



Journal of Arts & Humanities

Sport Culture of Hong Kong: Recent Development and Prospects

Eddie T. C. Lam, Ph.D.¹

ABSTRACT

Hong Kong is well-known for its beautiful natural harbor, vibrant nightlife, as well as tremendous entertainment and shopping opportunities. After 2008, people in world are more familiar with this city because its role in holding the Olympic Equestrian Events. Nevertheless, little is known beyond Hong Kong about its sport structure, development, and sustainability because of the limited research in these areas. The purpose of this paper is to illustrate the sport culture of Hong Kong, including the development and administration of sports and sporting events. Through literature review and an examination on the sport development and management mechanisms of Hong Kong, it was found that the following three main themes would guide the direction of future sports development: (a) promoting “Sports for All,” (b) fostering high performance sports, and (c) equipping Hong Kong to host international sports events. It is concluded that the Hong Kong Government plays an active role in funding and supporting the development of sports, which is also backed by the business sector in Hong Kong. Specifically, the Leisure and Cultural Services Department not only develops and manages a wide range of sports and recreational facilities for use by the general public, but it also supports and organizes sports and recreational programs that promote the long-term well-being of the residents in Hong Kong. Nevertheless, to explore open spaces for leisure purposes is a challenge for the Hong Kong Government, and the HK\$19.7 billion Kai Tak Sports Complex under construction may provide a sound resolution to such demands.

Keywords: Elite athletes, mega events, sport development, football association, horse racing, sports for all.

Available Online: 22nd April, 2016.

This is an open access article under Creative Commons Attribution 4.0 License, 2016.

¹ Associate Professor, Department of Health & Human Performance, Cleveland State University, 2121 Euclid Ave., JH 143, Cleveland, OH 44115-2214. Phone: 216-687-5051. Email: t.lam@csuohio.edu.

1.0 Introduction

Hong Kong, a “Special Administrative Region” of the People’s Republic of China, is well-known for its beautiful natural harbor, vibrant nightlife, as well as tremendous entertainment and shopping opportunities. Being the home of more than seven million people and one of the most densely populated cities in the world, Hong Kong is actually a paradise for outdoor activities such as golfing, hiking, fishing, and water sports. For instance, there are excellent golfing facilities available to the general public (e.g., the Kau Sai Chau three 18-hole golf courses have specular views over Sai Kung and the South China Sea). Throughout the city, there are four extensive hiking trails (The MacLehose Trail, Lantau Trail, Hong Kong Trail, and Wilson Trail) that are at least 50 kilometers (over 30 miles) long and navigate through beautiful scenic areas and parks. In addition, there are countless of sports and leisure programs (e.g., soccer, swimming, and tennis) and large-scale sporting events (e.g., The Hong Kong Games, and The Rugby Sevens) that the residents of Hong Kong can participate and enjoy throughout the year. After 2008, people in world are more familiar with this city because its role in holding the Summer Olympic Equestrian events. Nevertheless, little is known beyond Hong Kong about its sport structure, development, and sustainability because of the limited research in these areas.

2.0 Methods

The purpose of this paper is to illustrate and explore the sport culture of Hong Kong, including the development and administration of sports and sporting events. Through literature review and an examination on the sport development and management mechanisms of Hong Kong, this paper presents the results in the following four major sections: (a) Magnitude and Development of Sports in Hong Kong, (b) Administration of Sports and Sporting Events in Hong Kong, (c) Hosting Mega and Other Sporting Events in Hong Kong, and (d) Challenges of Sports Development in Hong Kong.

3.0 Magnitude and Development of Sports in Hong Kong

Though its size is approximately 1,100 square kilometers (420 square miles), Hong Kong has a wide range of sports and recreational facilities. To date, residents of Hong Kong can access 25 sports grounds, 43 swimming pool complexes, 41 gazetted bathing beaches, 95 sports centers, 230 hard-surfaced mini-soccer pitches, 256 volleyball courts, 259 tennis courts, 295 squash courts, 699 children's playgrounds, and many other sports facilities such as turf pitches, hockey pitches, horse riding schools, and golf driving ranges (Leisure and Cultural, 2015). Among them, the most popular and well-known facilities are the 40,000-seat Hong Kong Stadium (a major venue for staging large-scale sporting and spectator events) and the 12,500-seat Hong Kong Coliseum as well as the 3,500-seat Queen Elizabeth Stadium (they are mainly used for important indoor sporting or cultural events). Most of these facilities are built and managed by the Leisure and Cultural Services Department (LCSD). Besides, the LCSD also manages five water sports centers (Stanley Main Beach, St Stephen’s Beach, Chong Hing, Jockey Club Wong Shek and Tai Mei Tuk) and four holiday camps (Lei Yue Mun Park and Holiday Village, Lady MacLehose Holiday Village, Sai Kung and Tso Kung Tam Outdoor Recreation Centers).

At the turn of the new millennium, there was a thorough review on the sports development of Hong Kong. It was found that the following three main pivotal themes would guide the direction of future sports development: (a) promoting “Sports for All,” (b) fostering high performance sports, and (c) equipping Hong Kong to host international sports events. Originally created by the International Olympic Committee in 1983, the major purpose of Sports for All is to encourage people of all ages to regularly participate in physical activities. For instance, the LCSD has been organizing “Sport for All Day” each year during the summer to encourage all residents in Hong Kong to take part in various sports and physical activities at no cost to the participants. Long-term plans are formulated to nurture and train elite athletes so that they can achieve high standings when competing in international sports events. In

addition, sports facilities will be evaluated and upgraded so that Hong Kong can stage different international sports events which, in turn, attract more tourists and facilitate economic growth. During his speech in 2012, Leung Chun-Ying, the Chief Executive of Hong Kong, confirmed that the government would continue to promote sports development through fostering a strong sporting culture in the community, supporting elite sports, and advancing Hong Kong's role as a major location for international sports events.

3.01 Support from the government

The Hong Kong Government provides a wide range of sports facilities and funding to support the development of sports. For example, the National Sports Associations and other sports organizations received approximately HK\$186 million (US\$24 million) in 2009-2010 from the LCSD, and over 64% of this funding was used for organizing community sports activities. Likewise, the number of elite athletes who have been receiving direct subsidies from the Hong Kong Sports Institute Limited (HKSI), the elite athletes training center in Hong Kong, has increased from 510 in 2007 to over 1,000 in 2015. This includes athletes from three categories: Elite Athletes (including athletes with disabilities), Junior Athletes, and Potential Athletes – for elite sports only (Hong Kong Sports Institute, 2015).

The LCSD also plans to increase the amount of funding for National Sports Associations in the future to assist them in establishing more training programs, strengthening training for representative teams, supporting athletes' participation in more international competitions, and promoting sports in the communities. Besides, the Financial Secretary of Hong Kong had proposed in his "2010-2011 Budget" that HK\$3 billion would be invested on the Arts and Sport Development Fund as seed money so that its annual investment return could be used to provide and sustain further financial support to the long-term growth of sports. In fact, numerous non-profit organizations have received funding under the Hong Kong's Mega Events Fund to stage events. For example, the Legislative Council Finance Committee allocated HK\$150 million to the Mega Events Fund in 2012-13 to support the staging of sporting events by non-profit organizations in Hong Kong ("The Mega Events Fund," 2013).

3.02 Support from the business sector

The business sector plays an important role in advancing the development of sports in Hong Kong. A good example is the Badminton Development and Training Scheme initiated by the Bank of China (Hong Kong). The aim of the Scheme is to promote the interest and knowledge of badminton among students, and the total number of participants has already reached 170,000 in less than five years since its inauguration in 1999 (Bank of China, 2003). As of January 2016, there were 80 corporations that had joined the Core Sponsor Group to become the sponsors of major sports events (e.g., the Hong Kong Marathon, the Hong Kong Rugby Sevens, and the Hong Kong Cricket Sixes), and some of them are title sponsors, such as the Longines Hong Kong Masters, the Yonex-Sunrise Hong Kong Open Badminton Championships, and the Standard Chartered Hong Kong Marathon (Major Sports Events Committee, 2016). Meanwhile, the Hong Kong Government is willing to disseminate more resources to the National Sports Associations to allow them to host more attractive major sports events ("M" Mark events) so that they can secure more commercial sponsorship. With the success of staging the East Asian Games in 2009, the business sector will continue to play an active role in supporting sports development in Hong Kong.

3.03 Elite training programs and sports

The mechanism for the selection of elite sports was endorsed by the Sports Commission in 2005 and the HKSI is responsible for its implementation. In the four-year funding cycle from 2009 to 2013, 14 sports were qualified for elite sports subvention from the HKSI. The Home Affairs Bureau also urges the Government to provide more support to sports that have strong public appeal and development potential. In addition, the Home Affairs Bureau proposes to allocate more resources to National Sports

Associations to allow them to engage in high-level training by experienced coaches, to organize more training programs, to engage more athletes in participating in international competitions, and to provide more support in such areas as sports science and sports medicine. All these efforts are aiming at improving the athletic performance of elite athletes in individual and team sports (“Promoting Sports Development,” 2010).

3.04 Long-term development of local football

The LCSD will work together with the Hong Kong Football Association (HKFA) to provide football (soccer) training programs for youths aged 5 to 19 by means of the Sports Subvention Scheme. The LCSD will also flexibly utilize existing resources to support more youth training programs. In 2010-2011, the LCSD provided additional resources to allow the HKFA to improve the training of its regional teams as well as junior and national teams, with the purpose of developing more players capable of representing Hong Kong in different age groups. In order to identify ways of effectively facilitating the long term development of football, the Government had engaged a consultant to study the current position of football in Hong Kong and to make recommendations on its improvement. In March 2010, details of the consultant’s recommendations and the Government’s proposed follow up actions were presented to and had the general support of the Legislative Council Panel on Home Affairs (*Motion Debate, 2010*). The Government is working closely with the HKFA to implement the recommendations, which include:

- To improve the governance of the sport
- To elevate the professionalism of local soccer
- To create more development pathways for players, coaches and officials, and
- To upgrade the provision of facilities

The consultant also suggested that the Government should coordinate and assist the implementation of such changes. In fact, the Government agrees with the building of an elite “Football Training Centre” (estimated cost: HK\$500-600 million²) to help raise standards of soccer players, and has started its discussions with the Hong Kong Jockey Club (HKJC) on the building and managing the Centre, with certain degrees of involvement from the HKFA. Mark Sutcliffe, CEO of the HKFA, revealed that the facility would be built on a landfill site in Tseung Kwan O and its construction would begin as early as March 2014³ (*Chan, 2012*).

3.05 Provision of sports facilities

The Government is committed to build more new sports venues at suitable sites throughout Hong Kong. The LCSD plays an importance role in the provision of leisure and cultural facilities to the public. Its Planning Section liaises closely with various District Councils to provide facilities that best meet the needs of the local community. Since the Department's establishment in 2000, some 120 projects with a total cost of about HK\$22 billion have been completed. One of the major achievements was the construction of the new Tseung Kwan O Sports Ground and the upgrading of 13 existing LCSD venues for the Hong Kong 2009 East Asian Games (completed by mid-2009). In 2009-2010, the LCSD completed six major projects and improvements that cost over HK\$867 million (US\$111 million). At the end of 2013-2014, nine capital works projects and 11 minor works projects were in progress and due to finish between 2014 and 2017. Some other recent projects of the LCSD are listed in Table 1.

In addition, the LCSD has pursued the implementation of some 10 ex-Municipal Council projects and new projects that have been selected for priority treatment and early implementation. (“Facilities and Projects,” 2014). To date, over 30 sports and leisure capital works projects are under planning, and one of the largest projects ahead is to build the multi-purpose stadium complex in Kai Tak, which will comprise a main stadium, a secondary stadium and an indoor arena. These facilities will be built to

² The construction costs would be soared from an estimated HK\$600 million to HK\$750 million.

³ The date for its construction had been delayed to 2016.

international standards so as to attract more high-level events to Hong Kong and help promote the development of sports. In addition, LCSD will continue to improve existing sports facilities, such as the redevelopment of the Victoria Park swimming pool and the improvement project to bring Mong Kok Stadium up to a standard suitable for holding high-level football matches (“Promoting Sports Development,” 2010).

Table 1: Projects of the Leisure and Cultural Services Department (2014)

Project	Start Date	Completion
1. Ma On Shan Waterfront Promenade		
Phase 1	5/2007	6/2009
Phase 2	5/2007	12/2009
Phase 3	5/2007	Mid 2010
2. Swimming Pool Complex in Area 2, Tung Chung, Lantau	9/2007	Late 2010
3. District Open Space in Area 9, Tsing Yi	11/2007	Mid 2010
4. Tin Shui Wai Public Library cum Sports Centre	11/2007	Mid 2011
5. Recreational facilities on Jordan Valley former landfill, Kwun Tong	12/2007	Mid 2010
6. Ngau Chi Wan Recreation Ground, Wong Tai Sin	1/2008	Mid 2010
7. District Open Space at Po Kong Village Road, Wong Tai Sin	1/2008	Late 2010
8. Siu Sai Wan Complex	3/2008	Late 2010
9. Sun Yat Sen Memorial Park and Swimming Pool Complex	3/2008	Early 2011
10. Reprovisioning of Pak Tin Public Library	6/2008	Early 2013
11. Tseung Kwan O Complex in Area 44, Tseung Kwan O	10/2008	Mid 2011
12. Sports Centre in Area 28A, Fanling/Sheung Shui	12/2008	Mid 2011
13. Aldrich Bay Park	5/2009	Early 2011
14. Swimming Pool Complex in Area 1 (San Wai Court), Tuen Mun	5/2009	Early 2012
15. Conversion of Yau Ma Tei Theatre and Red Brick Building into a Xiqu Activity Centre	7/2009	Late 2011
16. Redevelopment of Victoria Park Swimming Pool Complex	8/2009	Mid 2015
17. Improvement works for Mong Kok Stadium	9/2009	Late 2011
18. Lam Tin North Municipal Services Building	11/2009	Mid 2012
19. Sports Centre and Community Hall in Area 101 Tin Shui Wai	11/2009	Mid 2012
20. Redevelopment of Kwun Tong Swimming Pool Complex	11/2009	February 2013
21. Redevelopment of Kwun Tong Recreation Ground	11/2009	Late 2014
22. Local Open Space in Area 25, Fanling/Sheung Shui	12/2009	Early 2012
23. District Open Space in Area 37, Tseung Kwan O	12/2009	Early 2012
24. Conversion of secondary pool of Lai Chi Kok Park Swimming Pool into indoor heated pool	2/2010	Mid 2012
25. Town Park, indoor velodrome-cum-sports centre in Area 45, Tseung Kwan O	3/2010	Early 2013
26. District open space, sports centre and library in Area 74, Tseung Kwan O	9/2011	Late 2014
27. Open space in Area 117, Tin Shui Wai	8/2012	Mid 2014
28. Sports centre, community hall and district library in Area 14B, Sha Tin	12/2012	Early 2016
29. Kwun Tong Promenade (stage 2)	2/2013	Late 2014
30. Development of a bathing beach at Lung Mei, Tai Po	6/2013	under review
31. Sports centre in Area 4, Tsing Yi	11/2013	Early 2017

Source: Leisure and Cultural Services Department: Facilities under Construction.

2010: https://www.lcsd.gov.hk/dept/annualrpt/2009-10/en/content/PDF/appendix6_eng.pdf

2012: https://www.lcsd.gov.hk/dept/annualrpt/2011-12/en/app/PDF/LCSD_App_06.pdf

2014: <https://www.lcsd.gov.hk/dept/annualrpt/2013-14/files/pdf/en/appendix-06.pdf>

3.06 Treatment and career development of athletes

The Government is committed to support the athletes and to assist them in advancement and to develop their career options after retirement from sport participation. The direct subsidies and the number of athletes receiving subsidies from the HKSI are growing. In 2009, the Sports Commission endorsed proposals to increase incentive awards for medalists at major competitions, and these

awards were come into effect in time for the 2010 Guangzhou Asian Games and Asian Para Games. Besides, the Government has provided subsidies to the HKSI to implement enhanced programs to support educational and vocational development for athletes. For example, the HKSI offers tailor-made coach training programs for elite athletes who plan to take up coaching jobs after retirement. In 2008, the Government allocated HK\$8.5 million to the Sports Federation and Olympic Committee (SFOC) of Hong Kong so that it could introduce the “Hong Kong Athletes Career and Education Programme” with the aim of providing comprehensive educational and career development support for serving and retired athletes. To date, at least 10 corporations have agreed to offer vocational opportunities to retired athletes. Plans are also available to assist outstanding athletes who wish to pursue further studies after retirement. The University Grants Committee has agreed to recognize applications for admission from elite athletes nominated by the SFOC or HKSI, whereas the HKSI and Beijing Sport University have jointly offered the Bachelor of Education in Sports Training Program for Hong Kong athletes since 1999 (“Promoting Sports Development,” 2010).

3.07 Promotion of sports in schools

The LCSD oversees seven subsidiary programs under the School Sports Program, which targets at all primary, secondary and special school students in Hong Kong. The main objectives of the School Sports Programme are, among others, to provide opportunities for students to participate in sports frequently, to raise the standard of sports among students, and to encourage students to participate in voluntary services related to sports. For example, the Sport Captain Program trains coaches, sports administrators, and sports coordinators to provide voluntary services during sports events organized by schools or National Sports Associations. In 2013, the LCSD launches the third auxiliary award scheme, "sportTAG Award Scheme," which encourages students to take an objective skill test on a sport of their choice. The skill level of a student in that sport will be assessed by the respective National Sports Associations and will be used as an indicator for the training needs of that student (“School Sports Programme,” 2013). Besides, students are encouraged to take structured courses and undergo specialized training under the Joint School Sports Training Program to enhance their sports skills levels. The scheme will contribute to the development of a feeder system for school sports, under which potential students may become members of the youth sports teams in their respective sports. LCSD will continue to encourage and assist schools not currently in the SPP to join the program, and to conduct seminars at the Hong Kong Institute of Education to brief prospective teachers on the importance and benefits of sports to students so as to strengthen their understanding of the School Sports Program (“Promoting Sports Development,” 2010).

3.08 Promotion of sports in the community

Based on the study of “Sport for All – the Participation Patterns of Hong Kong People in Physical Activities,” the LCSD has started sharing its findings and recommended action plans in 2009 to each of the 18 District Councils, schools, government departments, National Sports Associations, District Sports Associations, and district organizations. In the following year, the LCSD discussed with National Sports Associations the possibilities of encouraging broader community participation in a wider range of sports and physical activities. Since 2007, the Sports Commission, the LCSD and the Community Sports Committee have been working together (in partnership with the 18 District Councils, the SFOC, and the relevant National Sports Associations) to organize the biennial Hong Kong Games to further promote the "Sport for All" culture in the community. The Hong Kong Games are citywide, multi-sporting events with the 18 District Councils as participating units. The major purposes of the Hong Kong Games are to provide districts with more opportunities for sports participation, and to encourage members of the public to actively participate in sports (“Promoting Sports Development,” 2010).

3.09 Collaboration and exchanges with mainland China

The Home Affairs Bureau has signed several agreements on sports exchange and co-operation with the State Sport General Administration and relevant authorities in Mainland provinces and cities. Areas covered by these agreements include competitive sports; community sports; exchange and training of sports personnel; scientific studies and academic exchange on sport. The signing of these agreements has enabled Hong Kong and the Mainland to launch a number of sports exchange and co-operation programs (e.g., the three sports exchange programs among Guangdong, Hong Kong, and Macau). In 2009-2010, the HKSI signed a Memorandum of Collaboration with five major sports institutes from the Mainland, providing Hong Kong elite athletes with the opportunity to receive enhanced scientific sports training support (“Promoting Sports Development,” 2010).

4.0 Administration of Sports and Sporting Events in Hong Kong

Based on the recommendations of the 2002 Report of the Sports Review Team, the Government made changes in the following years to establish a new administrative structure to promote a sustainable and community-wide sporting culture in Hong Kong. Under the new structure, the then Hong Kong Sports Development Board, which was established in 1990 under the Hong Kong Sports Development Ordinance (Cap. 1149) for the promotion and development of sports and physical recreation, was dissolved in June 2004. A few months later, the HKSI was re-constituted to become an incorporated body to undertake matters pertaining to high performance sports training formerly under the auspices of SDB; and a new **Sports Commission** under the chairmanship of the Secretary for Home Affairs was established in January 2005 to advise the Government on the policies, strategies and implementation framework for sports development and the provision of funding and resources in support of sports development. There are three subcommittees under the Sports Commission: (a) the Community Sports Committee, (b) the Elite Sports Committee, and (c) the Major Sport Events Committee. The objectives of these subcommittees are to help develop and promote sports in the community, elite sports, and major sports events in Hong Kong. Specifically, the Home Affairs Bureau retains the overall responsibilities for the formulation and implementation of sports policies, coordination of planning of sports projects, and decisions on the related funding allocation, whereas the LCSD takes up executive responsibilities of promoting community sports, managing sports facilities and administering funding support schemes to the relevant bodies. Together with the Sports Federation and Olympic Committee of Hong Kong and National Sports Associations (which are wholly autonomous bodies operating under the Olympic Charter and the constitution of the individual sport federations, respectively), the Home Affairs Bureau, the Sports Commission, and the LCSD form a new administrative body on sports development in Hong Kong (“Sport Development,” 2012). More detail information on these sports governing bodies is presented in the next section.

4.01 Home Affairs Bureau

The Home Affairs Bureau is responsible for the overall formulation and implementation of sports policies, coordination of strategic planning of sports and recreational facilities, and decisions on the related funding allocation. The major objectives of the Home Affairs Bureau regarding recreation and sports are to:

- advance the profile of sport and physical recreation in the community, with an emphasis on the connection among exercise, physical fitness, and a healthy lifestyle;
- coordinate the provision of high quality sports and recreational facilities;
- encourage collaboration among different sectors of the community to foster a strong sporting culture in the community;
- support and facilitate the implementation of initiatives which help make Hong Kong a major venue for staging international sports events;
- promote sports exchanges with neighboring provinces and cities on the Mainland; and
- raise the standard and profile of Hong Kong sports internationally (Sport and Recreation, 2013).

A recent example is that to make Hong Kong a center for major sporting events, the Home Affairs

Bureau provides a grant to the Hong Kong Tennis Association, which has successfully secured the right to host a Women's Tennis Association Tour Championships event from 2014 onwards ("Policy Address," 2013).

4.02 Sports Commission

Established in January 2005, the major functions of the Sports Commission are to advise the Government on the policies, strategies and implementation framework for, and to provide funding and resources in support of, sports development in Hong Kong. There are three subcommittees under the Sports Commission: the Community Sports Committee, the Elite Sports Committee, and the Major Sports Events Committee. Through the Sports Commission, the *Community Sports Committee* advises the Secretary for Home Affairs on broader participation in sports through partnership with different sectors of the community as well as on funding priorities for supporting community sports programs and initiatives; the *Elite Sports Committee* advises the Secretary for Home Affairs on matters pertaining to high performance sports, provides policy direction to the HKSI, and advises on funding priorities for supporting high performance sports and athletes; whereas the *Major Sports Events Committee* advises the Secretary for Home Affairs on strategies and initiatives for hosting major sporting events through partnership with sports associations, the tourism industry and the private sector, and on funding priorities for major sporting events ("Sport and Recreation," 2013). A detail description of the functions of these subcommittees is depicted in Table 2.

Table 2: Functions of the Community Sports Committee, the Elite Sports Committee, and the Major Sports Events Committee

I) Community Sports Committee

To advise the Administration through the Sports Commission on the:

- 1) strategies and initiatives to promote community participation in sports, other than elite sports, having due regard to the needs of people of different age, gender, ability and other background and those with a disability;
- 2) strategies to foster partnership with different sectors of the community for the promotion of community sports;
- 3) interface with relevant authorities on the integrated framework for development of student sports;
- 4) development of community sports clubs and their interface with District Sports Associations and National Sport Associations;
- 5) promotion of major community sports programs;
- 6) principles, procedures and the control mechanism for subventing and sponsoring community sports;
- 7) funding priorities for community sports programs; and
- 8) provision of territory-wide and community sports facilities and the improvement of existing facilities.

II) Elite Sports Committee

To advise the Administration through the Sports Commission on the:

- 1) strategies and long-term objectives for providing elite training programs for Hong Kong athletes with a view to achieving international sporting success;
- 2) development of partnership relationships with different sectors of the community and sports training institutions, both local and in other places, to enhance the delivery of elite sports training programs and to improve the training facilities in Hong Kong;
- 3) coordination and mobilization of stakeholders in the sports sector and in the community at large to provide support to elite athletes including their personal, educational and vocational development;
- 4) strategies to promote sponsorship and participation of the private sector in elite sports development;
- 5) policy direction of the Hong Kong Sports Institute;
- 6) principles, procedures and the control mechanism for the allocation of funds for elite sports; and
- 7) funding priorities for elite sports development.

III) Major Sports Events Committee

To advise the Administration through the Sports Commission on the:

- 1) strategies and initiatives for the promotion and hosting of major sports events in Hong Kong;
- 2) strategies to foster partnership with the sports, tourism and private sectors for major sports events;

- 3) principles, procedures and the control mechanism for the allocation of funds for major sporting events; and
- 4) funding priorities for major sports events.

Source: Elite Sports Committee.

4.03 Leisure and Cultural Services Department

The Leisure and Cultural Services Department (LCSD) promotes sports in the community and administers funding support for relevant organizations under the established sports policy. The LCSD develops and manages a wide range of sports and recreational facilities for use by the general public, including sports centers, swimming pool complexes, football pitches, tennis courts, and so on. These facilities are enjoyed by the residents of Hong Kong as well as by the National Sports Associations for training programs and for hosting local and international sporting events. The LCSD also supports and organizes sports and recreational programs for the community, often in conjunction with the National Sports Associations (“*Sport and Recreation*,” 2013).

4.04 Hong Kong Sports Institute Limited

The Hong Kong Sports Institute Limited (HKSI) was established in October 2004 to provide elite athletes with a high quality training environment and support services with the aim of fostering athletes to achieve better performance in international sporting events. The HKSI is the training base for more than 1,000 athletes who enjoy centralized support in terms of training facilities, strength and conditioning, sports science and medicine, and accommodation. In 2011, the institute focused on the preparation of athletes for the London 2012 Olympic Games and the \$1.8 billion redevelopment of the institute, which will provide new, state-of-the-art facilities for training high-performance athletes. To support the elite training programs, the HKSI receives funding from the Elite Athletes Development Fund, which was established with a one-time trust fund of HK\$7 billion from the Government in January 2012. The allocation of a major portion of the investment return from the Fund will replace the previous mode of allocating an annual public subvention to the institute, which will in turn help to ensure that the Government meets the long-term funding requirements for providing support to an increasing number of high-performance athletes. The HKSI also generates its revenues from other sources such as commercial sponsorship and private donations.

The “Elite Training Programme” at the HKSI is the focus of the elite sport training network in Hong Kong. The HKSI also supports outstanding athletes under the “Individual Athletes Support Scheme and the Disabled Sports Elite Training Programme.” Currently, this program provides services to athletes in 16 “Tier A” sports (i.e., athletics, badminton, billiards, cycling, fencing, gymnastics, karatedo, rowing, rugby, squash, swimming, table tennis, tenpin bowling, triathlon, windsurfing, and wushu), and 10 “Tier B” sports (i.e., dance sports, equestrian, judo, lawn bowls, mountaineering, orienteering, roller sports, sailing, skating, and tennis) as well as to disabled athletes and individual athletes in other sports (“*Sport and Recreation*,” 2013).

4.05 Sports Federation and Olympic Committee of Hong Kong, China

The Amateur Sports Federation and Olympic Committee of Hong Kong was founded in 1950 and recognized as a National Olympic Committee by International Olympic Committee in 1951. It changed its name to *Sports Federation and Olympic Committee of Hong Kong, China* (SFOC) on March 8, 1999. The SFOC is a member of the International Olympic Committee, the Olympic Council of Asia, the Association of National Olympic Committee, and the East Asian Games Association. The SFOC is responsible for coordinating the development of local sports organizations and for leading the Hong Kong Delegation to participate in major international games such as the Olympic Games (Summer and Winter), Asian Games (Summer and Winter), and East Asian Games. At present, there are 76 member associations under the SFOC. The Government provides a recurrent subvention to the SFOC to meet its personnel, office, and program expenses and to assist the SFOC in organizing seminars and training courses for

staff and officials of National Sports Associations (“Sport and Recreation,” 2013).

Members of the SFOC are National Sports Associations, which are in turn affiliated to their Asian federations and international federations. The National Sports Associations are empowered to coordinate and conduct a wide range of activities related to their sports, ranging from recreational programs for beginners to training elite athletes. They also organize and sanction participation in overseas multi-sports competitions and train coaches and referees. The SFOC has coordinated a four-month ‘Festival of Sport’ each year for the past half century. More than 80 of the festival’s sporting activities were organized by over 60 National Sports Associations to promote the “Sport for All.” The SFOC also organizes extensive educational programs for sports leaders, administrators, coaches and technical officials free of charge, notably through the Hong Kong Olympic Academy which offers free sports management and sport science courses and programs. In July 2008, the SFOC launched the “Hong Kong Athletes Career and Education Programme” for retired athletes in response to a proposal made by the Chief Executive in his 2007 Policy Address (“Recreation, Sport and the Arts,” 2011).

4.06 National Sports Associations

As the local governing bodies of individual sports, the National Sports Associations are responsible for the coordination of all local sports organizations and the promotion and development of their respective sports in Hong Kong. Affiliated to their respective international federations and as members of the SFOC, the National Sports Associations represent Hong Kong in international sporting events of their respective sports. At present, there are 76 National Sports Associations under the SFOC.

Before 2004-2005, National Sports Associations received funding from the statutory Hong Kong Sports Development Board. With the dissolution of the Board in 2004, they have received recurrent subvention from the Sports Subvention Scheme administered by the LCSD. The subvention covers personnel, office, and program expenses. The LCSD uses the following criteria to determine the amount of funding to individual National Sports Associations:

- a) the development potential of the sport;
- b) the qualification of the personnel and the past expenditure pattern of the National Sports Association;
- c) the performance of the National Sports Association in comparison to the targets set for the previous financial year, including their effectiveness in managing programs and administering their funding; and
- d) the practicability and effectiveness of the annual plan and the mid-term development plan submitted by the National Sports Association.

The level of funding provided to National Sports Associations and other eligible sports organizations under the Sports Subvention Scheme had almost doubled from HK\$128 million in 2004-2005 to HK\$250 million in 2012-13. In 2013-14, the LCSD provided over \$250 million funding to these sport entities. Together, they organized a total of 11,240 sports programs for more than 746,500 participants (Leisure and Cultural Services Department, 2014). As indicated in Table 3 below, 59 National Sports Associations have received funding from the Sports Subvention Scheme in 2015-2016, and the amount ranges from approximately HK\$0.7 million to over HK\$18 million (“National Sports Associations,” 2016).

Table 3: Amount of Funding Allocated to the National Sports Associations (2013-2016)

	2013-14 (HK\$)	2014-15 (HK\$)	2015-16 (HK\$)
1. Hong Kong Archery Association	2,094,814	2,130,074	2,164,274
2. Hong Kong Amateur Athletic Association	5,456,788	5,247,479	5,431,461
3. Hong Kong Badminton Association	13,687,963	14,072,528	14,362,632
4. Hong Kong Baseball Association	4,718,210	4,889,855	4,817,767
5. Hong Kong Basketball Association	10,228,935	10,717,504	10,211,509
6. Hong Kong Billiard Sports Control Council	2,049,402	2,172,529	2,210,336

7. Hong Kong China Bodybuilding and Fitness Association	1,042,915	1,095,962	1,153,094
8. Hong Kong Boxing Association	1,358,318	1,596,501	1,407,246
9. Hong Kong Canoe Union	3,555,577	3,582,967	3,549,125
10. Hong Kong Chinese Martial Arts Dragon & Lion Dance Association	2,672,423	2,006,160	2,775,219
11. Hong Kong Cricket Association	3,198,210	3,198,391	3,251,640
12. The Cycling Association of Hong Kong, China	6,824,245	7,463,576	7,643,314
13. Hong Kong Dance Sport Association	4,386,516	3,739,238	4,075,994
14. Hong Kong China Dragon Boat Association	2,266,289	2,271,894	2,348,235
15. Hong Kong Equestrian Federation	2,366,206	2,413,687	2,450,537
16. Hong Kong Fencing Association	5,015,033	5,229,845	5,270,149
17. The Hong Kong Football Association	17,308,864	18,387,259	18,711,308
18. Hong Kong, China Gateball Association	1,739,882	1,805,109	1,862,954
19. Hong Kong Golf Association	1,753,869	1,912,268	1,933,839
20. The Gymnastics Association of Hong Kong, China	4,606,974	4,702,563	4,712,617
21. Handball Association of Hong Kong, China	6,027,100	6,117,727	6,190,505
22. Hong Kong Hockey Association	2,714,032	2,785,620	2,808,245
23. Hong Kong Ice Hockey Association	1,302,035	1,578,518	1,651,225
24. The Judo Association of Hong Kong, China	3,074,559	3,123,819	3,147,038
25. The Karatedo Federation of Hong Kong, China	1,925,030	1,669,819	1,970,131
26. Hong Kong Kart Club	559,053	686,783	697,480
27. Hong Kong Kendo Association	979,302	998,926	1,080,780
28. Hong Kong Lawn Bowls Association	2,609,248	2,748,049	2,782,978
29. The Hong Kong Life Saving Society	4,951,554	5,196,730	4,759,108
30. China Hong Kong Mountaineering and Climbing Union	3,163,131	3,175,462	3,192,330
31. Hong Kong Muay Thai Association	-	-	867,661
32. Hong Kong Netball Association	1,351,146	1,302,253	1,382,000
33. Orienteering Association of Hong Kong	3,027,819	3,102,670	3,119,043
34. Hong Kong Federation of Roller Sports	2,293,425	2,333,987	2,369,994
35. Hong Kong, China Rowing Association	6,194,046	5,978,932	5,939,847
36. Hong Kong Rugby Football Union	4,814,252	4,808,450	4,951,809
37. Hong Kong Sailing Federation	1,353,427	1,302,568	1,317,313
38. The Hong Kong Schools Sports Federation	7,156,687	7,154,062	7,037,790
39. Hong Kong Shooting Association	2,817,822	2,881,250	2,897,403
40. Hong Kong Shuttlecock Association	1,156,582	1,253,123	1,411,179
41. Hong Kong Skating Union	1,375,261	1,514,672	1,521,476
42. Hong Kong Softball Association	1,980,260	2,081,716	2,259,070
43. Hong Kong Sports Association of the Deaf	1,065,640	789,608	906,970
44. Hong Kong Sports Association for the Mentally Handicapped	6,836,359	7,065,121	7,445,045
45. Hong Kong Paralympic Committee & Sports Association for the Physically Disabled	7,242,836	7,941,662	8,086,290
46. Hong Kong Squash	11,613,083	11,808,247	11,857,411
47. Hong Kong Amateur Swimming Association	9,003,396	9,340,731	9,568,893
48. Hong Kong Table Tennis Association	12,785,114	11,013,163	11,340,309
49. Hong Kong Taekwondo Association	2,224,038	2,243,431	2,305,120
50. Hong Kong Tennis Association	8,608,168	8,651,566	12,832,898
51. Hong Kong Tenpin Bowling Congress	2,751,823	2,591,288	2,457,361
52. Hong Kong Triathlon Association	3,280,070	3,319,202	3,356,559
53. Hong Kong Underwater Association	1,072,636	1,095,617	1,179,686
54. The University Sports Federation of Hong Kong, China	1,870,087	1,017,365	1,094,244
55. Volleyball Association of Hong Kong, China	8,966,159	9,208,297	9,776,132
56. Hong Kong Water Ski Association	785,872	771,819	786,234
57. Hong Kong Weightlifting and Powerlifting Association	992,579	1,025,539	1,329,277
58. Windsurfing Association of Hong Kong	6,985,061	7,103,245	7,241,120
59. Hong Kong Wushu Union	3,762,993	3,691,514	3,770,575
Total	247,003,118	249,107,940	259,031,779

5.0 Hosting Mega and Other Sporting Events in Hong Kong

The Hong Kong Government has committed to support the future development of sports and the hosting of international sporting events. In fact, a number of major sports events have been staging each year to cater to a wide range of people with skills levels and in various ages. In order to promote more sustainable major sporting events, the *Major Sports Events Committee* launched the "M" Mark System and Support Packages in November 2004. The "M" Mark status will be awarded to the recognized major sports events held in Hong Kong. A package of tailor-made support measures is provided to meet the needs of individual "M" Mark events to help them evolve into regular, market-oriented, and profitable events. The package includes:

- the provision of professional advice from the Advisory Panel of Major Sports Events Committee on organization, sponsorship, marketing and promotion strategies for the events
- the co-ordination of logistics support from relevant government departments to assist in the planning and organizing of the events
- enhanced local and overseas publicity opportunities for the events
- the provision of funding support comprising interest-free loans, or matching funds or direct grant (both on a sliding scale) for a maximum of three years (interest-free loans or direct grants) to eight years (matching funds) for sustainable "M" Mark events
- an additional one-off \$0.5 million direct grant for marketing purposes in any one year of the first three years of a sustainable event
- matching funds and/or direct grants for world championships or one-off competitions at equivalent level ("*Major Sports Events*," 2012)

Currently there are 15 "M" Mark events, which include, among others, the Hong Kong Marathon, the Hong Kong International Dragon Boat Races, the Hong Kong Sevens (Rugby), the FIVB World Grand Prix (Volleyball), the Hong Kong Squash Open, the Tour of Hong Kong Shanghai, the Hong Kong Open Championship (Golf), the Hong Kong Open Badminton Championships, and the Hong Kong Cricket Sixes ("*Sport and Recreation*," 2016). Since the launch of the "M" Mark in 2004, the Major Sports Events Committee has granted "M" Mark status to 67 events, 32 of which have received funding totaling HK\$55.03 million. Table 4 below depicts the funding of some of the "M" Mark events during the 2010-2011 period. In January 2013, the Sports Commission agreed to allocate additional HK\$28 million (from the Arts and Sport Development Fund) to support the "M" Mark System up to the end of 2014 ("*Sports Commission*," 2013).

Table 4: Examples of Funding Allocation for the "M" Mark Events (2010-2011)

Event	Date	Approved Funding	Actual Funding
Hong Kong Cricket Sixes 2010	Nov. 6-7, 2010	\$1 million	\$1 million
The 4th Hong Kong DanceSport Festival	Nov. 27-28, 2010	\$1 million	\$0.9 million
FIVB Volleyball World Grand Prix	Aug. 19-21, 2011	\$1.5 million	\$1.4 million
Hong Kong Squash Open 2011	Nov. 13-20, 2011	\$1 million	\$1 million

Source: Financial Position for "M" Mark Events (as at 15 May 2012).

5.01 2008 Olympic Equestrian Events

The most important milestone in the sports history of Hong Kong was the staging of the 2008 Olympic Equestrian Events. With the approval of the International Olympic Committee, Hong Kong was given the responsibility in July 2005 of hosting of one of the 2008 Olympic events, the Equestrian Events. Beijing was unable to host the events due to quarantine and other logistical reasons (Bridges, 2011, 2013). The move to Hong Kong saved Beijing an estimated 1.1 billion yuan, the amount Games organizers had estimated it would cost to upgrade equestrian facilities in Beijing, according to previous tendering documents posted online by Beijing Global Strategy Consulting that summarized "pre-qualification" tender documents issued by the municipal government in 2002 (Chong, Bowring, & Coleman, 2005). On the other hand, Hong Kong has in place world-class equine care facilities and

medical services for horses, and has recognized quarantine protocol arrangements with many countries. Specifically, Hong Kong has a group of professionals in the equestrian events, and the Hong Kong Jockey Club has rich experience in dealing with import and export arrangements of horses as well as handling horse quarantine issues (“SHA’s Speech,” 2005).

In order to make the 2008 Olympic Equestrian Events successful, there needs the collaboration of a number of entities. To facilitate the preparing and organizing the Equestrian Events, a mutual agreement was signed in Beijing between the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) and the Hong Kong Special Administrative Region (HKSAR) Government right after the formal announcement of the relocation of the Events to Hong Kong. The BOCOG is responsible for providing funding for direct cost of the events, while the HKSAR Government is responsible for providing the institutional framework for organizing the events and for such matters as security, medical services, quarantine, immigration, and for cultivating an Olympic atmosphere in Hong Kong. Meanwhile, the *Equestrian Committee (Hong Kong) of Beijing Organizing Committee for the Games of the XXIX Olympiad* was formed. The Equestrian Committee worked closely with the BOCOG, the International Olympic Committee and the Fédération Equestre Internationale (FEI) to make the events a green, high-tech and a people's Olympics.

A steering committee supported by six coordination committees was also set up to assist with the planning of the events and to help to coordinate among the different bureaus, departments and non-government agencies involved in organizing the events. The Equestrian Events (Hong Kong) of the Games of the XXIX Olympiad Company Limited was registered under the Companies Ordinance, was formed to implement the routines involved in organizing the events in accordance with the Equestrian Committee's decisions and directions. A *Coordination Committee on Culture, Education and Community Involvement* was set up under the Equestrian Committee, of which the Chief Secretary for Administration is the President. The Coordination Committee has formulated a comprehensive plan to cultivate community awareness, understanding and enthusiasm about the Olympic Games and the Equestrian Events. In addition, the *2008 Beijing Olympic Equestrian Events Hong Kong Fund* was established to raise money to support education, culture, and community involvement activities to promote Olympism and the events.

The import arrangement for horses participating in the events was announced in March by the Agriculture, Fisheries and Conservation Department (AFCD), and the Operation Manual on Quarantine and Biosecurity Measures was uploaded onto the AFCD website in 2006. A ceremony to mark the start of the two-year countdown to the events was held on August 8, co-hosted by the Government and the Sports Federation and Olympic Committee of Hong Kong, China. An 'Equestrian Events' website, www.equestrian2008.org and a program for enrolling volunteers for the events were launched by the Equestrian Events Company in November 2006 (“Recreation, Sport and the Arts,” 2006). On the other hand, the Hong Kong Jockey Club invested over HK\$1.2 billion in building the venues for the Olympic and Paralympic Games equestrian events and supporting facilities, which included the construct of a 18,000-seat all-weather sand main arena for the Dressage and Jumping events, and the expansion of the current stable capacity to handle up to 225 horses. In 2007, the Hong Kong Jockey Club completed the entire project in under two years (the fastest ever creation of Olympic equestrian facilities). In addition, the Hong Kong Jockey Club had achieved the following “first-ever” titles: (a) first ever air-conditioned equestrian indoor Olympic training arena, (b) first-ever on-site testing laboratory for Olympic equine samples, (c) first-ever recycling of 100% of Olympic stable waste, and (d) first-ever mobile cooling units for horses (“Recreation, Sport and the Arts,” 2006).

5.02 2009 East Asian Games

A year after the staging of the 2008 Olympic Equestrian Events, Hong Kong achieved another milestone in her sports history – the holding of the 2009 East Asian Games (EAG). The EAG (held from December 5 to 13, 2009) was the first large-scale international multi-sports event ever held in Hong Kong, featuring over 2,100 athletes competing in 262 events in 22 sports (Bridges, 2011, 2013). As early as July 2003, the

Finance Committee of the Legislative Council committed to provide a government subsidy to meet the operating deficit for hosting the 2009 EAG. A few months after the SFOC won the bid for hosting the 2009 EAG in November 2003, the Finance Committee approved a commitment of HK\$84 million (which was later revised to \$123 million when more details on the sport events were confirmed) under the LCSD to provide financial support for the organization and implementation of the event. Apart from the direct expenditures of the EAG, different departments (e.g., medical and health, police, and immigration) provided extra supporting services to the EAG at no additional costs to the Hong Kong Government.

In 2004, the EAG Planning Committee (with representatives from the Government, the sports, commercial, banking, airline and tourism sectors) was established. The Planning Committee is responsible for planning and preparing for the event, enlisting community support, developing publicity and marketing strategies and advising on the venues and facilities required. In March 2005, the 2009 East Asian Games (Hong Kong) Limited was set up as an executive agent to organize and implement the Games. In 2008, the EAG Organizing Committee and five Coordinating Committees were established to further strengthen the overall co-ordination work and assist in overseeing the key functional areas (e.g., the opening and closing ceremonies, traffic and transport arrangements, publicity and community involvement). Meanwhile, the Hong Kong Government invested more than HK\$1.2 billion to improve the sports facilities for the Games. In this regard, a new sports ground was constructed in Tseung Kwan O, and upgrading works were undertaken at 13 sports venues. On the other hand, the Home Affairs Bureau and the LCSD have contributed to the success of the EAG in many ways, which include publicity and promotion, competition scheduling, security and accreditation, medical services, media and public relations, protocol and hospitality services, venue preparation, traffic and other logistical support. Moreover, a special task force comprising over 100 staff has been set up to take up various related duties of the EAG (“Going for Gold,” 2009).

The Hong Kong Government and the 2009 East Asian Games (Hong Kong) Limited had done a good job in promoting the EAG (e.g., the design of emblem, slogan, mascots, torch, medals, countdown clock, theme song, and the setting up of a dedicated EAG website and gallery). After the “One-year Countdown Ceremony” held on December 5, 2008, promotional and publicity activities gradually intensified, which include the 200-day countdown to EAG (May 2009) and the City Dress-up program (June 2009). In addition, press releases were issued in the Asian region in different languages including Chinese, English, Japanese, Korean and Mongolian to publicize the Games. Other major activities included the 100-day countdown to EAG and the torch relay in August 2009, and the School Torch Relay Program (September to November 2009), which involved more than 500 primary and secondary schools and tertiary institutions as well as over 400,000 teachers and students. On the night of the Opening Ceremony, celebration activities and live broadcasting could be found in some shopping malls. In terms of event attendance, it ranged from over 30% for the preliminaries to over 80% for the finals, which was higher than many other major games. The attendance rates of individual events such as Dance Sport and Taekwondo had reached 100% (“Review,” 2010).

Based on the report of the Legislative Council (2010), the total expenditure of the 2009 EAG amounted to some HK\$423.9 million (i.e., the actual expenditure of \$291.1 million, and the additional direct expenditures of HK\$132.8 million incurred by various bureau/departments). The total amount borne by the Hong Kong Government, including the additional direct expenditures, was HK\$243.9 million (i.e., HK\$111.1 million plus \$132.8 million). The estimated revenue of HK\$25 million from television broadcasting rights was too optimistic in the very beginning (in 2006). The actual income, as of June 2010, for this category was only HK\$1.2 million (a drop of 90%). On the other hand, a large percentage of the operation budget (HK\$63.4 million) was allocated to the opening and closing ceremonies. The lavish opening ceremony of the EAG alone cost over HK\$60 million, probably due to the high expectation by the general public on the scale of the opening ceremony of a mega sporting event like the EAG. Jacques Rogge, President of the International Olympic Committee, was invited as one of the guests of the opening ceremony. “It was an absolutely smashing and brilliant opening, very nice choreography, very original, creative and probably the nicest backdrop you can ever dream of,”

commented Jacques Rogge. In spite of the extravaganza, the EAG Company informed the LCSD in April 2010 that it had a surplus of about HK\$20 million (“Review,” 2010).

5.03 Other sporting events

In order to promote the "Sport for All" culture in the community, the Sports Commission has organized the *Hong Kong Games* every alternative year since 2007. The Hong Kong Games is a multi-sport event with the 18 District Councils as participating units. The objectives of the Hong Kong Games are, among others, to provide districts with more opportunities for sports participation, and to encourage active public participation in sports. Participants compete in the following sports during the Hong Kong Games: track and field, badminton, basketball, futsal, swimming, table tennis, tennis, and volleyball. The most recent Hong Kong Games (April 27 to June 2, 2013) were organized by the Sports Commission together with the 18 District Councils, the LCSD, the SFOC, and all the Sports Associations of their respective sport (“An Overview,” 2012).

Another major multi-sport event organized by the LCSD is the *Corporate Games* that started in 1990, which are organized for the employees of the industrial and commercial organizations or public sectors in Hong Kong. Likewise, the objectives of the Corporate Games were to promote “Sports for All” and encourage people to develop a habit of doing daily exercise. The Corporate Games are held biennially, and each participant must be aged 15 or above, and have been working for the organization for at least 4 weeks (minimum 18 hours per week) to compete. All participants can compete in the following 11 sports: athletics, badminton, basketball, distance run, snooker, table tennis, tennis, tenpin bowling, volleyball, 7-a-side mini-soccer, and 11-a-side soccer under three different groups: (a) Organizations with 300 or more employees in Hong Kong, (b) Organizations with less than 300 employees in Hong Kong, and (c) Government departments (“Corporate Games,” 2016). In addition, the LCSD also organizes the *Masters Games* for people aged 35 or above to compete against people of similar ages to sustain their interest in sports. The Masters Games, which is held biennially, include competitions in the following six areas: badminton, distance run, swimming, table tennis, Tai Chi, and tennis.

To encourage and promote the organization of major sports events in Hong Kong, the Major Sports Events Committee (MSEC) is formed. The MSEC is one of the three committees under the Sports Commission with the purpose of advising the Hong Kong Government on the hosting policy and resource allocation for major sports events in Hong Kong. The MSEC provides a decision-making framework for determining the Government's funding priorities and involvement in hosting major sports events in the city. The MSEC would monitor all the events to ensure that the public funding provided is used properly and cost-effectively. In November 2004, the MSEC launched the "M" Mark System and Support Packages (the "M" Mark System). In this regard, a seed fund of HK\$30 million has been provided under the Arts and Sport Development Fund to provide interest-free loans, matching fund and direct grant for sustainable, market-oriented and potentially self-financed major sports events. In 2012, the Mega Events Fund received a funding of HK\$150 million from the Legislative Council Finance Committee to further support non-profit originations to stage cultural and sporting events in Hong Kong. For example, the Mega Events Fund Assessment Committee approved a maximum of HK\$5.25 million and HK\$1.5 million to support the 2013 Hong Kong Dragon Boat Carnival and the Dragon and Lion Dance Extravaganza 2014, respectively (“The Mega Events Fund,” 2013).

According to the MSEC, the major purposes of the "M" Mark System are to: (a) instill a sustainable sporting culture, foster a sense of pride and social cohesion, and to bring tangible economic benefits to our community, (b) help national sports associations develop sustainable major sports events through greater participation and support from the commercial sector as well as the community at large, and (c) support national sports associations in securing and hosting one-off mega international sports events considered beneficial to the community. The "M" Mark status will be awarded to the recognized major sports events held in Hong Kong. A package that tailors the needs of individual "M" Mark events is available to help them transform into regular, market-oriented and profitable events. Currently, the “M” Mark events include, among others, the Hong Kong Marathon, the Hong Kong Sevens (Rugby),

the FIVB Volleyball World Grand Prix, the Hong Kong Squash Open, the Hong Kong Open Championship (Golf), the BWF World Super Series (Badminton), the Hong Kong Cricket Sixes, and the International Dragon Boat Races (“Major Sports Events Committee,” 2013).

5.04 Horse racing as a niche sporting event

Horse racing became a major feature of Hong Kong in the 1840s when the British created a racetrack at Happy Valley. It was established on a professional basis in 1971, and the betting on the 28-day races was HK\$122 million. By the end of the 1970s, wagering had increased more than tenfold, to HK\$1.3 billion (Wood, 1981). For the 2012-2013 season, the horse racing turnover reached a record of HK\$93.8 billion, and a total attendance of over 2 million people (an average of 24,638 persons per race). Though it was originally limited to the upper class, horse racing has gone mainstream today and approximately one-third of the Hong Kong population would have attended races during the course of each year (Tang, 2007). There are two major racecourses offering world-class racing: the Happy Valley Racecourse (on the Hong Kong Island) and the newer Sha Tin Racecourse (in the New Territories). Both racecourses are oval shape. Johnson, Schnytzer, and Liu (2009) reported that the circumference of the Happy Valley Racecourse is 1,454 m (a radius of 91 m), whereas the circumference of the Sha Tin Racecourse is 1,933 m (a radius of 158 m). There are usually two races each week during the season from September to July the next year: weekdays at the Happy Valley Racecourse and weekends at the Sha Tin Racecourse. Among those 83 races in 2012-2013, 46 are scheduled on day time while 37 are night races. In each race, horses are lined up and confined to their own starting “stalls” to ensure that all horses are released simultaneously without any false start. These stalls range from “1” (close to the inner track) to “14” (close to the outer track). Horses are randomly assigned to the stalls, and those with a lower stall number will have more advantages since they are required to run shorter distance. This is particularly true in the Happy Valley Racecourse because of its smaller and tighter configuration. It is interesting to note that bettors will factor in such stall arrangement before making their probability judgments (Johnson et al., 2009).

5.05 Betting on the track

There are many forms of betting on the track, and the best way for novices to get started is to use the single-race bets, which include: (a) Win (獨贏) – correctly identify the first horse in a race; (b) Place (位置) – correctly identify the first, second, or third horse in a race with seven or more horses, or the first or second horse in a race with four to six horses; (c) Quinella (連贏) – correctly identify the 1st and 2nd horses in any order in a race; (d) Quinella Place (位置Q) – correctly identify two of the first three placed horses in any order in a race; (e) Tierce (三重彩) – correctly identify the exact order of the first, second, and third horses in a race; (f) Trio (單T) – correctly identify the first, second, and third horses in any order in a race; and (g) First 4 (四連環) – correctly identify the first, second, third, and fourth horses in any order in a race. Besides, one of the most popular multiple-race bets is the Six Up (六環彩), in which the better has to correctly identify the first or second horse in each of the six nominated races. To encourage utmost spending, the Club offers a 10% rebate for all Win, Place, Quinella, and Quinella Place bets (including All Up bets) of a value of at least HK\$10,000 if the bet or betline loses. Please note that every horse is tested for drugs before each race, and the top finishers and the favorite are tested again afterward (Rarick, 2012).

5.06 The Hong Kong Jockey Club

The Hong Kong Jockey Club (HKJC) was founded in 1884 to promote horse racing, and it became a professional organization in 1971. Due to the increase in illegal bookmaking, the Hong Kong Government authorized the Club to operate off-course betting branches in 1973 to tackle illegal gambling. In 1974, it opened six off-course branches where people could wager on horse races at the Happy Valley Racecourse. To date, the HKJC has over 100 betting branches throughout the city that provide pari-mutuel betting on horse racing, the Mark Six lottery, and fixed odds betting on overseas

soccer events. At the end of the 2015 season, horse race betting turnover reached a record high of HK\$105.4 billion, a 1.4% increase from last year. Because of the increase in matches offering in-play betting and the creation of new bet types, soccer betting also achieved a record turnover of HK\$78.2 million, a gain of 25.8% from the previous year (The Hong Kong Jockey Club, 2015).

The HKJC has a unique, not-for-profit, business model which enable the Club to provide world-class sporting entertainment while generating substantial surplus to support the community. For example, the HKJC Charities Trust is a public charity and one of its major purposes is to support charitable organizations and community projects in Hong Kong. It has donated an average of more than HK\$1.5 billion to the community over the last decade. In the year 2014-2015, the HKJC Charities Trust contributed HK\$3.87 billion to support 160 charities and community projects under four major areas: (a) Community Services, (b) Education and Training, (c) Medical and Health, and (d) Sports, Recreation, and Culture. The HKJC is also Hong Kong's single largest taxpayer, with total tax payments (including betting duty, lottery duty, and profits tax) of HK\$21.22 billion in 2014-2015. These payments were equivalent to 7% of the total taxes collected by the Inland Revenue Department (The Hong Kong Jockey Club, 2015).

6.0 Challenges of Sports Development in Hong Kong

By the end of the 20th century, Hong Kong did not have a concrete or effective plan in sports development. However, it starts to pick up its pace by the new millennium. Based on the 2002 Review Report of the Sports Policy Review Team, the sports administrative structure was reorganized, which provided a clear direction and framework for sports development in Hong Kong. One of the recommendations of the 2002 Report was to set up a Sports Commission to advise the Hong Kong Government on the policies, strategies, and funding of sports development. In 2005, the Sports Commission was formed, so as its three subcommittees: Community Sports Committee, Elite Sports Committee, and Major Sports Events Committee. The main purpose of these Committees was to facilitate the three broad directions for long-term sports development in Hong Kong: to develop a strong sporting culture in the community, to provide more support for elite athletes so that they can achieve better performance in sports, and to raise Hong Kong's international sporting profile, respectively.

6.01 Sports development for the general public

Work together with Community Sports Committee, the LCSD promotes sports in the general public essentially under the theme "Sport for All." According to the study: *Sport for All – the Participation Patterns of Hong Kong People in Physical Activities*, the LCSD has formulated a five-year action plan to promote the importance of participating in sports and other physical activities. Phase I (2009-2010) of the plan focused on promoting the benefits of sports participation by means of seminars and promotional materials such as pamphlets and other printed materials. Phase II of the plan (starting in April 2010) aimed at providing customized programs for people in different age groups (e.g., fitness walking and jogging for middle-aged people, the least active group in the community). In this regard, walking tracks (with signs showing distance and energy consumption) were built throughout the 18 districts in Hong Kong to encourage people to partake in walking exercises ("Promotion of Sport," 2011).

To date, the LCSD provides sports facilities throughout all 18 districts in Hong Kong. These include two outdoor stadia, four holiday camps, four golf driving ranges, 18 cycling tracks, 25 sports grounds, 26 major parks, 33 walking trails, 41 gazetted beaches, 43 swimming pools (five water sports complexes), 78 turf pitches (including 45 natural turf pitches and 33 artificial turf pitches), 95 sports centers, 256 tennis courts, 295 squash courts, and 699 children's playgrounds (Recreational and Sports Facilities, 2014). To encourage the elderly to exercise regularly, 908 fitness stations have been set up at 239 LCSD venues ("Sports Policy and Objectives," 2012).

In 2011-12, the LCSD spent over HK\$143 million in organizing approximately 36,900 community recreation and sports programs; and directed another HK\$94.6 million to National Sports Associations and other sports organizations to organize some 8,900 sports programs at the district level. Among those sports programs, the largest one for the general public is the biennial Hong Kong Games, which were inaugurated in 2007. At that time, approximately 1,280 athletes and 100,000 members of the general public participated in four sports competitions and 12 community involvement programs, respectively. Those numbers increased sharply in the third Hong Kong Games in 2011, with over 3,000 athletes and 300,000 people took part in eight sports competitions and 18 community programs, respectively. Likewise, the 2010 Corporate Games, which aims to encourage workforce in the manufacturing, commercial, and public sectors to take part in sports, attracted over 9,300 participants; and the 2010 Masters Games, which are for people aged 35 or above, drew over 3,700 participants (“Promotion of Sport,” 2011). In July 2012, LCSD launched the Public Swimming Pool Monthly Ticket Scheme to promote physical activities in the community (particularly target to the elderly) and to make swimming more affordable. By the end of October 2012, over 30 000 monthly tickets had been sold, and half of them were purchased by senior citizens (“Sports Policy and Objectives,” 2012).

6.02 Sports development for students

Viewing the important role of schools in promoting a sporting culture and exercise habits for the students, the LCSD launched the *School Sports Programme* (SSP) in 2001 as a vehicle to promote sports in schools. The SSP includes activities structured by National Sports Associations (supported by the LCSD) that incorporated school schedule of the students so that they can take part in sports in the school setting. The SSP also helps identify potential students for the next stage training and skill development. Since 2001, the number of organized programs has increased from some 1,190 for 233,700 students to about 8,000 for around 610,000 students; and so far, at least 90% of the schools in Hong Kong participate in the Program. The current plan of the LCSD is to encourage even more schools and National Sports Associations to participate in the Program, to communicate with prospective teachers about the SSP so that they can encourage their students to participate, and to make more high-level sports demonstrations and competitions available for students (“Promotion of Sport,” 2011).

However, there are a lot of students who are still not physically active. For this reason, the LCSD introduced the iSmart Fitness Scheme during the 2013-2014 school year. The Scheme provides health seminars for parents, and diverse sports training as well as physical fitness tests for students who are less active, overweight or underweight. During the 2014-2015 school year, 540 students from 24 schools participated in the program (*Sports Development Policy*, 2015). Obviously, there is a need to expand this program to include more participants and schools in the near future.

6.03 Sports development for elite athletes

As mentioned before, one major direction of sports development in Hong Kong is to support elite athletes so that they can achieve better performance in international sports competitions. In this regard, the Hong Kong Government has invested a huge sum of money on upgrading sports facilities and athlete training programs. As early as the budget year 2004-2005, the Home Affairs Bureau has been providing an annual funding of HK\$91 million to HKSI for conducting its annual elite training programs. In addition, a few funding programs are available for the development of elite sports and athletes: (a) the *Sports Aid Foundation Fund* is used to finance athletes who demonstrate good performance or maintain success in international sports competitions (e.g., in 2004-2005, HK\$8.145 million was awarded to 129 elite athletes, 51 junior athletes, and 12 athletes from team only sports); (b) the *Hong Kong Athletes Fund* assists athletes who want to pursue educational or academic advancement, and for those who alternative career development after their retirement (e.g., a sum of HK\$760,000 was approved in 2004-2005 to cover tuitions of seven athletes); (c) the *Individual Athletes Support Scheme* can be applied to individual athletes who have reached elite standard but are beyond the existing Elite Sports Programme managed by HKSI (e.g., in 2004-2005, HK\$1.235 million was granted to 12 athletes in 6

sports: bodybuilding, mountain bike, diving, karatedo, shooting, and snooker), and (d) the *Sports Aid for Disabled Fund* provides financial assistance to disabled athletes who demonstrate good performance or maintain success in international sports competitions (e.g., HK\$1.43 million was awarded to 47 elite disabled athletes in In 2004/05). Besides, athletes will receive funding when they prepare for and participate in major sporting events. For example, the *Arts and Sport Development Fund* provided close to HK\$14 million to athletes who prepared for and participated in such sporting events as the 10th National Games in Nanjing, the 4th East Asian Games in Macau, and the 1st Asian Indoor Games in Bangkok, and another HK\$40 million for those who prepared for the 2006 Doha Asian Games, 2008 Olympics Games, and 2009 East Asian Games (“*Promotion of Sports Development*,” 2010).

With the strong commitment and support from the Government, we can see significant results by the athletes in major international sporting events (e.g., a silver medal in the Table Tennis Men’s Doubles at the 2004 Olympic Games, the second Olympic medal ever won by Hong Kong athletes). In 2005, Hong Kong athletes won a gold medal in Men’s BMX at the 10th National Games of China, and 14 gold medals, 11 silver medals, and 16 bronze medals at the 4th East Asian Games and the 1st Asian Indoor Games. Then the athletes won the first ever gold medal at the 2009 World University Summer Games at Belgrade, Serbia; and won a total of 110 medals (26 gold, 31 silver, and 53 bronze) in the 2009 East Asian Games, just right after China, Japan, and Korea in medal counts. Specifically, the Hong Kong men’s soccer team won a historic gold medal in major games by beating those much higher ranking rivals (e.g., Japan and Korea), whereas the Hong Kong squash team won all seven gold medals in the squash tournament. As of December 2009, Hong Kong had 31 athletes from eight different sports who had attained top-20 positions in their respective world rankings, and 16 athletes from six sports are in the top 10 in Asia. After the Games, the Hong Kong Government is committed to offer better incentives to elite athletes (e.g., to increase the prize money from HK\$1 million to HK\$3 million for gold medal winners at the subsequent Olympic Games, and from HK\$250,000 to HK\$400,000 for gold medalists at the following Asian Games).

The Hong Kong Government will also ensure that adequate resources are provided to the Hong Kong Sports Institute and its athletes for the effective training and development of elite sports. A good example is the HK\$1.8 billion redevelopment project of the Hong Kong Sports Institute. New facilities added to the site include the Rowing Boathouse and the multi-purpose Sports Hall, which houses the Squash Courts, Tenpin Bowling Centre, and Wushu Hall. The new Boathouse allows athletes to store their boats, get them rigged and repaired, and do land training as well as team briefings all in the same location. The new Squash Courts are equipped with a Training Video Delay Feedback System for elite training purposes; whereas the 12-lane Tenpin Bowling Centre is equipped with both AMF and Brunswick alleys so that athletes can get used to different venues in international competitions. Other than the Training Video Delay Feedback System, the Bowling Center has a Computer Aided Tracking System which can track the bowling ball movement. Besides these newly added facilities, the site has already equipped with a 52-meter International Indoor Swimming Pool opened the year before, and a new 9-storey multi-purpose building has been in operation. Once the redevelopment project is fully completed, the Hong Kong Sports Institute will provide world-class, convenient and environmentally-friendly training facilities for elite athletes to assist them in the pursuit of excellence in the international sports competitions.

6.04 Sport facilities and sports development

In order to provide adequate training and competition facilities for elite athletes and the needs of participation in sports and physical activities by the general public, the LCSD always evaluates the circumstances and create new and improved sports facilities throughout Hong Kong. Between 2007 and July 2012, the Hong Kong Government has spent over HK\$9 billion in constructing new sports facilities or upgrading the current facilities. When planning on new facilities, the Government would take into consideration the following areas: the Hong Kong Planning Standards and Guidelines, the objectives for sports development, the use rates of existing facilities, the demand by the general public,

and so on. The construction of new facilities will be concentrated on indoor sports centers for districts, basketball courts in public grounds and parks, new generation artificial turf soccer fields to support the long-term development of soccer, jogging tracks (jogging is the most popular physical activity in Hong Kong) and open spaces for Tai Chi (the most popular activity among the elderly). To date, the construction of 15 sports facilities with a total cost of over HK\$9.2 billion (US\$1.2 billion) has been underway. These projects include the redevelopment of the aging Victoria Park Swimming Pool Complex (HK\$1,198 million); the redevelopment of the Kwun Tong Swimming Pool Complex and Kwun Tong Recreation Ground Complex (HK\$1,324 million); and the construction of the public library and indoor recreation center in Yuen Long (HK\$704 million). In spite of this, the demand for public recreational facilities (e.g., tennis courts and soccer fields) is still high, and the most popular sport in Hong Kong, professional soccer, is lagging behind many other countries in terms of world standing (current FIFA ranking: 143). Only a few years ago (May 2011) did the Government establish the Football Task Force to look into the issues such as raising the standard of the sport and enchaining community involvement. For instance, the most exciting projects people in Hong Kong cannot wait to see their completion are the 50,000-seat Kai Tak Sports Complex (cost: HK\$19.7 billion) and the Tseung Kwan O Football Training Centre that is supported with a grant of HK\$133 million from the Hong Kong Jockey Club Charities Trust (Chan, 2015).

6.05 Challenges facing the Hong Kong Jockey Club

Though both the turnover and attendance hit a record high, increased competition put pressure on the Club's net margin on racing, which was HK\$10.5 billion in 2014-2015 (Hong Kong Jockey Club, 2016). However, the expansion of gambling elsewhere in Asia (e.g., Singapore and South Korea) combined with the high tax burden (a gross margin tax of 72.5%, compared to only 15% in Great Britain) and commercial constraints on its operations in Hong Kong are the major reasons that hinder HKJC's ability to compete (Chen, 2012). For instance, the primary competition for betting dollars comes from neighboring Macau (just an hour's boat ride away), where the big casinos offer an endless stream of gambling junkets (Rarick, 2012). According to Winfried Engelbrecht-Bresges, the CEO of the HKJC, the goal is to lure back about a third of the HK\$26 billion Hong Kong residents bet in Macau. Since the Club had signed an agreement to accept bets on its races from the United States through the Nevada Gaming Commission in 2007, so another goal for the Club is to attract as much as HK\$10 billion of bets on Hong Kong races annually through so-called commingling arrangements with overseas partners (Lee, 2013).

The HKJC is attempting to build the fan base of its horse racing. In the past few years, the Club had invested close to HK\$3 billion to upgrade its facilities and technology, and hosted music and special events to its Wednesday night races to lure younger crowds since 40% of the attendees at those night races are in their 20s and 30s (Lee, 2013). For instance, the Club has created a Young Members' Box and Racing Club Noodle Bar at the Happy Valley Racecourse, whereas the "Happy Wednesday" events include such theme nights as Oktoberfest, Asian Pop, Wines, Magic and French Nights (Hong Kong Jockey Club, 2016). The Club also invested HK\$800 million to create a clubhouse in Beijing with restaurants and a hotel with 90 luxurious rooms. So far, the Club is successful in expanding its brand (about lifestyle) in mainland China since there are already 800 businesspeople have become members⁴ (Chen, 2012). In summary, to cope with all those challenges, the Club has formulated and implemented comprehensive strategies to improve its facilities and business operation so as to enhance the experience of the fans.

7.0 Conclusion

Under the Sports Commission and its three subcommittees (i.e., Community Sports Committee, Elite Sports Committee, and Major Sports Events Committee), the Hong Kong Government is successfully in

⁴ The admission fee of the clubhouse is RMB¥275,000 (US\$45,000), plus a monthly due of RMB¥1,500 (US\$245).

promoting and facilitating the long-term development of sports in Hong Kong. Basically, the Government has achieved the goals of promoting a strong sporting culture in the community, providing more support (e.g., state-of-the-art training facilities) for elite athletes so that they can achieve better performance in major sporting events, and raising Hong Kong's international sporting profile as a center for international sporting events. Significant advancements can be found in all these three areas. For example, the LCSD does a good job in developing a strong sporting culture in the community by organizing the "Sport for All Day" throughout the city on a yearly basis, and the participation in "Sport for All Day" in 2014 had exceeded 220,000 people. Further, the Hong Kong Government has committed approximately HK\$3.7 billion (US\$477 million) in the fiscal year 2015-2016 for the development of community sports (*Sports Development Policy, 2015*).

The HKSI is responsible for elite sports training and development, and noteworthy results can be seen in international sporting events in recent years. For example, in the 2014 Incheon Asian Games, Hong Kong athletes won 42 medals (6 gold, 12 silver, and 24 bronze). In April 2015, Ng On-Yee won the World Ladies Billiards and Snooker World Championship by beating Reanne Evans, who held the title for 10 consecutive years from 2005 to 2014. With its HK\$1.8 billion 6-year redevelopment project had just completed (in December 2015), the HKSI's new world class sport facilities will certainly provide better training environment and extensive support to local elite athletes. In addition, the opening of the Tseung Kwan O Football Training Center (to be scheduled to complete in two years) will have a great impact on the long term development of Hong Kong soccer from grassroots to professional levels.

Through the Major Sports Events Committee, the Hong Kong Government has done a great job in assisting various National Sports Associations to organize international sports events. Over the past decade, the number of "M" Mark events has grown from four in 2005 to 13 in 2015. Many of the "M" Mark events (e.g., Hong Kong Marathon, Hong Kong Sevens, Hong Kong Masters, Hong Kong Tennis Open) have become signature events and attract millions of participants and spectators locally and from around the world. Therefore, the expansion of these "M" Mark events not only brings entertainment to the residents, but it also helps the growth of the local economy.

References

- An Overview of the Hong Kong Games. (2012). Leisure and Cultural Service Department. The Government of the Hong Kong Special Administrative Region, China. Retrieved from <http://hongkonggames.hk/en/overview.php#1>
- Bank of China (Hong Kong) Badminton Promotion Scheme. (2003). Retrieved from http://www.bochk.com/web/about/press_release/press_release_details.xml?section=about&level_2=press_release&fldr_id=1664&selFldr=1664&pfid=84&cid=30176
- Bridges, B. (2011). The making of a modest mega-event: Hong Kong and the 2009 East Asian Games. *International Journal of the History of Sport*, 28, 2384-2397.
- Bridges, B. (2013). *Hong Kong's dual identities and sporting mega-event policy*. Centre for Public Policy Studies: CPPS Working Paper Series. Lingnan University, Hong Kong, China.
- Chan, K. (2012, December 1). Tseung Kwan O soccer academy gets HKFA nod. South China Morning Post. Retrieved from <http://www.scmp.com/sport/hong-kong/article/1094726/tseung-kwan-o-soccer-academy-gets-hkfa-nod>
- Chan, K. (2015, November 17). Tseung Kwan O soccer facility receives HK\$133 million funding from the Hong Kong Jockey Club. South China Morning Post. Retrieved from <http://www.scmp.com/sport/hong-kong/article/1879961/tseung-kwan-o-soccer-facility-receives-hk133-million-funding-hong>
- Chen, T. (2012, May 28). Staying ahead of the pack in horse racing. Wall Street Journal. Retrieved from <http://www.wsj.com/articles/SB10001424052702303610504577421250526214324>
- Chong, D., Bowring, G., & Coleman, Z. (2005, July 9). HK to host Olympic equestrian events. Hong Kong Standard. Retrieved from <http://www.skyscrapercity.com/showthread.php?t=232928>
- Corporate Games. (2016). Introduction. Retrieved from <https://corporategames.lcsd.gov.hk/en/cg/2016/>

- Facilities and Projects. (2014). Retrieved from <http://www.lcsd.gov.hk/dept/annualrpt/2013-14/en/admin/facilities.html>
- Going for Gold: Hong Kong Hosts 5th East Asian Games. (2009, November). Civil Service Newsletter, pp. 14-16.
- Hong Kong Jockey Club. (2016). Retrieved from <http://corporate.hkjc.com/corporate/operation/english/14-15-results.aspx>
- Hong Kong Sports Institute. (2015). Sports Scholarship Scheme. Retrieved from <http://www.hksi.org.hk/support-to-athletes/sports-scholarship-scheme>
- Johnson, J. E. V., Schnytzer, A., & Liu, S. (2009). To what extent do investors in a financial market anchor their judgments excessively? Evidence from the Hong Kong horserace betting market. *Journal of Behavioral Decision Making*, 22, 410–434.
- Lee, S. (2013, July 17). Hong Kong Jockey Club seeks to lure Macau gamblers. Available from: <http://www.bloomberg.com/news/2013-07-14/hong-kong-horse-bets-exceed-las-vegas-casinos-chart-of-the-day.html>
- Leisure and Culture. (2015). Hong Kong fact sheets. Information Services Department, Hong Kong Special Administration Region Government, China.
- Leisure and Cultural Services Department. (2014). Sports Subvention Scheme. Retrieved from <https://www.lcsd.gov.hk/dept/annualrpt/2013-14/en/leisure/scheme.html>
- Major Sports Events. (2012). Retrieved from http://www.gov.hk/en/residents/culture/events/major_events.htm
- Major Sports Events Committee. (2013). Retrieved from http://www.mevents.org.hk/en/about_introduction.php
- Major Sports Events Committee. (2016). Retrieved from http://www.mevents.org.hk/en/sponsor_list.php
- Motion Debate on Promoting Sports Development in Hong Kong. (2010). Retrieved from <http://www.legco.gov.hk/yr09-10/english/counmtg/motion/cm0106-m3-prpt-e.pdf>
- National Sports Associations. (2016). Retrieved from http://www.hkolympic.org/national_sport.php
- Olympic and Paralympic Equestrian Events. (2006). Retrieved from http://www.yearbook.gov.hk/2006/en/19_26.htm
- Policy Address: Policy initiatives of [the] Home Affairs Bureau. (2013). Retrieved from http://www.hab.gov.hk/file_manager/en/documents/whats_new/policy_agenda/habBooklet_eng.pdf
- Promoting Sports Development in Hong Kong. (2010). Motion Debate at the Meeting of the Legislative Council on 6 January 2010. Retrieved from <http://www.legco.gov.hk/yr09-10/english/counmtg/motion/cm0106-m3-prpt-e.pdf>
- Promotion of Sport for All and Construction of Sports Venues. (2011, June 10). Legislative Council Paper No. CB(2)1973/10-11(01). The Government of the Hong Kong Special Administrative Region, China.
- Promotion of Sports Development. (2010, January 8). Legislative Council Paper No. CB(2)652/09-10(03). The Government of the Hong Kong Special Administrative Region, China.
- Rarick, G. (2012, December 6). *The elite Jockey Club's winning wager on the future*. The New York Times. Retrieved from http://www.nytimes.com/2012/12/07/sports/07iht-srhkhorse07.html?_r=0
- Recreation, Sport and the Arts. (2006). In *Hong Kong 2006* (pp. 371-408). The Government of the Hong Kong Special Administrative Region, China.
- Recreation, Sport and the Arts. (2011). In *Hong Kong 2011* (pp. 390-423). The Government of the Hong Kong Special Administrative Region, China.
- Review on the Hong Kong 2009 East Asian Games. (2010, January 8). Legislative Council Paper No. CB(2)652/09-10(01). The Government of the Hong Kong Special Administrative Region, China.
- School Sports Programme. (2013). Retrieved from <http://www.lcsd.gov.hk/lschemes/sch-sport/en/intro.php>
- SHA's Speech at Press Conference on Hong Kong staging the equestrian events of Olympic and Paralympic Games. (2005). Retrieved from <http://www.info.gov.hk/gia/general/200507/08/07080296.htm>
- Sport and Recreation. (2013). Retrieved from http://www.hab.gov.hk/en/policy_responsibilities/Recreation_Sport_and_Entertainment_Licensing/sport.htm

- Sports and Recreation. (2016). Retrieved from <http://www.discoverhongkong.com/us/see-do/events-festivals/sports-and-recreation/index.jsp>.
- Sports Commission. (2013). Retrieved from http://www.sportscommission.hk/doc/eng/papers/msec_sport4_20130422_sc19_e.pdf
- Sports Development in Hong Kong. (2012). Legislative Council Paper No. CB (2)321/12-13(06). The Government of the Hong Kong Special Administrative Region, China.
- Sports Development Policy. (2015). Legislative Council Paper No. CB (2)1637/14-15(03). The Government of the Hong Kong Special Administrative Region, China.
- Sports Policy and Objectives. (2012, December 14). Legislative Council Paper No. CB (2)321/12-13(05). The Government of the Hong Kong Special Administrative Region, China.
- Tang, Y. (2007, June 21). Tradition and enthusiasm make HK ideal. *Beijing Review*, pp. 30-31.
- The Hong Kong Jockey Club. (2015). *Annual report for the year ended 30 June 2015*. The Hong Kong Jockey Club, Hong Kong, China.
- The Mega Events Fund Line-up. (2013). Hong Kong Tourism Board. Retrieved from <http://www.discoverhongkong.com/eng/see-do/events-festivals/mega-events-fund/index.jsp>
- Wood, W. (1981). Betting with both hands. *Thoroughbred Record*, 213(11), 1315-1318.