

支持精英體育 Corporate Support to Elite Sport

體院在二零零四年十月一日重組成為法人團體，接管香港康體發展局負責精英體育培訓及發展的職能。在重組前後，體院內負責公司事務及公眾事務等多個部門須承擔大量額外工作，以確保體院順利過渡，並使公眾人士認知體院的角色與身份。體院所肩負的使命，是提供一個發掘、培養和訓練體育人才的理想環境，協助他們在國際競賽場上追求卓越成績。為此，體院致力提升精英體育在國際體壇的形象，透過舉辦國際性的活動進行交流、配合精英體育培訓的需要維持及提升設施的質素，同時，亦以商務運作與贊助活動爭取資源。

The HKSI was reconstituted as an incorporated body on 1 October 2004, assuming the role of the former Hong Kong Sports Development Board in elite sports training and development. A great amount of work involving various departments before and after this re-constitution was required to ensure a smooth transition and to maintain HKSI's impressive reputation and profile with the community. Charged with the responsibility of providing a conducive environment in which sports talent can be identified, nurtured and developed to pursue excellence in the international sporting arena, the HKSI has continued to raise the profile of elite sport by organising international events for exchange, maintaining and upgrading its facilities to meet the growing needs of elite sports training, and seeking out additional sources of funding through its commercial operations and marketing activities.





重新成立的體院

成立為法人團體後，體院在二零零四年十月五日舉行了開幕儀式，慶祝正式成立。當日出席開幕儀式的來賓超過60位，包括13個精英體育項目和兩個傷殘人士體育項目體育總會的代表、教練及運動員，以及傳媒代表，一同見證精英體育的發展邁進新里程。

此外，體院亦須重新製作一系列的體院宣傳品，包括小冊子、幻燈片、宣傳短片、網頁、紀念品、體訊及運動服等，宣傳品均已印上體院的標誌。

重新成立的體院沿用了舊體院的標誌，此標誌可見於體院的設施、文具，以及所有印刷品和宣傳資料。體院的標誌以英文字母「s」及「i」組成的運動員造型為基礎，代表 "sports"(體育)和 "institute"(學院)這兩個字，站在一個三角形的前面，強調體院時刻在具天賦運動員背後提供強大支持的決心，為他們提供最佳的服務及支援，協助培訓本港優秀運動員，鼓勵他們積極面對挑戰，追求卓越體育成就。



The Re-constitution of the HKSI

Following its re-constitution, an opening ceremony to celebrate the establishment of the 'new' HKSI was held on 5 October 2004. More than 60 guests including officials, coaches and athletes of 13 elite sports and two disabled sports National Sports Associations, as well as mass media attended the ceremony which marked a new stage of elite sports development in Hong Kong.

A series of corporate collaterals including corporate pamphlets, slides, video, website, souvenirs, Sports Bulletin and corporate outfits bearing HKSI logo were developed during the year.

The logo of the 'old' HKSI was adopted by the newly incorporated body on its facilities, stationery and all printed and publicity materials. The striking logo denotes an athlete-in-action, and is a well-regarded and respected feature of the sporting landscape. It highlights the HKSI's resolution to stand firmly behind talented young athletes, provide quality services and support conducive to the training of Hong Kong's high-performance athletes, and to encourage them to respond to the many challenges they face in the pursuit of sports excellence.



商務收入

體院在精英培訓訓練時間以外，亦善用轄下的體育訓練設施來舉辦收費活動，以增加收入。儘管本地經濟仍未全面復甦，體院在二零零四年十月一日至二零零五年三月三十一日期間的總商務收入共有1,490萬港元，相等於體院經常開支的18.7% (不包括獲藝術及體育發展基金資助的開支)。



Commercial Income

To maximise the value of the sports training facilities at the Institute, the after-training hours of all facilities are planned and used to organise charged activities to achieve maximisation of income. Although the economy was not yet recovered at the full swing, the HKSI generated a total of commercial income of HK\$14.9 million, representing 18.7% of the total HKSI recurrent expenditure (excluding Arts and Sport Development Fund expenditure) during the period from 1 October 2004 to 31 March 2005.

商業贊助

在二零零四年十月一日至二零零五年三月三十一日期間為體院的培訓課程、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962萬港元。

提升精英體育的社會地位

國際運動科學交流論壇

體院在二零零五年二月二十四日舉辦了一個運動科學交流論壇，邀得兩位國際知名的專家擔任講者，包括運動心理學家夏戴德教授(卡塔爾多哈精英體育學院優質管理、教育及公共事務學系系主任)及運動視力專家顧德妮教授(美國路易斯安那州關柏林州立大學健康及體育學系教授)，與30多位教練、運動員、運動科學家及本地學者分享他們的專業知識。



Sponsorships

A total of HK\$9.62 million, consisting of cash and in-kind sponsorships, donations and advertising, was secured during the period from 1 October 2004 to 31 March 2005 for the HKSI programmes, athletes and NSAs.

Raising the Profile of Elite Sports

International Sports Science Exchange Forum

A scientific exchange forum was organised by the HKSI on 24 February 2005 where two international speakers including sport and exercise psychologist Professor Dieter Hackfort, Dean of the Department for Quality Management, Education, and Social Affairs in the Academy for Sports Excellence in Doha, Qatar, and sports vision researcher, Professor Darlene Kluka, Department of Health and Physical Education Grambling State University of Louisiana, were invited to share their expertise with over 30 coaches, athletes, sports scientists and local academics.

第一屆國際教練培訓局亞洲地區教練研討會

由香港教練培訓委員會及國際教練培訓局合辦、首個在亞洲區舉行的第一屆國際教練培訓局亞洲地區教練研討會，在二零零五年二月二十五至二十七日成功舉行。18位來自十個不同國家的著名講者與各地的業界同儕互相切磋交流，而多位奧運獎牌教練亦應邀與參加者分享心得。

超過180位教練、體育行政人員及運動教育工作者出席了為期三日的會議，當中逾60位代表來自19個海外國家及地區，包括澳洲、加拿大、中國內地、匈牙利、伊拉克、愛爾蘭、以色列、日本、盧森堡、澳門、馬來西亞、新西蘭、菲律賓、卡塔爾、新加坡、南非、南韓、泰國及美國等。



1st International Council for Coach Education Asian Regional Coaching Conference

Co-organised by the Hong Kong Coaching Committee and the International Council for Coach Education, the first ever Asian Regional Coaching Conference (ICCE-ARCC) was successfully held between

25 and 27 February 2005 in Hong Kong. A total of 18 renowned speakers from 10 countries had been invited to make presentations and a sharing session with Olympic Medallists' coaches had been arranged at the Conference.

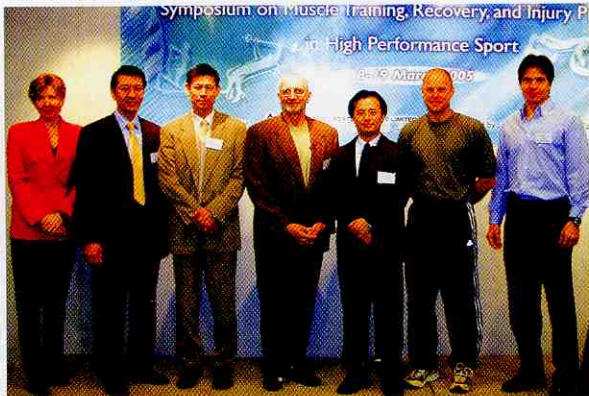
Over 180 coaches, sports administrators and sports educators including over 60 overseas delegates from 19 countries, namely Australia, Canada, Mainland China, Hungary, Iraq, Ireland, Israel, Japan, Luxemburg, Macau, Malaysia, New Zealand, the Philippines, Qatar, Singapore, South Africa, South Korea, Thailand and the United States attended the three-day Conference.



第一屆國際教練培訓局亞洲地區教練研討會得到各國代表的一致讚賞，因此，國際教練培訓局的董事局已委任香港教練培訓委員會為亞洲區的聯絡辦公室，進一步加強區內教練的聯繫。

高水平運動的肌肉訓練、恢復與傷患防治研討會

高水平運動的肌肉訓練、恢復與傷患防治研討會於二零零五年三月十八至十九日在體院舉行。會上專家講者介紹了這個範疇的最新發展，吸引超過70位體適能教練、運動員、運動教練、物理治療師及運動科學專業人員參加。



The ICCE-ARCC was well received by all representatives from different countries and, as a result, the ICCE Board of Directors has appointed the HKCC to be the liaison office for the Asian region, to further promote the coaching network within the region.

Symposium on Muscle Training, Recovery, and Injury Prevention in High Performance Sport

The Symposium on Muscle Training, Recovery, and Injury Prevention in High Performance Sport was held from 18 to 19 March 2005 at the HKSI with participation from more than 70 fitness trainers, athletes, sports coaches, physiotherapists and sports science professionals. The symposium featured experts who outlined the latest developments in the field.

體育研究及資訊

體育研究及資訊部負責支援體院的運動科學研究，協助體院各項研究計劃的行政及發布工作。除此之外，該部門亦負責管理香港體育資訊中心。該中心收藏了中英文書籍、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，並提供閱覽室、影印服務、書刊借閱，以及全面的參考資料服務，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。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。



Research and Sports Information

Supporting the HKSI's scientific endeavours is the Research and Sports Information Department. This Department facilitates the administration and dissemination of HKSI research. Additionally, the Hong Kong Sports Information Centre provides a centralised clearing house of up-to-date sports information materials accessible not only to coaches, athletes, and the sporting community, but also to academic institutions, schools and the general public. The Centre houses Chinese and English books, journals, audio visual materials, electronic resources on sports, physical education, recreation, coaching, sports science and sports medicine. It also provides reading areas, a photocopying service, a lending service, and a comprehensive reference service, including access to multimedia information such as CD-ROMs and Internet resources.

傳媒關係

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，體院於半年內一共發放了18份新聞稿和安排了九次傳媒專訪，剪存了944份有關運動員和體院的新聞報導。

Media Awareness

To foster a close working relationships with the media, and promote effectively the profile and achievements of athletes and the work of the HKSI, 18 media releases were issued and nine interviews were arranged. A total of 944 newspaper clippings on athletes and HKSI affairs were recorded.

國際交流

體院與中國內地及海外同業一直保持緊密交流，使體院得以緊貼世界體壇在體育發展、運動員培訓及體育行政方面的最新趨勢。自體院重新成立後，海外團體來訪十分頻密。年內到體院參觀的組織和著名運動員，包括澳洲體育委員會、國家體育總局、台灣國立大學、昆士蘭體育學院、武漢體育學院、美國奧運委員會、雅典奧運女子100米蛙泳金牌得主羅雪娟、雅典奧運劍擊銀牌得主海曉月，以及亞洲女子撐竿跳紀錄保持者高淑英。

International Exchanges

The HKSI maintains frequent exchanges with other sports professionals in Mainland and overseas in order to keep up-to-date on global developments in the fast-changing world of sports development, performance and management. Overseas visits after the reconstitution of the HKSI was very frequent. Visitors included the Australian Sports Commission, the State Sport General Administration of China, the National Taiwan University, the Queensland Academy of Sports, Wuhan Institute of Physical Education, the United States Olympic Committee, the Athens Olympic women's 100m breaststroke gold medallist Luo Xue-juan, the Athens Olympic fencing silver medallist Britta Heidemann and the Asian women's pole vault record holder Gao Shuying.

