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Sports Administration
Newsletter

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2021 Sports Elite Awards Ceremony



Deputy Minister of Education Lin Teng-chiao (middle), Sports Administration Deputy Director General Lin Cheng-hung (5th from left), Chinese Taipei Olympic Committee President Lin Hong-dow (6th from right), Republic of China Sports Federation President Chang Chao-kuo (6th from left) in a group photo with the winners of the 2021 Sports Elite Awards.

After media recommendation and the initial selection meeting, 21 athletes, coaches and teams in the 6 categories of the 2021 Sports Elite Awards were chosen for final evaluation to decide the awardees. The winners of the Sports Elite Awards were confirmed at the final selection meeting on December 24th, 2021. Yang Yung-wei received the Best Male Athlete Award, Kuo Hsing-chun the Best Female Athlete Award, Chen Hung-ling the Best Coach Award; the Best Team Award was given to the men's badminton doubles pair at the 2020 Tokyo Olympics, Pan Cheng-tsung received the Best Sports Spirit Award; the Best Newcomer Award, that can only be won once in a lifetime, was received by Hsu Le. The Lifetime Achievement Award for Weng Ming-hui

and Special Award for Chuang Chih-yuan were also presented by Vice President Lai Ching-te at the ceremony.

The Sports Administration said that the Sports Elite Awards commend outstanding sporting spirit. Finalists of the year of 2021 all performed remarkably. Some athletes were unable to attend because they are taking part in competition overseas or undergoing quarantine, however, they remain at their posts and continue to make a contribution to sports circles in their own way. It is hoped that people in Taiwan will continue to give them affirmation. Although this session's Sports Elite Awards may have left some deserving athletes unrecognized, they were by no means inferior. The Sports Administration will continue to support and encourage athletes and hopes to see all athletes and coaches display indomitable fighting spirit and achieve success in competition.



Vice President Lai Ching-te presented the Lifetime Achievement Award for Weng Ming-hui to his wife and son and the Special Award to Chuang Chih-yuan to his student.



Winner of the Best Male Athlete Award Yang Yung-wei

The Sports Administration Subsidized the Sixth Civil Sports Center in Taizhong City
Tanzi Civil and Child Sports Center Opened on November 27th, 2021



Exterior of Tanzi Civil Sports Center

Tanzi Civil and Child Sports Center opened on November 27th, 2021. Sports Administration Deputy Director General Hung Chih-chang said that the Sports Administration has provided Taichung City with a subsidy of more than NT\$1.2 billion for the building of 6 civil sports centers namely Chaoma, Beiqu, Caotun, Changchun, Dali and Tanzi, aiming to provide locals with a good place to do sports and thus encourage them to engage in sports. NT\$8 million was provided for advanced planning for the Tanzi center in 2012 and NT\$200 million for construction in 2017. Construction was smoothly completed early in 2021 with the joint efforts of the city government team. Deputy Director General Hung hopes that the newly-opened center will be a good place for locals to do sport and will increase the quality of their sports life.

The Center has a total area of 1.4 hectares. It is a building with two basement floors and five

floors above ground. It has a warm water swimming pool, badminton hall, table tennis hall, fitness center, aerobics studio and multisport ballcourt, as well as children's fitness area, children's physical education academy and other distinctive facilities; the children's physical



education academy has water, ball and land areas, with swimming, basketball, soccer, parkour, child kendo, PUSHBIKE, inline skating, and gymnastics. Adult aerobics, yoga and spinning classes, and various activities and lectures are also offered. During the trial opening period it received a good response and was widely praised.

To assist with the building of complete sports facilities to allow the public to enjoy a friendly and high-quality sports environment, the Sports Administration implemented the Program for the improvement of the national sports environment from 2010, under which it was planned to construct 30 Civil Sports Centers; to date, all 30 centers have been opened. The Sports Administration hopes the citizens of Taichung take advantage of Tanzi Civil and Child Sports Center and nurture the habit of regular exercise to gain a fit and healthy body and have a happy life.

Building A Diverse and Safe Campus Sports Environment: Para Athlete Liu Ya-ting and Tokyo Olympian Huang Mei-chien Attend the Sports Administration's Campus Physical Education Gender Equality Forum



Building a diverse and safe campus sports environment: Para athlete Liu Ya-ting and Tokyo Olympian Huang Mei-chien attend the Sports Administration's Campus Physical Education Gender Equality Forum

The Sports Administration commissioned National Taiwan University to hold the 3rd Campus Physical Education Gender Equality Forum on December 3rd 2021 to promote campus physical education gender equality education and prevention advocacy work. Para athlete Liu Ya-ting and Tokyo Olympian Huang Mei-chien were invited to attend. The aim was, through sharing gender equality education promotion units, experts, school teachers, coaches and athletes to let everyone attach importance to building a diverse and safe campus sports environment.

The 3rd Campus Physical Education Gender Equality Forum had four themes, including the promotion course of international gender equality education, campus physical education and sports and physical autonomy, campus physical education and sports gender equality related experience sharing and the future outlook for campus physical education gender equality. In-depth analysis of gender issues internationally and in Taiwan was conducted. The hope was to stimulate the public to attach more importance to campus physical education and sports

related gender issues, build up social influence and actively build a friendly gender equal environment for physical education teaching and sports training through exchange of opinions between scholars and experts and sharing of physical education and sports gender equality related experiences. Attendees included seed teachers who have completed beginner and advanced empowerment workshops, people with an interest in sports space and gender equality and college teachers and students. The hope is to have continuing benefits to expand the influence of the event.



In 2021, the Forum had themed sharing and issue discussion by heavyweight scholars and experts in fields related to sports and gender equality. The lecturers from the campus film lecture tour were also invited to share their experiences of promotion on campus, carrying out diverse dialogue from theory to practice. Also, with the Olympics and Paralympics still the subject of conversation, Tokyo Olympian Huang Mei-chien and para athlete Liu Ya-ting were invited to share their experiences on the international competition stage and their experiences of gender equality education in training and in competition. Expert discussants included Prof. Ye De-lan of National Taiwan University, supervisor Su Chien-ling and Chuang Shu-ching of the Taiwan Gender Equality Education Association, Prof. Chang Te-sheng of National Dong-hwa University, Associate Professor Fang Nien-hsuan of National Cheng-chi University. Advanced empowerment workshop seed teachers Lin You-lin, Lee Cai-hua, Lin Hsi-ting and PE teacher Lin Wei-lun of National Kinmen High School were invited.

Campuses are where people are nurtured. A diverse and safe campus sports environment will facilitate the promotion of physical education activities by schools and the stable progress and development of sports training. Therefore, the Sports Administration has specially planned various projects for building diverse and safe campus sports environments. The Campus Physical Education Gender Equality Forum provided an opportunity for sharing on related topics and discussion of related issues by scholars and experts. According to the completion

of various projects over the years to provide the basis for future policy advocacy on campus physical education and sports gender equality and safety. In order to achieve the ultimate objective of building a "sports gender equality hand in hand" friendly sports space, the Sports Administration will continue to work hard together with all people who care about physical education and sports.

Campus Physical Education (Sports space) gender equality education promotion FB fan page (website: <https://www.facebook.com/genderpe/>)

Awarding of Certificates for Completion of the International Sports Affairs Talent Training Course
No Fear of Change Willing to Take on Challenges Sustainable Development



Sports Administration calls regular press conference to explain the International Sports Affairs Talent Training Course and invites a student to share her experiences, From right: Sports Administration International Division Division Chief Hsu Hsiu-ling, Chief Secretary Lu Hung-chin and student Chen Hung-yin

The Sports Administration's International Sports Affairs Talent Training Course held the 2021 International and Cross-straits Exchange Results Exhibition on December 10th. During the event, certificates were presented and highlights of international sports affairs in the past year were reviewed.

The International Sports Affairs Talent Training Course has been implemented by the Chinese Taipei Olympic Committee and is in its 11th year. This year it was implemented through courses, study camps, lectures, exchange meetings, workshops and training. In response to the development of international trends and the needs of all quarters, innovative change is continually carried out, building up talent power and practical experience and building a development model for -all-round refinement.

The Program's related activities were launched in April. International sports affairs scholars and experts were invited to go to 10 colleges to lecture to allow more students to understand the meaning and practice of international sports affairs and encourage them to get involved. June-July digital teaching on special topics was held. 145 new and senior students from Taiwan completed training; 44 students from 10 countries also completed training, more than ever before. Arranged by the Program, the domestic students underwent training at 25 sports events organized by single sport associations. 117 completed training after completing both the training courses and sports event practice.

To date, the Program's international sports affairs talent bank has accumulated over 600 people. 70-80% of them work in ordinary enterprises, as teachers in schools, in the civil service and in domestic and overseas sports groups. Track is kept of the direction of former students and they are encouraged to return for refresher training and to provide practical support. In August and September four senior sports person exchange meetings were held, with over 400 people attending; in October and November, three international sports affairs competency workshops were held, attended by almost 100 employees of single sport associations.

Sports Administration Chief Secretary Lu Hung-chin said that through training of international sports affairs talent, an effort is being made to build an international sports affairs brand that is characterized by quality and scale, accumulate professional skills and knowledge and pass them on for active use. By continuing to give and strive and in-depth and long-term operation, in the end Taiwan will display the results of its cultivation of the international sports world with extraordinary influence and visibility.

In future, an effort will be made regarding effective application and enhancing of the existing talent utilization mechanism. Taking Chang Ming-tang and Liu Fang-yu who completed training and received certificates this time as examples, they have taken part in many sports events in Taiwan and overseas and have accumulated experience of serving at international event. They continue to come back for training and to exchange concepts and new knowledge. They are models for the talent training course's sustainable development and successful sowing of international sports affairs seeds.

**Rich Results of the Disabled Sports Advocacy
The Sports Administration Invites You to Join in the Creation of A
"Together We Move" Environment**



身心障礙運動資源分享社團

愛運動 動無礙
Live Better Through Sports

身障運動資源

- ◎ 國內外新知
- ◎ 課程活動資訊
- ◎ 身障運動介紹
- ◎ 人物故事分享

您是身心障礙體育運動參與者?
您從事身心障礙體育運動工作?
您想獲得身心障礙運動相關觀念?

YOU 掃描 + ME = WE QR CODE

透過臉書社團的凝聚，一起將「#愛運動動無礙」的社會氛圍傳遞出去，讓我們的生命及生活，都可以因為運動而更加健康、美好

Sharing disabled sports resources with groups

On December 16th Captain of the Chinese Taipei wheelchair basketball team Lu Chun-yi shared how he re-found the passion for life through basketball after a car accident and his experiences leading his team to the Jakarta Asian Paralympics in 2018 at which they finished a creditable 6th. The Sports Administration handled the "Disabled i Sports Resources Integration and Sports Right Advocacy Program" 2020-2021 and in two years accumulated 113 interviews, seven videos and reach of 6.23 million people. Through the Program, it was hoped to have more people support the idea of Together We Move and increase the sports participation rate of disabled people.

The "Together We Move: Disabled Sports Resources Sharing Area" FB group was established in April, 2020 and now has almost 3000 members. 76 fan pages including the Boccia Taiwan Sports Federation, Cerebral Palsy International Sport Recreation Association, Taiwan Vision Defective Road Run Association, The League for Persons With Disabilities, Parents' Association for Persons With Intellectual Disability, Taiwan together engage in online exchange and sharing. Groups have made over 1800 posts and there have been 420,000 views.

To expand advocacy in line with the spirit of The Convention on the Rights of Persons with Disabilities (CRPD), the Sports Administration has cooperated with new media including Sports Note, don1don and Sports Vision, promoting disabled sports information on each platform and has made a disabled sports advocacy video. The aim is through the influence of video and new media to give people a better understanding of the sports needs of the disabled and their sports performance, to win support for disabled sports.

To enhance promotion, captain of the Chinese Taipei wheelchair basketball team Lu Chun-yi and up and coming taekwondo para athlete Chen Chien-chiang appeared in an advocacy short video. Lu talked of doing his best in matches with teammates and being able to forget all his troubles no matter if they win or lose, enjoying the happiness of the moment. He also encourages the disabled to boldly take on new things and said that after taking the first step everything gets easier and easier.

Up and coming taekwondo para athlete Chen Chien-chiang was second in the Asian qualifiers for the 2020 Tokyo Paralympics and won a silver at the Asian Youth Paralympics in 2021. In the video he shares how he began taekwondo training at a young age. Although his hand is different to his teammates, the training process and objectives are the same. Practicing at least six hours every day, he enjoys every moment of attack and defense. He has his sights set on

doing well at the 2024 Paris Paralympics.

The Sports Administration said to guarantee the citizens sports rights of the disabled, as well as past events, advocacy and related programs that will continue in 2022, pilot programs including "Disabled Sports Guide and Related Professional Personnel Online Empowerment" and "Disabled Sports Video and Handbook Establishment" are planned. The aim is, through education and empowerment, to further guide and support sports participation by the disabled. Like the visions of "Equality through sports" of the International Committee of Sports for the Deaf (ICSD), "Make for an inclusive world through Para sport" of the International Paralympic Committee (IPC) and hanging the World Through Sports of the Special Olympics, the aim is that the people of Taiwan will join hand in hand to increase disabled sports participation and let change begin from sport.

The Sports Administration said Article 8 of the Convention on the Rights of Persons with Disabilities (CRPD) "Awareness-raising" declares that effective and suitable measures should be adopted to increase the understanding of society of the disabled to promote the rights and dignity of the disabled. The We Move Together main visual was designed to guarantee the citizens sports rights of the disabled, to form promotion consensus and call on more partners to join the ranks of those promoting We Move Together.

How many tests you need to take under the Lunar New Year Quarantine Programs

Testing Schedule for Different Quarantine Programs

Day	Arrival Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
14+0+7	PCR			Government-sponsored rapid test				Government-sponsored rapid test			Government-sponsored rapid test				PCR							Government-sponsored rapid test
10+4+7	PCR			Government-sponsored rapid test				Government-sponsored rapid test			PCR				PCR							Government-sponsored rapid test
7+7+7	PCR			Government-sponsored rapid test			PCR				Government-sponsored rapid test				PCR							Government-sponsored rapid test
7+7+7 People in the same household											Self-paid rapid test				Self-paid rapid test							

Pay for the quarantine hotel/government quarantine facility	Home quarantine	Enhanced self-health management for people in the same household	Self-health management
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Note:

1. Follow the health authority's instructions to take the PCR test in the designated location.
2. Inbound passengers should report their government-sponsored rapid test results to their borough chief on the phone during the quarantine period and report their government-sponsored rapid test results via text message during their self health management period.
3. Report the self-paid rapid test results of people in the same household for the 7+7+7 program via text message.
4. If the result of an at-home test is positive, please follow the instructions of your local health authority on further testing and contact tracing measures.
5. Any violation of relevant quarantine regulations can result in a fine of up to NT\$1 million.

110 年體育運動精英獎頒獎典禮

110 年體育運動精英獎經過媒體推薦、初選會議，6 大獎項共計評選出 21 組選手及團隊入圍，並獲頒傑出獎，體育署於 12 月 24 日召開決選會議評選出 110 年得獎人及進行頒獎典禮，最佳男運動員由楊勇緯拿下、最佳女運動員獎則由郭姩淳獲獎，最佳教練獎則由陳宏麟教練獲得、最佳運動團隊獎得主為 2020 東京奧林匹克運動會羽球男子雙打代表隊、最佳運動精神獎得主為潘政琮，而一生僅有一次機會可獲獎的最佳新秀運動員獎則頒給許樂；並由賴清德副總統頒發翁明輝先生終身成就獎及莊智淵特別獎共計頒發 21 個傑出獎及 8 個精英獎獎項。

110 年入圍選手表現可圈可點，但因征戰國際賽事或配合檢疫作業，部分選手不克到場，但他們堅持在自己崗位上，用自己的方式持續為體壇效力，也希望國內民眾可以給予他們更高度的肯定，而本屆體育運動精英獎的入圍名單雖有遺珠，但不遜色，體育署亦將持續支持與鼓勵所有選手，期盼所有運動員及教練們在賽場上奮戰不懈精彩無限。

體育署補助臺中市第 6 座國民運動中心 潭子國民暨兒童運動中心 110 年 11 月 27 日啟用

臺中市潭子國民暨兒童運動中心於 110 年 11 月 27 日開幕啟用，教育部體育署洪志昌副署長表示，體育署自 99 年起共補助臺中市超過新臺幣 12 億元興建朝馬、北區、南屯、長春、大里及潭子等 6 座國民運動中心，希望提供臺中市民優質的運動環境，帶動運動風氣。體育署 101 年補助潭子國民運動中心先期規劃費 800 萬元，106 年補助工程經費 2 億元，在市府團隊的努力之下，終於在 110 年初順利完工，洪副署長期許潭子國民運動中心的啟用將可以成為在地民眾運動的好所在，更能提升民眾的運動生活品質。

潭子國民運動中心全區佔地面積達 1.4 公頃，是一棟地下 2 層、地上 5 層的建築，除了具備民眾最常使用的溫水游泳池、羽球場、桌球場、體適能中心、韻律教室、綜合球場等六大核心設施外，另有兒童體適能區及兒童體育學院等特色設施，其中，兒童體育學院包含水上、球類、陸上 3 大領域，開設游泳、籃球、足球、跑酷、兒童劍道、PUSHBIKE、直排輪、體操等，另成人課程也開設有氧、瑜珈、飛輪、各式活動講座等豐富多元的課程，試營運期間獲得了廣大的迴響與好評。

體育署為協助建構完善的運動休閒設施，讓全國民眾能夠一同享受友善、優質的運動環境，自 99 年度起推動「改善國民運動環境計畫」，規劃於全國補助興建 30 座「國民運動中心」，迄今已全數完工啟用。體育署期盼臺中市民都能夠利用國民運動中心培養規律運動習慣，鍛鍊健康的體魄，擁抱幸福人生。

建置多元安全校園運動環境：帕奧選手劉雅婷、東奧選手黃漢茜 出席體育署校園體育性別平等論壇

教育部體育署為推廣校園體育性別平等教育及防治宣導工作，委託國立臺灣大學在 110 年 12 月 3 日辦理第三屆「校園體育性別平等論壇」，邀請帕奧選手劉雅婷及東奧選手黃漢茜一同參與，期能透過性別平等教育推動單位、專家、學校教師、教練及選手的分享，讓大眾重視建置多元及安全的校園運動環境議題。

第三屆校園體育性別平等論壇規劃以四大議題進行，包含國際性別平等教育的推展進程、校園體育運動與身體自主權、校園體育運動性別平等相關經驗分享，並提出校園體育性別平等未來展望，深入解析從國際到臺灣的性別議題。期透過專家學者們意見交流及體育運動性別平等相關經驗分享，得以激發社會大眾對於校園體育運動有關性別議題的重視，厚植社會影響力，積極建構體育教學及運動訓練之友善性平環境。參與人員則廣泛邀請包括歷年初階、進階培力營種子教師以及對運動空間與性別平等有興趣或各大專院校師生參加，期望可以有更多延續性的效益，拓展影響力廣度。

110 年論壇除了由重量級運動與性別平等相關領域之專家學者於論壇中進行專題分享及議題討論外，也邀請校園電影巡迴講座之講師分享校園推廣經驗，從學術研究到實務推展進行多元對話；此外，搭上東京奧（帕）運的話題性，邀請東奧選手黃漢茜以及帕奧選手劉雅婷選手分享登上國際競技舞台，在培訓及比賽期間所體驗的性別平等教育推展進程。與談貴賓包括國立臺灣大學葉德蘭教授、臺灣性別平等教育協會蘇芊玲監事、臺灣性別平等教育協會莊淑靜監事、國立東華大學張德勝教授、國立政治大學方念萱副教授等性別平等領域專家學者，也邀請進階培力營種子教師林佑霖、李彩華、林煦婷以及國立金門高級中學體育教師林偉倫出席。

學校是百年樹人的園地，多元及安全的校園運動環境，有利於學校的體育活動推展，以及運動訓練的穩定進步與發展，因此，體育署特別規劃辦理建置多元安全的校園運動環境的各項專案計畫。其中「校園體育性別平等論壇」更是歷年專案在系列活動執行後，由專家學者進行專題分享及相關議題討論，據之以提出未來倡議校園體育運動性別平等及安全的政策主張。因此，為達成建立「運動性平、攜手同行」友善運動空間的終極目標，體育署仍將偕同所有關心體育運動的人持續努力。

校園體育（運動空間）性別平等教育推廣 FB 粉絲團（網址 <https://www.facebook.com/genderpe/>）。

國際體育事務人才培育計畫結訓授證 無畏改變 接受挑戰 永續發展

教育部體育署「國際體育事務人才培育計畫」，於 110 年 12 月 10 日舉行 110 年國際暨兩岸交流成果展中舉行授證儀式，並回顧一年來國際體育事務的精彩重點。

「國際體育事務人才培育計畫」由中華奧林匹克委員會承辦，並已邁入第 11 年，本年度透過課程、研習營、講座、交流會、工作坊、實習等多面向執行，因應國際趨勢發展和各界需求，不斷創新改變、厚

植人才實力、累積實務經驗，打造全面精進的發展模式。本計畫相關活動從4月暖身開跑，邀請國際事務學者專家，前進10所大專校院宣講，讓更多青年瞭解國際事務內涵與實作，鼓勵有興趣的大專青年一同投入。6月至7月間舉辦全數位化教學的專題研習，新進及資深國內學員計145名結業，另擴大邀請國外學員計10個國家共計44名學員完成課程；國內結業學員透過計畫安排，參與單項運動協會辦理的25場賽事活動實習，完成研習課程及賽會實習共計117人取得結訓資格。

計畫推動至今，國際體育事務人才庫累計逾600人，成員任職一般企業、學校教職員學生、公務機關及國內外體育運動團體計約7成8，除持續追蹤歷年人才動向，也鼓勵學員回訓進修，參與實務支援；8月及9月辦理資深體育人交流會4場次，總參與超過300人；10月、11月辦理3場次國際體育事務職能工作坊，各單項運動協會行政職員將近100人參與。

體育署呂宏進主任秘書表示，透過國際體育事務人才培育，努力打造質量兼具的國際體育事務品牌，累積專業知能、傳承活用，持續的付出及努力，深厚且長久的經營，終將以不凡的影響力與能見度，展現我國深耕國際體壇的成果。

未來，將持續朝向有效應用並強化現有人才運用機制努力，以本屆結訓授證代表張明堂先生及劉芳瑜小姐為例，曾多次參與國內外賽會，累積國際活動服務經驗，持續回訓交流分享觀念新知，正是人才培育計畫永續發展成功散播國際體育事務種子的典範。

身心障礙運動倡議成果豐碩 體育署邀您共創《愛運動動無礙》環境

中華輪椅籃球隊呂駿逸隊長於12月16日現身分享，經過車禍意外後，透過籃球運動重燃生命熱情，並率隊獲得2018年印尼雅加達亞洲帕拉運動會第6名的歷程。體育署109年至110年辦理「身心障礙者i運動資源整合與運動權倡議計畫」，兩年累積了113篇採訪、7篇影音，資訊觸及達623萬人次，希望讓更多國人支持《愛運動動無礙》理念，並提升身心障礙者運動參與。

「愛運動動無礙：身心障礙運動資源分享區」FB社團於109年4月創立，現已有近3,000人加入，更有台灣地板滾球運動聯盟、台灣腦性麻痺休閒運動協會、社團法人中華視障路跑運動協會、中華民國身心障礙聯盟及智障者家長總會等76個粉絲專頁一同在線上交流分享，社團貼文逾1,800篇，瀏覽次數達42萬人次。

為依國際身心障礙者權利公約（The Convention on the Rights of Persons with Disabilities, CRPD）精神擴大倡議，體育署積極與「運動筆記」、「don1don 動一動」與「運動視界」等運動新媒體合作，在各平台推廣身心障礙運動資訊，並拍攝身心障礙運動倡議短片，期透過影音及新媒體的影響力，讓國人對身心障礙者運動需求及其競技運動表現，有進一步的理解與認識，進而形塑國人對身心障礙運動支持的氛圍。

為持續強化推廣，由中華輪椅籃球隊呂駿逸隊長及帕拉跆拳道新秀陳健強選手拍攝倡議短片，呂駿逸隊

長分享到打籃球時與隊友共同奮戰，不論是獲勝或失敗，都讓他忘卻生活煩惱，享受活在當下的幸福，更以自身的經驗，鼓勵身心障礙者，勇於挑戰新事物，只要踏出第一步，一切就會越來越順利。

而我國新生代帕拉跆拳道陳健強選手，獲得 2020 東京帕拉林匹克運動會亞洲區資格賽及 2021 亞洲帕拉青年運動會銀牌，他在影片中分享從小投入跆拳道訓練的歷程，雖然手跟隊友有些不同，但訓練過程及目標都一樣，每天至少訓練 6 小時，並享受每個踢擊與防守的瞬間，更將目標鎖定在 2024 巴黎帕運，期望能取得佳績。

體育署表示，為保障身心障礙國民運動權，除過往活動、倡議及相關專案將持續加深加廣外，111 年並規劃推出「身心障礙運動指導者暨相關專業人員線上增能」及「身心障礙運動影音及手冊建置」等試辦計畫，期透過教育增能，進一步引領支持身心障礙者參與運動，如國際聽障運動總會（ICSD）以「運動爭取平權（Equality through sports）」、國際帕拉林匹克委員會（IPC）「透過帕拉運動創造融合社會（Make for an inclusive world through Para sport）」及國際特奧會（Special Olympics）「透過運動改變世界（Changing the World Through Sports）」的願景，期國人攜手提升身心障礙者運動參與機會，讓改變就從運動開始。

體育署表示，國際身心障礙者權利公約（CRPD）第 8 條「意識提升」宣示，應採取有效與適當措施，提高社會對身心障礙者的認識，以促進對身心障礙者權利與尊嚴的尊重。為保障身心障礙國民運動權，設計《愛運動動無礙》主視覺，以凝聚推動共識，號召更多夥伴投入 Together We Move 的推廣行列。

Sport Terms

運動詞彙

Civil Sports Center

國民運動中心

Campus Physical Education Gender Equality

校園體育性別平等

International Sports Affairs

國際體育事務

Disabled

身心障礙

Sports Elite Awards

體育運動精英獎

Brand Training Course

Session 23

Sports event brand image design

For this week’s Brand Training Course, we invited CEO Jukai of Plugin Branding & Visual Marketing Integration Co., Ltd. to talk about creating brand IP value through visual identity. In recent years, various industries have become more and more interested in brand; the power that comes from identifying with and trusting a brand can bring double the results of marketing promotion and sales for half the effort. How to create an external visual image that is unified inside and out through establishing idea identity is the first step to successfully establishing a brand. Jukai talked of his own experiences over almost 10 years of creating images for professional sports teams, sports brands and various sports events.

CEO Jukai first talked about the basic ideas of brand thinking and identity system, telling everyone branding is behavior to accumulate value, establish image, mold personality, ferment culture and standardize management. After a sports event has brand idea and introduces a CIS, then the target audience must be made to understand the core value the sports event wants to convey; the process and skill of this conveying of value is “marketing.” Through the easiest “have feeling” level of vision designing the logo, establishing the visual identity system, then extending this system’s application in various directions. He also mentioned that he has overseen an average of 6000 designs for Taiwan’s professional baseball or basketball teams annual in the last few years.



The photo provided by Jukai.

Brand Training Course

Session 23

Sports event brand image design

In the area of Visual Identity, the signage system (basic identity system) plus the main visual (auxiliary identity system) are equal to the applied identity system. Through the extension, change and combination of these patterns, signs and colors, each sports event can build a unique brand image and accumulate brand value. From Jukai's presentation, it can be seen that Taiwan's Taipei Marathon and Tianzhong Marathon both have a professionally managed identity system. He also said that professional sports events use more designs than other types of event and application is wider; he used Taipei Fubon Braves as an example, introducing diverse and exquisite applications including team identity system, mascot content production, merchandise design, design of theme events and products, venue arrangement, social media marketing design, team image promotion design, kit and equipment design and ticketing related design, leaving students with a deep impression.

Finally, Jukai stated that future design will probably feature more application of technology and develop in the direction of multi-media and light and sound interaction. He also encouraged everyone to watch overseas sports games on an everyday basis, nurturing aesthetic literacy and design inspiration in life, and expressed the hope that Taiwan sees the arrival of more high-quality sports events!