

## LCQ10: Mascots of the Olympic Games

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Following is a question by the Hon Choy So-yuk and a written reply by the Secretary for Home Affairs, Mr Tsang Tak-sing, in the Legislative Council today (May 7):

Question:

Regarding Fuwa, mascots of the Games of the XXIX Olympiad (the Olympic Games) to be held in Beijing in 2008, will the Government inform this Council:

- (a) whether it has any plan to promote the upcoming Olympic Games by using Fuwa; if it has, of the details; if not, the reasons for that;
- (b) whether it knows if there is any publicity campaign in the community to promote Fuwa;
- (c) whether it has any plan to assess the level of awareness of Fuwa by members of the public in Hong Kong; if it has, of the details; if not, the reasons for that; and
- (d) given that some members of the public have relayed to me that Fuwa are far less seen in Hong Kong than in Qingdao, another co-host city of the Olympic Games, whether it has assessed if this situation reflects that the Olympic publicity campaigns in Hong Kong are not as good as those in mainland cities in terms of quality, number and impact; if it has, of the assessment outcome?

Reply:

Madam President,

(a) The Administration has been using Fuwa to promote the Olympic Games, with Fuwa being featured as a promotional element in the city dress up programme, and the promotional and celebration activities for the Olympic Games. The Administration will continue to use Fuwa on such occasions and for such promotional materials as deemed appropriate, having regard to the guidelines issued by the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG).

Since October 2007, Home Affairs Bureau (HAB) has been co-operating with the

marketing partners of the Olympic Games, i.e. Olympic Games sponsors, to erect buntings, banners and posters based on the Olympic themes including those of Fuwa at prominent locations including major thoroughfares, venues, footbridges, and the external walls of some government buildings.

The Administration has also displayed the Fuwa models or Fuwa-themed posters in various activities. For instance, five 12-foot Fuwa models were displayed at the community celebration programme held at the Sha Tin Racecourse on May 2, 2008. Certain community programmes organised or co-organised by government departments, such as the Mid-Autumn Festival lantern carnivals, Lunar New Year fairs, and the Hong Kong Flower Show, have also included the display of Fuwa or adopted Fuwa as a promotional element. The Leisure and Cultural Services Department also promotes Fuwa at its venues.

As far as the district-based promotion is concerned, the Home Affairs Department facilitates the incorporation of the Fuwa designs in the lighting display and other city dress up initiatives for the promotion of the Olympic Games. Fuwa-themed buntings are also available at the district offices for loan by the district organisations. In addition, the roving exhibitions staged by the HAB in different districts/schools for the promotion of the Olympic Games also include exhibition panels on Fuwa.

(b) Non-governmental organisations such as educational institutes, district organisations, charitable organisations, etc. have been organising different forms of activities in promoting the Olympic Games. Some of these organisations make use of images including those of Fuwa for the purpose of promotion.

(c) Fuwa is one of the promotional elements adopted by the Administration in the implementation of publicity and promotional programmes which tie in with the Olympic Games and the Equestrian Events to be staged in Hong Kong. The Administration attaches importance to the overall impact of the publicity and promotional programme and does not have any plan to assess the level of awareness of Fuwa by members of the public.

(d) Fuwa is one of the promotional elements adopted by the Administration in the implementation of publicity and promotional programmes for the Olympic Games. Apart from Fuwa, the Administration also adopts for the city dress up initiatives other promotional elements, such as the artistic images proposed by the BOCOG and the images of equestrian athletes, with a view to reflecting the

characteristics of the Olympic Games and showcasing Hong Kong's status as the co-host city for the Equestrian Events. The Administration has drawn reference to the experience of Qingdao in promoting the Olympic Games, but has not conducted any assessment on the use of Fuwa in Hong Kong and Qingdao. We will use Fuwa at different times and to different extent according to the needs of the publicity programmes for the Olympic Games.

Apart from the city dress up initiatives, Hong Kong as an Olympic co-host city also undertakes publicity and promotional programmes for the Olympic Games, which consist of territory-wide carnivals (i.e. Torch Relays and Live Sites), community participation programmes (including educational, sports, youth activities, etc.), publicity programmes conducted locally, in the Mainland and overseas, and Olympic legacy projects. The Administration believes that these activities will help arouse the public interest in the Olympic Games and the Olympic Movement, more deeply engender the Olympic Spirit amongst the public, and enhance public understanding of the Country.

Ends/Wednesday, May 7, 2008