



香港特區行政長官曾蔭權及立法會民政事務委員會成員了解體院重新發展計劃的最新進展。

HKSAR Chief Executive Donald Tsang and members of the Panel on Home Affairs of the Legislative Council check the progress of the HKSI Redevelopment Project.



第二階段工程包括新建賽艇中心、多用途體育館及游泳池的地基工程於年度內已順利完成，有關工地於二零一零年十一月交予承建商，以進行上蓋工程；九層高多用途大樓的打樁工程則預計於二零一一年六月竣工。大部份新建大樓將於二零一二年年底完成。

體院於二零一零年七月九日向立法會民政事務委員會提交資料文件，報告重新發展計劃的最新情況和推展該計劃的建議未來路向。於二零一零年十月六日，委員會成員前往體院參觀多項經提升後的設施，並了解計劃的進展。於二零一一年一月二十六日，香港特區行政長官曾蔭權亦在民政事務局局長曾德成的陪同下，參觀體院各項設施。

In phase two, the foundation works for the new rowing boathouse, multi-purpose sports hall and swimming pool were completed and the sites were handed over to the contractor for superstructural works in November 2010. Piling works for the nine-storey multi-purpose building are anticipated to be completed in June 2011. Most of these new buildings will be completed by the end of 2012.

An information paper was presented to the Panel on Home Affairs of the Legislative Council (LegCo) on 9 July 2010, in which the LegCo Members were informed of the status of the Project and the proposed way forward for its implementation. Members of the Panel visited the HKSI on 6 October 2010, during which they toured the upgraded facilities of the HKSI, and were briefed on the progress of the Redevelopment Project. HKSAR Chief Executive Donald Tsang, accompanied by the Secretary for Home Affairs Tsang Tak-sing, also toured the HKSI on 26 January 2011 to check on the progress of the Project.

## 推廣 Promotions

年度內，體院舉行了多項推廣及傳媒活動，藉以推廣香港的精英運動員，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。自二零一一年三月起，體院官方刊物《精英體育》轉於《星島日報》刊載，繼續向廣大公眾人士提供本地精英體育資訊和推廣體院的工作。此外，體院於年度內共發放了54份新聞稿及邀請，以及安排了124次傳媒採訪，又剪存了10,073份有關運動員及體院的新聞報道。

Throughout the year, the HKSI organised various activities and media 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 among the general population. *Sports Excellence*, the official publication of the HKSI, continued to provide news of local elite sport and the work of the HKSI to a wide audience, moving to the *Sing Tao Daily* beginning March 2011. During the year, 54 media releases and invitations were issued, and 124 interviews were arranged. A total of 10,073 newspaper clippings on athletes and the HKSI were recorded.

在2010亞洲運動會（亞運會）踏入倒數150天前夕，體院與恒生銀行宣佈透過「恒生優秀運動員獎勵計劃」，鼓勵香港運動員在廣州亞運會及亞洲殘疾人運動會（亞殘運會）上爭取佳績。體院除了透過網站宣佈有關消息外，亦在其院址內設置橫額及展板，為運動員打氣和推廣這項計劃。

On the eve of the 150-day countdown to the 2010 Asian Games, the HKSI and Hang Seng Bank announced the Hang Seng Athlete Incentive Awards Scheme to encourage Hong Kong athletes to strive for excellence at the Guangzhou Asian Games and Asian Para Games. The Scheme was publicised on the HKSI website, and on banners and display panels set up on HKSI premises to boost athlete morale and promote the Scheme.

於二零一零年九月底至十一月初期間，體院舉辦了一系列的「與傳媒會面」活動，安排逾百名來自八個精英體育項目的運動員及教練，以及體院的運動醫學及運動科學專業人員會見傳媒，分享亞運會的備戰工作及支援服務。

A series of "Meet the Media" sessions were held from late September to early November 2010, in which over 100 athletes and coaches from eight Elite Sports, along with HKSI sports medicine and sports science professionals, shared with the media their preparations and support services for the Asian Games.

為鼓勵市民表達對香港運動員的支持，體院安排了兩段宣傳短片，於二零一零年十一月一日開始在九巴路訊通，以及自二零一零年十一月十二日起在維多利亞公園及市政局百週年紀念花園的屏幕上播放。於二零一零年十一月一日，30名恒生銀行員工前往體院總部探訪運動員，並送上祝福。

To encourage public support for Hong Kong athletes, two short videos were broadcast around Hong Kong on Kowloon Motor Bus (KMB) buses from 1 November 2010 and on screens at Victoria Park and the Urban Council Centenary Garden from 12 November 2010. On 1 November 2010, 30 Hang Seng staff members came to HKSI headquarters to give their personal best wishes to the athletes.

為慶祝香港運動員在亞運會取得佳績，體院於二零一零年十二月九日在總部舉行歡迎會，祝賀代表團凱旋歸來，又於二零一零年十二月至二零一一年一月期間，在本港多份報章刊登了15份特刊，報道有關「恒生優秀運動員獎勵計劃」亞運會及亞殘運會頒獎典禮的盛況。

To celebrate Hong Kong athletes' outstanding performances, a welcome-home reception for the Asian Games delegation was held on 9 December 2010 at the HKSI, and 15 supplements on the Hang Seng Athlete Incentive Awards Scheme Presentation Ceremonies for the Asian Games and Asian Para Games were published in various local newspapers in December 2010 and January 2011.



體院為運動員、教練及運動醫學及運動科學人員舉辦「與傳媒會面」活動，分享備戰亞運情況。  
A series of "Meet the Media" sessions were held for athletes, coaches and sports medicine and sports science professionals to share their preparations for the Asian Games.



此外，體院於二零一零年十月至二零一一年一月期間安排了多項宣傳短片拍攝工作及傳媒活動，以支持香港申辦2023亞運會的建議。

為推廣滙豐銀行慈善基金教練培訓計劃，體院製作了一系列推廣特輯，重點介紹二零零九年度滙豐銀行慈善基金優秀教練選舉。有關特輯在二零一零年五月中至七月底期間於九巴路訊通播放。

體院在年度內亦積極參加社區活動，與不同機構合辦了兩項大型活動，分別是由沙田區議會贊助的「沙田節半馬拉松暨聖誕繽紛跑2010」及香港精英運動員協會主辦的「毅力十二愛心跑」，以推廣體育運動，同時培育健康的下一代。

A series of video shoots and media activities were also lined up from October 2010 to January 2011 in support of Hong Kong's proposed bid for the 2023 Asian Games.

To promote the Hongkong Bank Foundation Coach Education Programme, a series of Roadshow promotional videos were produced with a special focus on the 2009 Coaching Awards. The videos were broadcast territory-wide on KMB buses from mid-May to late July 2010.

The HKSI also actively participated in community events to promote sport and help create a healthy lifestyle legacy for future generations, co-organising two large community events: Riverside Winwin Run 2010 of Sha Tin Festival sponsored by the Sha Tin District Council, and Run With Your Heart of the Hong Kong Elite Athletes Association during the year.

## 贊助 Sponsorships

年度內為體院活動、獎學金運動員及體育總會籌得的現金及商業贊助、捐款和廣告收益，總值達574萬港元。

體院向右頁機構及人士衷心致謝，感謝他們在二零一零/一一年度提供贊助及捐款，協助推動香港的精英體育發展，並特別鳴謝香港賽馬會多年來的慷慨支持。

A total of HK\$5.74 million in cash and in-kind sponsorships, donations and advertising was secured during the fiscal year. This support was allocated directly to the HKSI's programmes, HKSI Scholarship Athletes and NSAs.

The HKSI gratefully acknowledges the sponsorships and donations from the organisations and individuals listed to the right, all of whom generously assisted with the development of Hong Kong elite sport in 2010/11. We also offer our special thanks to The Hong Kong Jockey Club for its support over the years.



滙豐銀行慈善基金自一九九二年開始一直資助香港教練培訓計劃。  
The Hongkong Bank Foundation has been supporting the Hong Kong Coach Education Programme since 1992.



恒生銀行透過優秀運動員獎勵計劃，不斷增加對精英運動員的支持與認同。  
Hang Seng Bank has been increasing its recognition to elite athletes through the Athlete Incentive Awards Scheme.