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2021

Sports Administration
Newsletter

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New Hope for Flipping Sports and Loving Sports is Really Healthy



Sports Education achievement presentation press conference

To assist school physical education teachers suitably merge in the course outline for the health and sports areas in 12 year basic education, on May 6, the Sports Administration held the sports education achievement presentation press conference in which the achievements of promotion of related programs in recent years were explained. Chinese Taipei Tokyo Olympians Tang Chia-hung and Ting Hua-tien were also invited to share their learning course in the area of gymnastics.

Administrative Deputy Minister Lin Teng-chiao said that the Sports Administration planned three key items for promotion according to the attributes of onsite education and student mental and physical development requirements at different stages of learning. The aim is to raise the level of teaching competences of physical education teachers and implement the "fair chance for all-differentiated instruction" ideas of the new curriculum guidelines in

physical education(PE)courses at different stages of learning.

To date, more than 3,000 physical education teachers have completed 3-step certification: training (learning), actual teaching drill (practice) and reflection workshop (reflection sharing). 1,600 physical education teaching module teachers have

been nurtured. Also, 180 physical education teaching module seed teachers have gone to various cities and counties for rooting promotion; around 80,000 students have experienced physical education teaching module courses.



From 2020, five elementary schools have formed an inter-school strategic alliance, allowing physical education teachers at remote schools. In order to achieve the effect of teacher and student joint learning new generation physical education teaching through dialogue, discussion and growth. From 2019 to the present, 183 teachers have taken part in teaching R&D and teaching experiments. They also had the dual role as guides in the area of fitness, promoting the teaching and evaluation ideas of "situational, contextual, differential" to the extent of their ability.

The Promotion Program for Gymnastics Teaching at Elementary and Junior High Schools has specially designed gymnastics teaching course and materials for elementary school students, turning it into diverse and fun learning situations. As well as stirring the interest of the children and benefitting their mental and physical development, it is more accepted by basic level teachers at elementary schools and parents and breaks the stereotypical image of the sport of gymnastics.



Also, through competency-based teaching, combined with universal gymnastics competitions, gymnastics teaching can be implemented in every school and cause gymnastic teaching and learning to be regarded as important by all corners of society; for example, Yonglong Elementary School in

Taichung used idle space to apply to establish a LOHAS sports station, implementing the gymnastics teaching module and taking part in gymnastics competition, not only benefitting the development of sports on campus, but also building a healthy and vigorous social sports culture.

The Sports Administration hopes that physical education teachers at every stage of education can arrange excellent PE courses according to the mental and physical development needs of children. The purpose of allowing children to apply what they learn in life and possess the learning experience and ability for real sports situations, overturning the boring stereotype of learning sports skills and letting student become an individual with physical literacy in the school education stage.

2021 Golf Course Workshop – Sharing Golf Course Management Competences and Jointly Creating New Opportunities for the Industry



2021 Golf Course Workshop group photo

The Sports Administration held the 2021 Golf Course Workshop at Tainan City's Fushin Hotel on May 7. Management personnel from golf courses across Taiwan, central and local government personnel responsible for providing guidance to golf courses, and golf related groups were invited to attend. Through special topic lectures and dialogue, golf course operators were assisted to build environmentally friendly and safe spaces for sport; and use a diverse marketing strategy to develop potential customers and further increase the value of the golf industry.



Sports Administration Senior Executive Officer Huang Hsin-yu presented a certificate of thanks to Tourism Bureau, MOTC, Secretary Cheng Chih-hung at the 2021 Golf Course Workshop

In the face of COVID-19 and rise of environmental protection awareness of the public, the development and operation of golf course faces severe challenge. To increase the understanding of related regulations of operators and related personnel of agencies at every level to help turn crisis into opportunity for operators, this workshop invited lecturers to present lectures on various key issues; these included Golf Course Development Environmental Impact Assessment by Environmental Protection Administration Senior Technical Specialist Lu Ya-wen, Golf Course Tours by Tourism Bureau Secretary Cheng Chih-hung, and Protecting Against Common Golf Course Injuries and the Injury Treatment Process by Asst. Prof. Kuo Yi-liang of National Cheng-kung University. Managing Director Gu Chang-jie of Dragonpolis Engineering Consulting was also invited to give a lecture titled Golf Course Construction Planning and Related Regulations.



Environmental Protection Administration Senior Technical Specialist Lu Ya-wen served as lecturer at the 2021 Golf Course Workshop

The Sports Administration Offers Sports Event Brand Appeal Courses to Enhance the Professional Competences of Sports Groups



Group photo of attendees of the 6th session of the Driving Sports Event Fervor, Enhancing Sports Event Appeal brand training course

The Sports Administration has held the Taiwan Brand International Sports Events Training Program from March 24 and, cooperating with epidemic prevention measures, to date eight sessions have been staged, with more than 260 attendees and good reviews received. The advanced courses will begin on July 7. International lecturers will be invited to share international sports event cases. The aim is to borrow from the experience of others to inspire more sports event creativity, break new ground for sports events, and encourage sports groups to attend enthusiastically to face international sports events to be restored in the post epidemic period together.

The Sports Administration stated that the brand training courses invite various lecturers from the sports industry to talk on subjects such as how to build event brand appeal, international sports event contract norms, sports event etiquette, social media reputation management, building marketing power and driving sports event fervor to help sports groups establish

sports event brand thinking, while also following international sports event exchange legal norms. Sports groups are shown how to use multiple media promotion channels and series of cross area marketing activities to successfully convert "sports event talking points" into "marketing highlights" and ignite the sports event word-of-mouth effects, in doing so creating even greater sports event benefits.

To increase the reach of courses and the benefits, the Sports Administration has uploaded them to the Fun Sports in Taiwan Facebook page and sports groups are welcome to use them. The subjects of upcoming training courses include new media channels, Internet livestream, operation, and fundraising and marketing. The aim is to allow sports groups to absorb sports related new knowledge through a series of brand training courses, increase their sports



Dai Jian-fan, Section chief of the Chinese Taipei Baseball Association, shared international sports event guest reception etiquette



CEO Lin He-cheng of DotMore Media Co. analyzed the social media operation current situation



Marketing director Yu Han of Hsinchu Jko Lions shared marketing activities to package sports events in the course

event holding capability and make them well prepared for resuming international sports exchange when the COVID-19 pandemic has eased. The execution method of course will be amended on a rolling basis in line with the epidemic development situation and epidemic prevention measures and will be announced separately.

Asia's First Sports Startup Accelerator Offers More Innovative Products and Services to the World



FEEGASM product diagram

The HYPE SPIN Accelerator TAIWAN program is a joint effort of the Sports Administration and National Chiao Tung University's IAPS and Israel's HYPE Sports Innovation(HYPE). Starting from October 2018, five training cycles have been held. The 5th training cycle was launched in November, 2020 and the accelerated and intensive training in nearly three months.

The HYPE SPIN accelerator program provides customized financing and enterprise matching and links to the international sports industry network, as well as a chance to share a team's products and services with leading sport related enterprises and teams such as Decathlon and Weichuan Dragons. While nurturing startup teams, the aim is also to establish Asia's first sports startup and technology industry cooperation eco-sphere. The 5th HYPE SPIN Accelerator TAIWAN Demo Day was successfully held on January 20, 2021. Each team displayed the products of Asia's first sports startup accelerator and started showcasing their core messages to impress startup investors, representatives of sport brand enterprises, industry mentors and consultants with a 5-minute pitch.

This training cycle had 10 HYPE SPIN teams, five of which were international, from Hong Kong, Canada, Jordan, Spain and the United States. The main service content developed by the teams in this cycle spans: sports management software, sports media, applications of XR technology, sports community, data analysis, sports entertainment, sports training, innovative application of biotechnology and integrated platform. Below, FEEGAM, a seat service for sport venue e-commerce platform from Taiwan, is introduced.

▪ **FEEGAM(Brahma Innovations Inc.)**

FEEGAM is an integrated portal e-commerce platform for professional sports venue internal services. The platform provides complete and rapid seat service, increased sports competition interaction, consumer relations management and sale of SaaS(Software as a Service) products. It was founded in early 2020 and found success in Japan in the first six months, signing contracts with various teams and venues in the professional baseball league, professional volleyball league and rugby league. It provides spectators inside the stadium a viewing experience that satisfies and is uninterrupted.



FEEGAM received an award at the Demo day for the 5th training cycle of HYPE SPIN Accelerator Taiwan

Aided by AI technology, the FEEGAM system effectively resolves the shortcomings of sports venue services provided to spectators and reduces the operating costs of teams and stadiums. Moreover, by combining sports event data and consumer behavior data, it provides a better understanding of and connection to sports fans and the spectator community, having the effect of tightening community operation and brand operation.

Testing Negative by Rapid Testing Does Not Mean You Are Not Infected

Monitor your health and comply with epidemic prevention measures even with a negative test result.

❖ Rapid testing comes with the possibility of **false negative** and **false positive**. The test cannot confirm anything during the incubation period.

❖ Contacts of confirmed cases and people who have visited to high-risk areas should **comply with epidemic prevention measures** even if a rapid test comes back negative. Contact the health authority if symptoms appear, seek medical attention or screening in line with the instructions. **Taking public transportation is prohibited** and **notifying the medical staff of contact history or activity history is needed**.

翻轉體育新希望 愛上運動真健康

為協助學校體育教師適切融入 12 年國教健康與體育領域課程綱要，教育部體育署於 5 月 6 日舉辦體育教學成果發表記者會，說明近年推動相關計畫的成果，並邀請東奧國手唐嘉鴻及丁華恬分享他們在體操領域的學習歷程。

林騰蛟次長表示，體育署依照不同學習階段教育現場的特性以及學生身心發展需求，規劃了 3 個重點推動項目，協助體育教師提升教學專業知能，期望新課綱「適性揚才、成就每一個孩子」的理念，落實到體育課程的設計當中。

目前，累積超過 3,000 位體育教師參與培訓研習（學習）、實際教學演練（實踐）及反思工作坊（反思分享）三步驟認證，培養了 1,600 位體育教學模組教師，另培育 180 位體育教學模組種子教師至各縣市扎根推廣，大約有 8 萬名學生體驗過體育教學模組課程。

自 109 年度起，有 5 所國小進行跨校策略聯盟，讓位處偏鄉學校的體育教師，經由共同對話、討論、成長，達到師生共學新世代體育教學的效果。另外 108 年至今共有 183 名教師參與教學研發與教學實驗，成員中除了有學校體育教師，也有身兼地方輔導任務的健體領域輔導團員，以自己能力所及的方式擴散「情境化、脈絡化、差異化」的教學與評量理念。

「國民中小學體操教學推廣計畫」則為國小學生設計專屬的體操教學課程教材內容，將其轉化成多元有趣的學習情境，除了讓孩童產生興趣且利於其身心發展，更能使國小基層教師與家長能接受，並打破對於體操運動的刻板印象。

此外，透過體操素養導向教學，結合普及化的活力體操競賽，體操教學能夠落實於各校，並激起社會各界對於體操教與學之重視，例如：臺中市永隆國小利用閒置空間申請設置樂活運動站，落實體操教學模組並參與活力體操競賽，不僅有利於建立校園運動，並創建健康有活力之社會運動文化。

體育署期待各教育階段體育教師都能根據孩子的身心發展需求，來安排優質的體育課程，讓學生將所學應用到生活情境，或是具備真實運動情境的學習經驗與能力，翻轉對運動技能學習枯燥無趣的刻板印象，讓學生在學校教育階段就能夠成為一個具備身體素養的個體。

110 年度高爾夫球場研習會 – 分享球場管理知能 共創產業新契機

教育部體育署 110 年 5 月 7 日於臺南市富信大飯店舉辦「110 年度高爾夫球場研習會」，廣邀國內各高爾夫球場經營管理人員、中央及地方機關承辦輔導高爾夫球場業務人員及高爾夫相關團體共襄盛舉，透過專題講座及對話交流，協助高爾夫球場業者建置環保又安全之運動場域，並藉由多元化的行銷策略，開拓潛在客源，進一步提升高爾夫球產業價值。

在新冠肺炎疫情延燒及民眾環保意識抬頭下，使高爾夫球場的開發與經營面臨嚴峻挑戰，為增進業者

及各級機關業務承辦人員對相關法規的瞭解，協助業者化危機為轉機，拓展運動觀光商機，本次研習會特別邀請業界專家就各項關鍵議題發表專題演講，包括由行政院環境保護署呂雅雯簡任技正主講「球場開發環境影響評估」、交通部觀光局鄭智鴻秘書主講「高爾夫球場觀光遊程」、國立成功大學郭怡良助理教授主講「高爾夫球常見運動傷害防護及傷害處理流程」，亦邀請龍邑工程顧問公司古昌杰副總經理講述「高爾夫球場興整建規劃及相關法規」。

強化體育團體專業知能 體育署首推賽事品牌力課程

教育部體育署首次開辦「臺灣品牌國際賽研習營」，已自 3 月 24 日起持續開跑，並配合相關防疫規定下，至今已辦理 8 場次，超過 260 人次參與並獲熱烈好評；進階課程預計於 7 月 7 日開始，邀請國際講者在線上分享國際運動賽事案例，期待他山之石能激發更多賽事創意，開創賽事新格局，並鼓勵體育團體踴躍參與，共同迎接疫情後復辦的國際賽事。

體育署表示，品牌研習課程邀請多位業界講者分享，如打造賽事品牌力、國際賽事合約規範、賽事禮儀、社群口碑經營、打造行銷力、帶動賽事熱潮等主題，協助體育團體建構賽事品牌思維的同時，也遵守國際賽事交流相關法律規範，並分享如何透過多媒體宣傳管道，及跨界行銷系列活動，將賽事討論的話題熱度，成功轉換為行銷亮點，引發賽事的口碑效應，創造更龐大賽事效益。

為增加課程觸及效益，體育署已將品牌課程影片上傳至「夯運動 in Taiwan」臉書，體育團體可多加利用，接下來研習課程主題，包含新媒體管道、網路直播操作、募資行銷等，期盼體育團體透過一系列的研習課程，能夠汲取運動相關的新知，儲備辦賽能量，為疫情舒緩後的國際體育交流恢復期，加乘打造優質國際賽事的備戰力，後續課程執行方式將視疫情發展及防疫配套，滾動修正並另行公告。

亞洲第一運動創新加速器 加速狂「奔」「跑」出未來

教育部體育署及國立陽明交通大學產業加速器暨專利開發策略中心（IAPS）共同與以色列國際運動創新加速器 HYPE Sports Innovation（簡稱 HYPE）合作，進行 HYPE SPIN Accelerator TAIWAN 運動加速器計畫，從 2018 年 10 月至今，共進行了五期加速培訓專案，其中第五期於去年（2020）11 月展開了將近三個月密集加速訓練。

透過 HYPE SPIN 加速計畫，提供客製化資金及企業媒合、鏈結跨國運動產業網絡，也提供與迪卡儂、味全龍等體育界代表性企業與球隊領隊分享產品或服務的機會。扶植創新團隊的同時，也期望在臺灣建立亞洲第一個運動新創與科技產業合作的生態圈。而在今年 1 月 20 日，HYPE SPIN Accelerator TAIWAN 第五期的 Demo Day 圓滿結束，藉由 5 分鐘全英文的 Pitch，向新創投資人、運動品牌企業代表、業界導師顧問等展現亞洲第一的運動創新加速器。

本期加速培訓專案共有 10 組 HYPE SPIN 團隊參與，其中 5 組為國際團隊，來自於香港、加拿大、約旦、西班牙及美國。本期團隊的主要開發服務內容涵蓋：運動交易管理系統、運動媒體、XR 技術創新應用、運動社群、數據分析、運動娛樂、運動訓練、生物技術創新應用、整合平台等領域。以下將介紹研發運動賽事場館座位行銷系統的台灣團隊 FEEGAM。

· FEEGAM 旭騏科技股份有限公司

FEEGAM 為一專業運動場館內部服務的整合式入口電商平台。該平台提供完整且快速的座席服務、賽事互動性增強、消費者關係管理、以及電商販售的整合式垂直 SaaS (Software as a Service) 產品。在 2020 年初成軍，不到半年時間已在日本地區大有斬獲，與多隊日本職業籃球聯盟、職業排球聯盟、橄欖球聯盟等球隊與場館簽署服務合約，提供進場觀眾滿足且不中斷的觀賽體驗。

經由人工智慧技術的輔助，FEEGAM 系統有效解決運動場館對於觀眾服務的短板，並且降低球場與球隊營運方的成本。更藉由賽事數據與消費者行為數據的結合，更有效了解與連結球迷與觀眾社群，達到緊密社群經營與品牌經營的成效。

Sport Terms

運動詞彙

Golf course

高爾夫球場

Sports tourism

運動觀光

Competency-based

素養導向

Intelligence gathering

情蒐

Teaching module

教學模組

Event Branding Course

Session 7

New media, breaking new ground for sports events

This week's course invited Flora Lee , Director of the Running Biji website, and Yeh Shih-hung, co-founder of WOW SIGHT, to share with us how sports event organizers (undertakers) can use media resources in the new media era to break new ground for and promote sports events.

Director Lee first shared a concept with us. In the new media era, there is no free marketing; the more precise marketing is, the more money needs to be spent; consequently, placing in corresponding media is important. Just like you wouldn't go to a shrimp fishing pond to catch fish, you need to be clear about the attributes of suitable media for accurate placing.



Flora Lee and Yeh Shih-hung took a photo with the whole class.



Flora Lee shared her experience in the media.

Session 7

In the second part, she said that the advantage of digital media is that changes can be made in line with data feedback at any time, something that traditional media cannot emulate, therefore, it is necessary to observe results and carry out promotion using different materials. It is especially important to differentiate marketing by breadth and depth and carry out analysis of the strengths and weaknesses of traditional media, digital media and integrated marketing, as the proverb says to prescribe the right medicine to cure the disease.

Co-founder Yeh is a former journalist who has witnessed the process of media ecology change from then to now. He first explained the meaning and concept of media, then explained that there have been big changes in media communication methods due to innovative technology; consequently, the method of communicating with media of sports events organizers has changed with the times. What needs to be paid attention to for higher efficiency is building a good relationship with the media and setting up a contact for communication with the media.



Yeh Shih-hung gave a presentation to the whole class.

Session 8

Live steam of sports events, strive for loud online voice

This week's Event Branding Course invited lecturer Gary Pei from Ming Chuan University's Department of New Media and Communication and Joanne Yeh, responsible person of Dongze Sports Media Marketing Co., Ltd, Joanne Yeh, to share with us the things to pay attention to broadcasting sports events and sports highlight editing know-how.

Gary Pei said that because we have entered the self-media era. When sport associations hold a sports event, they can broadcast it just by using a smart phone and several pieces of equipment. He then explained that, when planning sports event broadcast, equipment and personnel for both video and audio needed to be prepared; we have to decide how many cameras to use and angle shot requirements in accordance with the differences in each sport.

Joanne Yeh shared the idea of interesting tid-bits. Editing a film is like telling a story, using various methods of telling, different stories have a different appearance. She then shared the techniques for editing sports event highlights; these techniques can be used to enrich the film and make it more interesting.

Finally, she shared some free and practical editing software and music websites, encouraging organizers to utilize these tools to nurture professional skills. Splendid films can give sports events more exposure and support to attract wider attention.



Gary Pei and Joanne Yeh took a photo with the whole class.

2021 International Sports Events Demo Show

Invitation to all host cities showcase your unique international sports events

Due to COVID-19, many international sports events were canceled or postponed. In this situation, online interaction becomes one of the new trending solutions to break through this difficult time. Thus, the Sports Administration, Ministry of Education (SAMOE), would like to invite host cities of international sports events held during 2018 to 2020 to join the Online Popularity Contest and Demo Show, hoping that they demonstrate and share their unique sports events.

Subjects:

International sports events held in 2018-2020 with city image.

Registration:

June 1st to July 16th, 2021

Please refer to the DM for more information on the process and required files for registration.

*The link to Registration Form: <https://reurl.cc/3N00rR>

2021 International Sports Events Demo Show

Invitation to all host cities showcase your unique international sports events

Online Popularity Contest voting (August 1st to 31st) :

Log into the official website of the event with a personal Facebook or Google account to vote. Each event is limited to 1 vote. Each account can vote up to 3 votes. Voting can be repeated every day. Results will be announced on September 6 on our website.

Reward:

1. The most 5 popular events will be invited to attend Online Demo Show held in early October 2021.
2. The final top 3 Demo events will be provided free tickets and invited to attend future events held in 2022.
3. All 5 events will receive special gifts from SAMOE and exposure through the Sports Administration Newsletter and official website

2021 INTERNATIONAL SPORTS EVENTS DEMO SHOW



“

”

Invitation to all host cities to showcase your unique international sports events!

REGISTRATION PERIOD

June 1-July 16, 2021

REGISTRATION FILES

- Registration Form *
- 1~5 photos (resolution:at least 300dpi) *
- Promotional video within 3 minutes (at least 720p, resolution:1280x720)
(*necessary files)

ACTIVITIES

- Stage 1 (August 1, 2021)
ONLINE POPULARITY CONTEST
- Stage 2 (October, 2021)
ONLINE DEMO SHOW

REWARD

- The most 5 popular events will be invited to attend Online Demo Show held in early October, 2021.
- The final top 3 Demo events will be provided free tickets and invited to attend future events held in Taiwan in 2022.
- All 5 events will receive special gifts from SAMOE and exposure through the Sports Administration Newsletter and official website.



Register Now!

<https://reurl.cc/3N00rR>
Contact:Hank Wang
hank_wang@nasmoe.org.tw



Sports Administration,
Ministry of Education