



公司事務 Corporate Affairs

推廣 Promotions

年度內，體院與持份者和社區夥伴通力合作，推動本地精英體育發展。

踏入奧運年後，體院於二零一六年六月及七月期間舉辦了六次「會見傳媒」活動，安排田徑、羽毛球、單車、劍擊、賽艇及滑浪風帆隊的精英運動員和教練會見傳媒，分享備戰奧運的情況。同年三月，體院亦為主要媒體的行政人員安排午宴及參觀活動，加深他們對本港精英體育及體院最新發展和計劃的認識。有見活動的成功，體院再於五月及六月為副刊及專題媒體舉辦類似活動。

During the year, the HKSI collaborated with various stakeholders and community partners to promote elite sports development in Hong Kong.

As the Olympic year began, six “Meet the Media” sessions were arranged for the athletics, badminton, cycling, fencing, rowing and windsurfing teams in June and July 2016, where elite athletes and coaches shared with the media their preparations for the Rio 2016 Olympic Games. In March 2016, key media executives were invited to the HKSI for lunch and a tour to enhance their understanding of Hong Kong elite sports and the HKSI’s latest developments and future plans; following its success, similar invitations were extended to major lifestyle and feature media in May and June 2016.



多個「A級」支援精英體育項目的運動員出戰里約奧運前會見傳媒，分享備戰情況。
Athletes from various Tier A sports met the press to talk about their hopes and ambitions in Brazil before they headed out to the Rio Olympics.



體院安排非體育媒體參觀，加深認識本港精英體育及體院的最新發展。
Journalists from non-sports related sections of the media were invited on tours to give them a better understanding of Hong Kong elite sports, and the latest development of the HKSI.

奧運會結束後，里約奧運會內地奧運精英代表團訪港，當中22名內地奧運健兒於二零一六年八月二十九日出席在體院舉行的「奧運精英 x 明日之星體院全接觸」活動，為香港青少年運動員和體院「精英運動員友好學校網絡」的夥伴學校學生進行示範和分享經驗。活動由民政事務局、中國香港體育協會暨奧林匹克委員會及體院合辦、中國奧林匹克委員會協辦。

為了讓廣大市民更深入認識香港精英運動員，並肯定他們在體育事業上的成就，體院協助政府及不同單位舉辦拍攝和宣傳活動，當中包括里約奧運及殘

After the Olympics, there was a landmark visit from some of the stars of the Mainland Olympians Delegation on 29 August 2016. The event, named Olympians Exchange with Future Sports Stars, saw 22 Mainland Olympians come to the HKSI to demonstrate their sports and share their experience with Hong Kong's young athletes and students of the HKSI's Elite Athlete-friendly School Network. It was co-organised by the Home Affairs Bureau, the Sports Federation & Olympic Committee of Hong Kong, China and the HKSI, and supported by the Chinese Olympic Committee.

To promote Hong Kong's elite athletes and encourage the general public to take pride in their achievements, the HKSI helped to facilitate film promotional campaigns, including Government videos. Among them



里約奧運結束後，內地奧運精英代表團訪港交流，讓本地青少年運動員從中汲取寶貴經驗。
Stars from mainland China's successful Olympic team visited Hong Kong after Rio, and gave local junior athletes the benefit of their wisdom and experience.



香港學生與內地奧運精英運動員近距離接觸。
Hong Kong students relished the chance to get up close with and find out more about the Mainland Olympic heroes.



內地奧運精英寫下鼓勵字句，向香港運動員及市民獻上祝福。
The Mainland Olympians write encouraging messages to deliver their best wishes to Hong Kong athletes and the community.

奧運的香港精英運動員宣傳片、啟德體育園計劃，以及由電視廣播有限公司製作的《香港英雄》節目系列，向大眾介紹香港運動員對社會所作的貢獻及弘揚體育精神。

另外，體記精英嘉年華於二零一六年十月二十九日於體院復辦；活動由香港精英運動員協會及香港體育記者協會合辦，並獲體院支持。

體院年度內繼續與傳媒緊密合作，發放共36份新聞稿和邀請，同時安排了254次傳媒採訪，並剪存了7,716份相關的新聞報導。

此外，體院亦為29個機構安排了21名運動員擔任分享會、研討會及宣傳活動的嘉賓。

were promotions for local elite athletes participating in the Rio Olympic Games and Paralympic Games, the Kai Tak Sports Park project, as well as the “Hong Kong Heroes” programme series produced by Television Broadcasts Limited, which highlighted to the public the contribution of Hong Kong athletes and sportsmen to society.

Other events included the revived “Elite Athletes and Sports Media Fun Day” on 29 October 2016, which was co-organised by the Hong Kong Elite Athletes Association and the Hong Kong Sports Press Association, and supported by the HKSJ.

The HKSJ continued to work closely with the media throughout the year, issuing 36 media releases and invitations, arranging 254 interviews, and clipping 7,716 relevant newspaper articles.

In addition, a total of 21 athletes were lined up as guests for sharing sessions, seminars and promotional activities for 29 organisations.



體育記者與精英運動員雲集體記精英嘉年華，一較高下。
Sports journalists and elite athletes compete with one another at the Elite Athletes and Sports Media Fun Day.



香港精英運動員經常走訪社區，參與不同社區活動，推動精英體育發展。
Hong Kong's athletes regularly went out into the community, taking part in various public activities to promote elite sports development in the city.