

重建計劃得到民政事務局、建築署及康樂及文化事務署的支持，於二零零八年三月十四日提交立法會民政事務委員會，以期得到委員會的支持，便可進一步向工務小組委員會申請撥款資助。

With the support of the Home Affairs Bureau, Architectural Services Department and Leisure and Cultural Services Department, the Project was presented to the Legislative Council Panel on Home Affairs on 14 March 2008 to seek its support for the funding application to proceed to the Public Works Sub-committee.

推廣 Promotions

體院季刊《精英體育－革新版》於二零零七年十二月四日出版，以中文特約專輯形式在《明報》刊登。這項夥伴合作有助為公眾帶來更多本地精英體育及體院工作的消息，發行量增加至逾10萬份，讀者亦可於體院網頁瀏覽網上版。而二零零五年九月至二零零七年六月期間出版的《精英體育》雜誌亦已上載至體院網站，以加深本地及海外人士對本港精英體育發展的認識。

The HKSI quarterly magazine *Sports Excellence – New Edition* was published on 4 December 2007 as a Chinese supplement in the *Ming Pao Daily News*. This partnership helped bring more news of local elite sport and the work of the HKSI to the public, and increased the magazine's circulation to over 100,000. Readers could also browse an online edition at the HKSI website. The *Sports Excellence* magazines published during the period from September 2005 to June 2007 were also uploaded to the HKSI website so that members of the public both locally and overseas could learn more about the development of elite sport in Hong Kong.

為了進一步讓公眾及青少年更深入了解精英體育與精英運動員，體院與家庭學習協會的月刊《迪士尼智趣號》合作，

To further promote elite sport and athletes to the general public and the younger generation, the HKSI collaborated with the Family Learning Association's monthly magazine *Disney – The magazine for wits and fun* from April 2007 to mid 2008. The collaboration aimed to highlight Hong Kong's athletes, demonstrate their positive attitude towards life, and their ability to cope with challenges and overcome difficulties. Some 20 elite and junior athletes were interviewed. It was hoped that this extensive coverage would enhance the public's attention, particularly among youngsters, in athletes and Hong Kong sports.



The wallpaper calendar 2008/09, a collaborative project with Radio Television Hong Kong's Teen Power, was launched in February 2008. Designed to inspire youngsters with the positive image of elite athletes, the calendar featured athletes from 11 Elite Sports and two disability sports, as well as the Teen Power Web-Js. The calendar was available for the public to download on a monthly basis.

於二零零七年四月至二零零八年中，重點介紹香港20多位精英及青少年運動員，展現他們積極的人生態度，以及面對挑戰和克服困難的能力，期望這些介紹能提高公眾，尤其是青年人，對運動員與本港體壇的關注。

此外，體院與香港電台Teen Power合作，於二零零八年二月展開電腦桌布月曆2008/09計劃，目的是讓精英運動員的正面形象啟發青少年。月曆介紹了11項精英體育項目及兩項殘障人士體育項目的運動員以及Teen Power的Web-Js，公眾可每月從網站下載電腦桌布月曆。



二零零七年二月至二零零八年一月期間，體院獲九龍巴士(一九三三)有限公司贊助車身廣告，把兩條表達體院使命的標語：「全力支持香港運動員在國際體壇爭取佳績」及「發掘培訓精英運動員為港爭光」帶到社區。車身廣告配上香港精英運動員充滿動感的相片，向公眾展示體院對推動本地精英運動所肩負的角色。

The role of the HKSI was also conveyed to the public through bus body advertisements sponsored by Kowloon Motor Bus Company (1933) Limited from February 2007 to January 2008. Two key messages — namely “Providing full support to Hong Kong athletes striving for the best in the international sporting arena” and “Identifying and nurturing talented athletes to win glory for Hong Kong” — were displayed against a photographic background of Hong Kong’s elite athletes in action.

傳媒關係 Media Awareness

年度內，體院共發放了25份新聞稿及邀請，安排了118次傳媒採訪，並剪存了3,341份有關運動員和體院的新聞報道。



Twenty-five media releases and invitations were issued and 118 interviews were arranged during the year. A total of 3,341 newspaper clippings on athletes and the HKSI were recorded.