

Promoting the people's Olympics

Civil Service Newsletter Editorial Board

■ AS a co-host of the first Olympic Games to be held on Chinese soil, Hong Kong is committed to staging the best-ever 2008 Olympic and Paralympic Equestrian Events (the Events). On this front, the Home Affairs Bureau (HAB) has launched a series of city dress-up programmes, community involvement activities and publicity campaigns in collaboration with concerned organisations to highlight the city's preparedness and pride.

Besides receiving the warmest welcome and getting to see our wonderful city, guests, athletes and visitors will also experience the festive atmosphere and Olympic spirit of solidarity, fair play and friendship. HAB believes that the Events will further establish Hong Kong as a major events capital, as well as showcase to the world our successful implementation of "One Country, Two Systems".

Ensuring that the whole community feels involved in the hosting of the Events is a major role of the Government. Through countdown events and territory-wide carnivals, HAB has encouraged all sectors of the community to participate, including disadvantaged families and ethnic minorities.

Two Olympic Live Sites will be set up by the Leisure and Cultural Services Department (LCSD) during the period of the Beijing Olympic and Paralympic Games (the Games). The Live Sites will provide diversified cultural and entertainment activities for public enjoyment with a view to creating a positive and festive atmosphere for the Games, spreading the Olympic spirit, as well as attracting active public participation in the Games.

Entertainment for all

The Live Sites will be set up at Victoria Park and Sha Tin Park daily from August 8 to 24. A Live Site is also planned for the Paralympic Games on selected dates and hours from September 6 to 17 at Sha Tin Park. The Live Sites will feature stage performances by arts groups/district organisations/schools, television broadcast of the Olympic and Paralympic events, entertainment and fitness activities, sale of licensed products, exhibitions, Olympic information centre, etc. The sites will be open and accessible to all free of charge.



Chief Secretary for Administration, Henry Tang Ying-yen (fifth right) and other officiating guests at the 200-day Countdown to the Beijing 2008 Olympic Games at Ocean Park Hong Kong on January 20.



Secretary for Home Affairs, Tsang Tak-sing, marking the opening of the Community Celebration in Sha Tin Racecourse as part of the Torch Relay event.

To attract the participation of visitors from all around the world, LCSD will distribute publicity materials at the Hong Kong International Airport, ferry terminals connecting Macau and the Mainland piers, local hotels, etc. Moreover, the consulate generals in Hong Kong will be invited to arrange cultural performances of their own countries at the Live Sites and encourage their fellow people to enjoy the Olympic atmosphere together. It is expected that visitors can experience the Olympic spirit in Hong Kong and its credentials as "Asia's world city".

To further extend our warmest welcome, all visiting equestrian teams will be invited to visit the Live Sites through the assistance of the Equestrian Events (Hong Kong) of the Games of the XXIX Olympiad Company Limited.

Residents in Sham Shui Po, Southern District and those in more remote parts of Hong Kong — Tung Chung, Tin Shui Wai were invited to join a 200-day countdown event at Ocean Park Hong Kong. Disabled people are also being encouraged to participate, in the spirit of integration and equality as enshrined in the Paralympic Games, for instance the Commissioner for Rehabilitation is liaising with Non-Governmental Organisations to arrange for disabled groups to watch some of the Olympic events live.

HAB has been working closely with different parties, such as the District Councils, sports organisations, youth

organisations, schools and overseas performing groups in organising a wide range of activities for participation by members of the public. These include territory-wide carnivals, roving exhibitions, thematic exhibitions, and cultural, educational and community involvement activities.

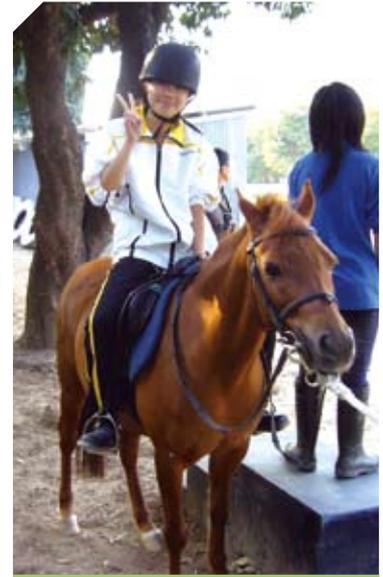
HAB is also making use of the Games to promote a deeper interest in and appreciation of sports and culture among the public, especially our youths, through various educational and cultural programmes. For example, visits to the Olympic host/co-host cities have been organised for our youths to broaden their horizons and to build up a better understanding of the motherland, and ties with their counterparts on the Mainland. Various programmes will continue to be organised by HAB, Education Bureau (EDB), youth and community organisations to promote better understanding of the Chinese culture and the latest developments on the Mainland among our young citizens.

Focus on youth

It is perhaps Hong Kong's youth who will benefit most from the co-hosting of the Events — not only will their understanding of equestrian sports and the Olympic spirit be strengthened but also their national identity enhanced. This is an opportunity that EDB cannot afford to miss. To ensure that Hong Kong's students get the most out of the historic event, EDB has adopted a four-pronged approach to promoting the Olympic spirit among students.

and Sports Grant) to each school for running relevant learning activities. Thirdly, EDB is holding promotional activities to deepen students' understanding of the Olympic spirit through competitions and activities. Last but not least, schools are being encouraged to blend Olympic education activities into their curriculum.

Schools have grasped the chance to design diverse learning activities for students with a view to enhancing their understanding of equestrian sports, the Olympic spirit and the meaning of hosting the Olympics and Paralympics.



A smiling face on a pony's back.

EDB has been promoting active and healthy living among students as part of the school curriculum at various education levels. In addition, students are provided with ample opportunities to pursue physical activities, whether inside or outside school or during their leisure time. Several promotion schemes like the School Sports Programme, the Jump Rope for Heart Scheme and the School Physical Fitness Award Scheme have been in place to encourage students to participate in sports regularly.

The co-hosting of the Events in Hong Kong provides unprecedented learning opportunities for students, ranging from physical education to national education. This makes all the efforts worthwhile.



Secretary for Education, Michael Suen Ming-yeung (fourth right), officiating at the City of Life Welcomes the Olympic Games — 100th Day Countdown.

EDB is running sharing programmes for teachers and students, and organising related professional development programmes for teachers to brush up their skills and knowledge about the Olympics. Secondly, various teaching materials have been distributed to schools, including seven tailor-made resource items, with more to come. The bureau has also assisted other departments in allocating an extra \$5,000 (Olympism



Learning by doing! Students have fun playing equestrian games.