

推廣 Promotions

體院一直與持份者和社區夥伴通力合作，推動本地精英體育發展。

年度內，體院合辦和支持了兩項由香港精英運動員協會舉辦的活動，包括二零一四年七月舉行的「明日精英體院之旅」，讓超過350位小學生有機會於體院親身體驗精英運動員的訓練情況，以及四個月後舉行的「愛心送暖行動2014」，安排精英運動員參與義工活動，探訪獨居長者。

二零一四年十一月至二零一五年三月期間，體院大力支持「奮進行動」的活動，包括為邊緣青年而設的見習計劃、國際籌款活動，以及「運動改寫人生」論壇，並安排代表及運動員參與論壇的討論環節，就運動的正面影響分享意見。

體院於二零一四年十一月為運動燃希望基金舉辦的「2014網球大挑戰慈善籌款」提供場地及設施，以及於翌年三月接待由香港體育記者協會主辦的「2015亞洲青少年體育記者訓練營」。年度內，體院成功安排了14名運動員出席17個機構舉行的多個分享會、座談會及宣傳活動，擔任嘉賓。



運動員前往全港各區探訪長者，送上愛心與關懷。
Athletes visited elderly people around Hong Kong to express their love and care.

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

The HKSI coorganised or supported two events organised by the Hong Kong Elite Athletes Association, including “Future Elite Road to HKSI” in July 2014, which gave over 350 primary students the opportunity to experience the training elite athletes undergo at the HKSI, and “Together We Care 2014” four months later, in which elite athletes took part in volunteer activities, visiting elderly people in Hong Kong.

From November 2014 to March 2015, the HKSI supported activities organised by Operation Breakthrough, including an apprenticeship programme for marginalised youth, a global fundraising campaign, and the “Sport Can Change Lives” Forum, in which HKSI representatives and athletes took part in a panel discussion on the positive impact of sport.

In November 2014, the HKSI provided a venue and facilities for the Sports for Hope Foundation’s 2014 Fundraising Tennis Challenge, and in March 2015, hosted the Hong Kong Sports Press Association’s 2015 Asian Youth Sports Reporters Camp. The HKSI also lined up a total of 14 athletes as guests for sharing sessions, seminars and promotional activities for 17 organisations.



多名教練及運動員於「運動改寫人生」論壇上分享成功故事。
Coaches and athletes shared their success stories at the “Sport Can Change Lives” Forum.



逾350位小學生於「明日精英體院之旅」體驗精英運動員的訓練生活。
Over 350 primary students experienced elite athletes’ training during the “Future Elite Road to HKSI”.



香港海事博物館專題展覽向公眾展示本地運動員的卓越成就。
The Hong Kong Maritime Museum's theme exhibition showcased local athletes' achievements to the public.



體院安排教練和運動員會見傳媒，分享備戰主要國際賽事的情況。
"Meet the Media" sessions were held for coaches and athletes to share how they prepare for major international competitions.



體院為電視及電台節目的拍攝工作提供協助，加強與社區的聯繫。
The HKSI assisted in television and radio programme shootings to enhance its connectivity with the community.

為了讓公眾進一步認識精英運動員的訓練和成就，體院為香港海事博物館於二零一五年三月揭幕的專題展覽「香港製造：我城•我故事」提供有關體育發展的內容、相片及展品，在六個月的展期內吸引共10萬人參觀。此外，體院於二零一四年八月協助以精英單車運動為主題的電影「破風」的拍攝工作，並向二零一五年三月舉行的第五屆全港運動會賽馬會全城躍動活力跑給予支持。

年度內，體院繼續與傳媒緊密合作，發放共40份新聞稿和邀請，同時安排了285次傳媒採訪，並剪存了5,855份相關的新聞報道。另外，又舉辦了13次「會見傳媒」活動，向公眾介紹精英運動員備戰2014亞運會及其他主要國際賽事的情況。

體院亦協助安排精英運動員、教練和運動科研專家參加多個與體育相關的電視及電台節目，其中在電視廣播有限公司的綜藝節目「快樂聯盟」中，藝人便透過於體院進行的不同挑戰及活動，體驗精英運動員的訓練實況；而香港電台製作的電視節目「體育的風采」及電台節目「十項全能」，則講述本地運動員備戰和競逐亞運會的點滴。

To raise public awareness of elite athletes' training and accomplishments, the HKSI contributed sports-related content, photos and exhibits to the Hong Kong Maritime Museum's "Made in Hong Kong: Our City, Our Stories" exhibition, which opened in March 2015 and attracted over 100,000 visitors during the six-month exhibition period. We also provided support for the shooting of an "elite cycling" themed commercial film, titled *To the Fore* in August 2014, and the 5th Hong Kong Games Jockey Club Vitality Run in March 2015.

Throughout the year, the HKSI continued to work closely with the media, issuing 40 media releases and invitations, arranging 285 interviews, and recording 5,855 relevant newspaper articles. The HKSI also arranged 13 "Meet the Media" sessions on elite athletes' preparation for the 2014 Asian Games and other major international competitions.

The HKSI lined up elite athletes, coaches and sports science professionals for a variety of sports-related television and radio programmes, including Television Broadcasts Limited's variety programme "The Conqueror", in which artistes experienced the training of elite athletes through challenges and activities arranged by the HKSI, and Radio Television Hong Kong's television series "Glamour of Sport" and radio series "Decathlon", both focusing on local athletes' efforts in preparing for, and competing at, the Asian Games.