



此外，現有的精英訓練設施亦會全部提升至世界級水平，包括乒乓球、劍擊及羽毛球的訓練場地、運動科學測試室、運動醫學診所、體能訓練中心及獲擴充的綜合運動恢復中心。重新發展計劃完成後，體院所有設施亦會全面配合殘障運動員的精英訓練計劃。

二零零九年二月，體院舉行新年晚宴，董事局成員與各精英及殘障人士體育項目的體育總會代表、中國香港體育協會暨奧林匹克委員會的代表，以及民政事務局與康樂及文化事務署的官員聚首一堂，並由體院代表向嘉賓們介紹體院重新發展計劃的最新設計圖則。

二零零九年三月二十二日，體院重新發展計劃於火炭原址舉行動土儀式，標誌著龐大的工程正式展開。民政事務局局長曾德成在儀式上主持動土，與逾150位分別來自政府、區議會、體育界及地區組織的嘉賓，以及精英運動員及教練一起見證這個歷史時刻。全賴各界人士在計劃籌備及諮詢過程中一直積極參與和支持，令工程得以順利展開。



a nine-storey multi-purpose building with a conference centre, athletes' hostel and sports residence for visiting athletes; and a rowing boathouse.

Existing facilities for table tennis, fencing, badminton, the sports science laboratories, the sports medicine clinic and the fitness training centre with an expanded, integrated recovery centre, will all be upgraded to provide world-class facilities for elite training. All facilities of the redeveloped HKSI will also be fully integrated for elite training programmes for athletes with disabilities.

In February 2009, the HKSI's Board of Directors and guests from the Elite Sports and Disability Sports National Sports Associations (NSAs), the Sports Federation & Olympic Committee of Hong Kong, China as well as officials of the Home Affairs Bureau and Leisure and Cultural Services Department gathered at the annual HKSI New Year Luncheon and viewed a presentation on the updated design schematics of the HKSI Redevelopment Project.

A Ground Breaking Ceremony was held at the HKSI Fo Tan venue on 22 March 2009 to mark the commencement of the three-phase construction works. Tsang Tak-sing, Secretary for Home Affairs, officiated at the ceremony and commemorated this historic moment with over 150 guests from Government, District Councils, the sports sector, local community and elite athletes and coaches, all of whom have been much valued partners during the project's planning and consultation stages.



推廣 Promotions

為推廣體院的運動員及工作，體院於二零零八年七月為五個個別奧運項目的精英運動員及教練，包括劍擊、羽毛球、滑浪風帆、賽艇及乒乓球，舉辦了一系列的「與傳媒會面」活動。此外，體院與多個精英體育項目的體育總會合作，安排運動員會見本地傳媒，分享備戰北京2008奧運會的情況，並提供拍攝機會。同時，體院亦為其運動科研人員舉辦了一次「與傳媒

To promote athletes and the role of the HKSI, the HKSI organised a series of "Meet the Media" sessions in July 2008 for elite athletes and coaches of five individual Olympic sports, namely fencing, badminton, windsurfing, rowing and table tennis. The HKSI also cooperated with a number of Elite Sports NSAs to arrange for



會面」活動，讓公眾進一步了解體院如何為本地頂尖的健全及殘障運動員提供優質的科研及醫療支援服務。

年度內，體院繼續與家庭學習協會的月刊《迪士尼智趣號》合作。這項合作計劃不但向公眾及青少年推廣精英體育與精英運動員，更提供了一個有效的渠道，展示運動員積極的人生態度，以及面對挑戰和克服困難的能力。合作計劃於二零零八年七月圓滿結束，共訪問了24位精英及青少年運動員。

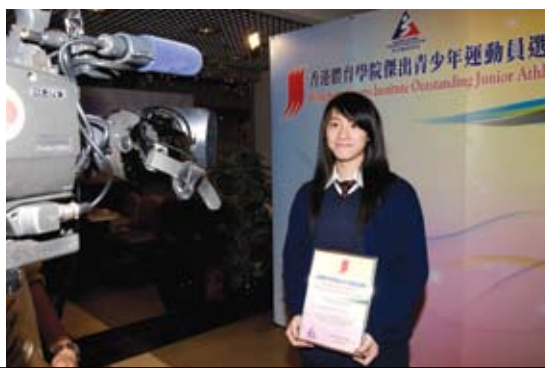
與此同時，體院與香港電台Teen Power攜手製作的二零零八/零九年電腦月曆壁紙繼續廣受歡迎。這款月曆介紹了來自11個精英體育項目及兩個殘障人士體育項目的運動員及Teen Power的Web-Js，透過精英運動員的正面形象來啟發青少年。各款月曆於二零零八年二月至二零零九年一月期間按月在網上供公眾下載。體院更將以月曆印製成的一套名片，於二零零九年一月寄予1,600位商界及主要業內人士，以作紀念。



年度內，體院繼續開拓新的推廣機會，如擔任首屆「滙豐博愛單車百萬行」的協辦機構之一。這次活動於二零零九年三月十五日舉行，旨在推動本地單車運動發展。

傳媒關係 Media Awareness

體院在年度內共發放了39份新聞稿及邀請，安排了103次傳媒採訪，並剪存了3,588份有關運動員及體院的新聞報道。



athletes to share their preparations for the Beijing 2008 Olympic Games and provide photo opportunities for

local media. During the same period, a session was also organised with the HKSI's sports science professionals, enabling the public to learn more about the HKSI's role in providing quality scientific and medical support services to top local athletes, both able-bodied and those with disabilities.

During the year, the HKSI continued to collaborate with the Family Learning Association's monthly magazine *Disney – The magazine for wits and fun*. This collaboration not only promoted elite sport and athletes to the general public and the younger generation, but also provided a useful channel for showcasing athletes' positive attitude towards life and their ability to cope with challenges and overcome difficulties. The partnership concluded in July 2008, with 24 elite and junior athletes having been interviewed.

Meanwhile, the popularity of the HKSI's 2008/09 wallpaper calendar, which was a collaborative project with Radio Television Hong Kong's Teen Power, continued to soar. Designed to inspire youngsters with positive image of elite athletes, the calendar featured athletes from 11 Elite Sports and two sports for athletes with disabilities, as well as the Teen Power web-Js. The calendar was available for public download on a monthly basis from February 2008 to January 2009. It was also re-produced in postcard sets and sent as a gift to over 1,600 business sector contacts and major stakeholders in a direct mailing exercise in January 2009.

In a continuing effort to explore new promotional opportunities, the HKSI acted as one of the supporting organisations of the inaugural "HSBC Pok Oi Cycle For Millions" on 15 March 2009, which aims to promote the development of local cycling.



During the year, 39 media releases and invitations were issued and 103 interviews were arranged. A total of 3,588 newspaper clippings on athletes and the HKSI were recorded.