joined a series of sharing sessions to learn more about the sports profession, conducted by coaches, athletes, sports science and medicine experts, and HKSI executives, followed by a guided tour. An essay competition was specially organised for the event, with participating students being invited to share their experience on the visit. Over 40 entries were received and a ceremony was held on 10 April 2012 to present prizes to the winners. A newspaper supplement was published in *Sing Tao Daily* to report the event.



「明日精英大檢閱暨慈善愛心跑」吸引逾1,000名參加者於體院進行慈善跑和參與其他活動。

The “Future Elites Forum and Charity Run” attracted over 1,000 participants in a charity run and other activities at the HKSI.



扶輪與校同行計劃「從體院認識體育專業」活動讓參加者了解香港體育專業的情況。

Participants from local schools learned about the sports profession in Hong Kong during the Rotary Adopt-A-School Programme’s “HKSI Vocational Training Day”.