

Corporate Support to Elite Sport

支持精英體育

「香港精英體育在本地及國際體壇的形象和地位不斷提升，全賴政府、體育界、商界及社會的通力合作。」

"The image and status of Hong Kong elite sport has been greatly enhanced at local and international sports arena, thanks to the close collaboration of Government, sports and business sectors as well as the whole society."



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為配合香港協辦2008奧運及傷殘人士奧運馬術項目，體院在這年度已開始籌備及諮詢各界有關搬遷體院總部及訓練場地事宜，同時，亦藉此機會探討重建體院的方案。在忙於為體院重置及重建作好準備之餘，體院上下亦不忘日常的工作，包括舉辦國際交流活動、推廣精英體育、提升設施質素、商務營運和爭取贊助等。

In preparing Hong Kong for co-organising 2008 Olympics and Paralympics Equestrian Events, the HKSI started planning and consultation with related parties regarding the relocation arrangement and redevelopment plans during the year. Despite the additional work due to reprovisioning and redevelopment of the HKSI, normal duties related to corporate support to elite sports including conducting international exchange activities, promoting elite sports, upgrading the facilities, maintaining commercial operations and striving for sponsorships were contributed to perform at high standard.

體院重置及重建計劃 HKSI Reprovisioning and Redevelopment Plans

體院於二零零五年七月獲悉體院在沙田的原址將被用作2008奧運及傷殘人士奧運馬術項目比賽場地之一，年內體院便成立專責小組，積極與香港特區政府磋商體院遷址期間精英運動員訓練設施的安排，並向有關體育總會進行諮詢；同期與精英體育事務委員會

A task force was formed during the year when the HKSI was notified in July 2005 that its existing Sha Tin premises would be utilised as one of the competition venues of 2008 Olympic and Paralympic Equestrian Events. Constructive dialogues were conducted with the HKSAR Government and the corresponding National Sports Associations (NSAs) on the

arrangement of elite training facilities during the reprovisioning of the HKSI. At the same time, a "Joint Task Force on Redevelopment of HKSI" was established with the Elite Sports Committee to recommend a suitable redevelopment plan for the HKSI, addressing both current and future needs of the elite sports system. The Task Force was co-chaired by the



組成「香港體育學院重建計劃聯合專責小組」，以體院主席李家祥博士和精英體育事務委員會副主席傅浩堅教授為首，另有八名成員來自此委員會及體院，探討重建體院的方案，詳細考慮精英培訓系統現時及日後的需要，並廣泛諮詢體育各界的意見，於二零零六年三月向政府提交重建計劃書。

HKSI Chairman Dr Eric Li Ka-cheung and Elite Sports Committee Vice Chairman Professor Frank Fu Hoo-kin and comprised eight members of the Elite Sports Committee and the HKSI. A number of options for reconstructing the HKSI were discussed and a proposal was submitted to the Government in March 2006 after extensive consultation with key stakeholders.

國際交流 International Exchanges



The HKSI maintains frequent exchanges with sports professionals in Mainland China and overseas to stay at the forefront of global developments in the fast-changing world of sports development, athlete training and sports management. Overseas visitors included the First Gentleman of the Philippines, Atty. Jose Miguel T. Arroyo, the Philippine Sports Commission, the Luxembourg Olympic Committee, the Australian Sports Commission, the Canadian Wushu Team, the Netherlands Wushu Team, the Austrian Table Tennis Team, the Suzhou Sports Bureau, the Henan Anyang Sports Commission, the Beijing Sport University and the Jiangsu Sports Delegation.

體院與中國內地及海外同業一直保持緊密交流，以緊貼世界體壇在體育發展、運動員培訓及體育管理方面的最新趨勢。年內到體院參觀的名人、組織和著名運動員，包括「菲律賓第一先生」阿羅約、菲律賓體育總局、盧森堡奧委會、澳洲體育局、加拿大武術隊、荷蘭武術隊、奧地利乒乓球隊、蘇州市體育局、河南省安陽市體育局、北京體育大學和江蘇省體育代表團。



體院亦派出代表前赴卡塔爾多哈、南京等地考察，並舉辦多個研討會，以促進國際交流。

The HKSI also dispatched exchange tours to Doha of Qatar and Nanjing in addition to conducting seminars to facilitate international exchange of sports expertise.

國際科學研討會

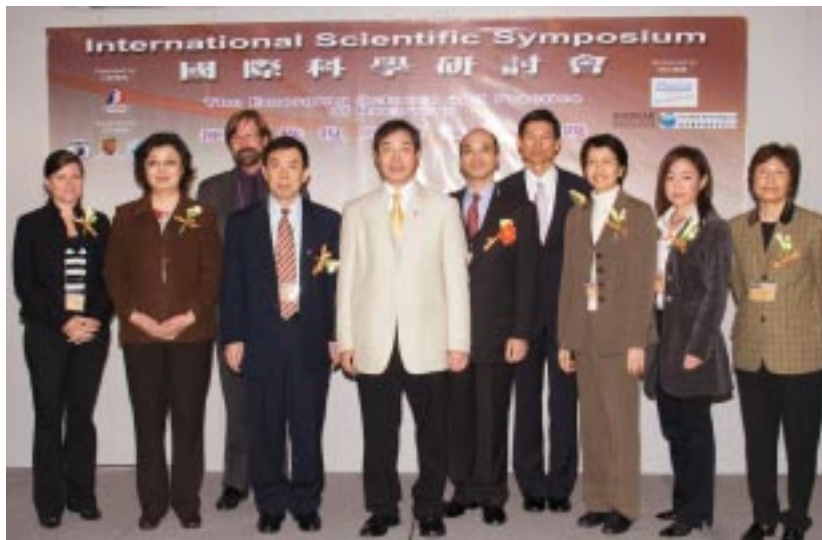
是項研討會由體院主辦，於二零零六年二月二十四至二十五日舉行，以「運動恢復的理論與實踐」為題，旨在探討如何策劃及協調一些有系統的運動恢復項目，切合亞太地區的教練及運動員的需要。

International Scientific Symposium

A symposium on "The Emerging Science and Practice of Recovery" was organised by the HKSI on 24 and 25 February 2006. It focused on the planning and integration of systematic recovery programming, targeting the needs of athletes and coaches within the Asia-Pacific region.

這個研討會得到國際運動醫學聯會、香港中文大學世界衛生組織運動醫學暨促進健康中

The Symposium was supported by the International Federation of Sports Medicine, the CUHK-WHO Collaborating Centre



for Sports Medicine and Health Promotion, and the Hong Kong Association of Sports Medicine & Sports Science. Renowned speakers in the field were invited to share their expertise in sports recovery issues. They included Professor Mark Andersen, Associate Professor, School of Human Movement, Recreation and Performance,

心，以及香港運動醫學及科學學會的鼎力支持；大會邀請了多名國際知名專家講解運動恢復課題，講者包括澳洲維多利亞大學人體活動、康樂及運動表現學系Mark Andersen副教授、澳洲體育局澳洲體育學院運動疲勞及恢復科研專家Shona Halson博士、中國國家體育總局體育科學研究所所長田野教授、中國國家體育總局運動醫學研究所體育醫院主任醫師及體育醫院副院長馬雲醫生、體院專為精英體育提供專業心理學服務的姒剛彥博士、李慶珠博士和鄭金枝，以及體院運動營養主任鍾素珊。

Victoria University, Australia; Dr Shona Halson, Fatigue and Recovery Scientist, AIS Sports Science and Sports Medicine, Australian Sports Commission; Professor Tian Ye, President, National Research Institute of Sports Science, State Sport General Administration of China; Dr Ma Yun, Associate Chief Executive and Chief Medical Officer, National Sports Hospital, National Research Institute of Sports Medicine, State Sport General Administration of China; Dr Si Gangyan, Dr Lee Hing-chu and Polina Cheng, all Sports Psychologists at the HKSI; and Susan Chung, Sport Nutritionist at the HKSI.





第十三屆滙豐銀行慈善基金精英教練員研討會

這項每年一度的活動由香港教練培訓委員會及中華全國體育總會主辦，並得到滙豐銀行慈善基金資助；目的是促進香港與海外，特別是與中國內地，在教練培訓方面的交流與聯繫。為期兩天的研討會在二零零五年十二月二至三日舉行，主題為「追求卓越——奧運金牌教練細說心得」，亦是首個在改建後的龍騰館所舉行的大型活動，十二月三日當天並同時舉行龍騰館開幕典禮。

四位著名講者包括來自澳洲的白林格(2004雅典奧運女子100米蝶泳冠軍及200米蝶泳亞軍湯瑪絲的教練)、中國的孫海平(2004雅典奧運110米欄金牌得主劉翔的教練)與陳忠和(中國國家女子排球隊主教練)及香港的艾培理(1996亞特蘭大奧運滑浪風帆金牌得主李麗珊的教練)，他們與本地及海外教練分享了訓練世界級運動員踏上奧運成功之路的故事。

除了多個高質素的演講外，一連兩天的研討會更包括「教練總監論壇」，讓海外的專家互

13th Hongkong Bank Foundation Elite Coaches Seminar

Jointly organised by the Hong Kong Coaching Committee and the All-China Sports Federation with funding from the Hongkong Bank Foundation, the aim of the annual Seminar is to provide a platform for exchanging ideas and expertise among overseas and local coaching professionals, with particular emphasis on strengthening the linkage between Hong Kong and Mainland China. With the theme "Quest for Excellence - Olympic Gold Medal Coaches in the Spotlight", the two-day Seminar, held on 2 and 3 December 2005, was the first big event organised at the newly converted Challenge Hall. A ceremony was also held on 3 December to mark the opening of the Challenge Hall.

Four renowned speakers including Glenn Beringen from Australia (coach of Petria Thomas, 100m butterfly gold medallist and 200m butterfly silver medallist at the 2004 Athens Olympics), Sun Haiping from China (coach of Liu Xiang, 110m hurdles gold medallist at the 2004 Athens Olympics), Chen Zhonghe from China (Chief Coach of China National Women's Volleyball Team) and Rene Appel from Hong Kong (coach of Lee Lai-shan, the windsurfing gold



相交流教練培訓的新趨勢。論壇由中國國家體育總局乒乓球及羽毛球管理中心主任郭仲熙詳細介紹中國乒乓球教練員的培訓情況；新加坡體育局體育管理與發展司教練指導計劃與技術發展副處長黎福發分析新加坡教練培訓發展新理念；以及菲律賓體育總局技術顧問Jose Carpio論述菲律賓體育總局在教練培訓的角色。

運動精英2005南京考察團

體院於二零零五年七月主辦「運動精英2005南京考察團」，讓香港運動員與內地體育專才交流，加深了解國家的歷史文化、運動體制、社會發展政策、省市申辦及籌劃2005全國運動會的過程。

考察團亦參觀各個位於南京市、無錫市及蘇州市的第十屆全國運動會主要場館，讓運動員見識到舉辦大型運動會的高質素場地所需的規劃及配套，並走訪了南京體育學院，院內備有自置的大、中、小學，供一至三線的運動員於同一環境下邊培訓、邊進修，為運動員提供優質的「一條龍」式服務；另外，還參觀了蘇州市體育中心，對省市的體育發展作深入的了解。

medallist at 1996 Atlanta Olympics) shared their successful stories of coaching world-class athletes to victory in the Olympic Games.

Apart from a number of quality presentations, the two-day event also featured a Coaching Directors' Forum, providing an invaluable opportunity for overseas coaches to share the latest trends in coach development. Guo Zhongxi, Officer of the National Table Tennis & Badminton Centre of the All-

China Sports Federation, gave a detailed presentation on the development of table tennis coaches in China; Stevenson Lai, Assistant Director of Coaching Programmes & Technical Development, Sports Management & Development Group, Singapore Sports Council, analysed the latest coaching development in Singapore; Jose Carpio, Technical Consultant of Philippine Sports Commission, introduced the role of Philippine Sports Commission in coaching development.

Elite Athletes 2005 Nanjing Tour

The Elite Athletes 2005 Nanjing Tour held in July 2005, was organised by the HKSI, to promote cultural exchange between Hong Kong's elite athletes and sports professionals in Mainland China. The Tour enhanced elite athletes' knowledge about the history, culture, sports system, and the development of sports and health policies in China. The athletes also had the opportunity to see the preparation work for the 10th National Games.

The delegation visited a number of major stadia of the 10th National Games in Nanjing, Wuxi and Suzhou. During the tour, athletes also visited the Nanjing Sports Institute, where junior and senior athletes receive education and sports training under one roof. They also visited the Suzhou City Sports Centre. Overall, the Hong Kong athletes gained an in-depth understanding of the region's sports development.

推廣及傳媒關係 Promotion & Media Awareness



體院於二零零五年四月二十八日特別安排剛上任的體院主席李家祥博士與傳媒茶敘，分享他對體院及精英體育未來發展的抱負，另就特區政府宣佈體院為其中一個舉辦2008奧運及傷殘人士奧運馬術比賽的場地作出回應。體院亦就搬遷安排及有關事宜積極跟進傳媒查詢。

年內亦出版全新的體院季刊《精英體育》，讓公眾人士更了解香港精英體育的發展趨勢，同期《體訊》轉為電子月刊，重點報道香港運動員在國際體壇的成就。《精英體育》與其他體院紀念品均透過院內的體育用品店，供市民及訪客購買。

體院亦於多個主要精英訓練場地設置載有體院標誌及口號「體壇創高峰」的橫額，大大提升重新成立的體院的知名度。全年共發放35份新聞稿和安排了44次傳媒專訪，剪存多達4,000份有關運動員和體院的新聞報導。

此外，為了與傳媒保持緊密的合作關係，提升運動員的社會地位及有效宣傳體院的各項活動和發展計劃，體院積極與全港最大流動媒體路訊通合力製作《香港精英運動大檢閱》資訊節目，協助拍攝超過50位精英及青少年運動員，以推廣體院13個精英體育項目，以及兩個殘障人士體育項目，該資訊節目將於二零零六年七月正式啟播。

A special media gathering with Dr Eric Li, the newly appointed Chairman of the HKSI, was held on 28 April 2005. Dr Li shared with the media his vision for the future development of the HKSI and elite sports, and addressed issues arising from the announcement that the HKSI has been selected as one of the competition venues for

the 2008 Olympic and Paralympic Equestrian Events. The HKSI also responded actively to media enquiries.

During the year, *Sports Excellence*, a new quarterly magazine of the HKSI, was published to give members of the public a better understanding of the trends in elite sports development in Hong Kong. At the same time, the monthly magazine, *Sports Bulletin*, was transformed into an electronic newsletter with a focus on the international sporting achievements of Hong Kong athletes. The general public and visitors are always welcome to purchase *Sports Excellence* and other HKSI souvenirs in the HKSI Sports Shop.

Banners with the HKSI logo and the HKSI slogan "In Pursuit of Sports Excellence" were shown in various main elite training venues to raise public awareness of the newly re-structured HKSI. A total of 35 media releases were issued and 44 interviews were arranged. A record high 4,000 newspaper clippings on athletes and affairs of the HKSI were recorded.

To foster close working relationships with the media, and promote effectively the works of the HKSI and the profile and achievements of its athletes, the HKSI has collaborated with the largest mobile media, RoadShow, to produce the sports info-programme "Hong Kong Elite Sport Focus". The programme, which interviewed more than 50 elite and junior athletes coming from the HKSI's 13 elite sports and two disabled sports during the year, will be launched in July 2006.



商務收入 Commercial Income



體院在二零零五年四月一日至二零零六年三月三十一日期間的總商務收入共有2,670萬港元，相等於體院經常開支的17.3%（不包括獲藝術及體育發展基金資助的開支）。由於體育旅舍關閉作裝修工程後房間數目由46間大幅減至21間，加上高爾夫球練習場的關閉及運動課程收入輕微下降，因此全年總收入亦較去年減少16%。

體院餐廳及能源快遞提供中、西美食及快餐，並為訪客提供宴會服務，本年度淨飲食服務收入為430萬港元。

During the year, a total of HK\$26.7 million commercial income was generated, representing 17.3% of the total expenditure of the HKSI (excluding Arts and Sport Development Fund expenditure). The commercial income recorded a 16% decrease against last year's figure. This was a result of the conversion of Sports Residence leading to a reduction of guest rooms from 46 to 21, the closure of the Golf Practice Facility, and a marginal drop in course-generated revenue.

The HKSI Restaurant and the Refill Express provide Chinese, Western and fast food catering services as well as banquet services to our visitors. A total of HK\$4.3 million net catering income was generated during the year.





商業贊助 Sponsorships

這年度為體院活動、獎學金運動員及體育總會籌得的現金及商品贊助、捐款和廣告收益，總值達到142.6萬港元。

A total of HK\$1.426 million, consisting of cash and in-kind sponsorships, donations and advertising, was secured during the fiscal year. This support was allocated directly to HKSI programmes, HKSI Scholarship Athletes and NSAs.

體育研究及資訊 Research and Sports Information

體育研究及資訊組支援體院各項研究計劃及體育資訊的行政及發布工作，並負責管理香港體育資訊中心。該中心收藏了中英文書籍、參考書、期刊、影音材料，以及關於運動、體育、康樂、教練培訓、運動科學及運動醫學的電子資料，包括光碟和互聯網等多媒體資訊，供教練、運動員及體育界人士使用，並提供閱覽室、影印服務、書刊借閱，以及全面的參考諮詢服務。此外，學術機構、學校及公眾人士亦可隨時到中心閱覽最新體育資訊。

Supporting the HKSI's scientific endeavours is the Research & Sports Information Section. This Section facilitates the administration and dissemination of the research and sports information of the HKSI. Additionally, the Hong Kong Sports Information Centre (SIC) provides a centralised clearing house of up-to-date sports information and materials not only to coaches, athletes and the sports community, but also to academic institutions, schools and the general public. The SIC houses a substantial collection of Chinese and English books, reference books, journals, audio-visual materials and electronic resources on



sports, physical education, recreation, coaching, sports science and sports medicine, including access to multimedia information on CD-ROMs and Internet resources. It also provides reading areas, photocopying, borrowing and comprehensive reference services.