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International Sports Affairs Training Course Held Online in June



Director-General Chang Shao-hsi (middle) expressed the importance he attaches to talent nurturing and invited trainee Huang Yu (first on left) and Chen Li-shan (first on right) to share what they gained from attending the International Sports Affairs Training Course

The Sports Administration originally intended to hold the International Sports Affairs Training Course on May 22 using an online and physical blended model. In response to the change in the epidemic situation nationally, the full online method has now been adopted and the activity will be opened up to all people who registered this year. Taiwan's weightlifting Olympic gold medalist Hsu Chu-ching was accepted as one of the Course trainees. Sports Administration Director-General Chang Shao-hsi said that the Course was held online at the end of June and was expanded to invite international sports organizations. The online course materials were also made available to the national sport federations to utilize. This activity allowed sports people in different countries to be empowered through online study and enhance their international sports affairs professional competences.

The Sports Administration began implementing an international sports affairs talent training program in 2011 and it is now in its 11th year, with more 1,400 people having taken training courses, more than 300 overseas and domestic training service sessions involving almost 1,000 people held and 550 people included in the international sports affair talent databank. These people are elite talent that Taiwan needs for organizing international sports events.



This year's Course was fully online. The contents were rich with top notch lecturers from Taiwan with substantial practical experience lecturing on sports policy, media interview application, negotiation and law, international meeting practice and organizing sports events and super value advanced courses on simulated mobility and local internationalization. For example, International Meeting Practice invited the Fédération Équestre Internationale's (FEI) first Chinese Vice President Huang Chi-fang as lecturer. He has been involved in domestic and international sports affairs for many years, served in important positions in international sports organizations and is highly experienced in terms of theory and practice.

President Jenno Kamuti of the International Fair Play Committee, Director Dionyssi Gangas of the International Olympic Academy, Secretary General Gunilla Lindberg of the Association of National Olympic Committees, Senior Manager Louis Louis of the Qatar Olympics Secretary General's Office and other foreign lecturers were also invited to share their experiences of Olympic activities, international sports organizations, diplomacy and politics, sports event marketing etc.

The adoption of online training this time overcame the limitations in terms of geography and number of trainees. Apart from the group discussion courses that required an experienced mentor to lead trainees in simulating international sports exchange practice and engage in in-depth discussion that were participated in by the 80 trainees originally accepted for the course, the online courses were opened up to all people who registered this time. International sports organizations such as NOCs or NFs were also invited to dispatch cross-border participants.

Regarding online course material, exclusive account passwords were provided to the national sport federations. If trainees not accepted for the training course reached the required

standard on the online platform during the course period, they were awarded a completion certificate. Everyone could empower themselves online by enhancing their international sports affairs professional competences.

In face of changes in the epidemic situation, the Sports Administration requests everyone to stay alert and united to guard against the epidemic so Taiwan can get through this tough period; and invites sports related personnel to take part in the online International Sports Affairs Training Course next time, to together work hard to build an international sports affairs brand characterized by both quality and quantity and get ready for the next step, realizing Taiwan's value on the international sports stage.

Taiwan Brand International Sports Event Online Vote Registration Opens and Sports Administration Invites Local Governments and Sports Groups to Register



Director-General Chang Shao-hsi (2nd from right), Division Chief Hsu Hsiu-ling of the International and Cross-strait Sports Division (2nd from left), and Division Chief Lan Kun-tan of the Competitive Athletics Division (1st on right) in a group photo for Taiwan Brand International Sports Event Online Vote registration opens.

This year, many international sports events have been cancelled due to the COVID-19 pandemic. To maintain the momentum of international sports exchange, the Sports Administration has planned the 2021 Taiwan Brand International Sports Event Online Vote. Organizers of international sports events that received subsidy from the Sports Administration in the last three years (2018-2020) are invited to register to take part in the online vote to display the characteristics and value of their event June 1-July 16.

Director-General Chang Shao-hsi said he hopes the vote can allow more people in Taiwan to know about international sport events that possess four indicators of marketing, economic, broadcasting and participation, that is international events that market Taiwan's local culture, drive industrial and economic benefits, effectively use media for promotion and are recognized by international federations, allowing them to obtain an in-depth understanding of Taiwan and link with the international community through sports.

To enhance international linkage, this event has invited partners including the Japan Sport Tourism Alliance (JSTA), APEC Sports Policy Network (ASPN) and International Association of Event Hosts (IAEH) to recommend international sports events with city image to take part. For the first time, young people have also been asked to rack their brains to come up with the best ideas for the international marketing of sports events.

Registration for this activity is via the Internet (<https://reurl.cc/NXkvlx>). Local governments and sports groups can fill in the registration form and upload the required materials, photos or video to enter from June 1 to July 16, 2021. The public will be requested to vote on the Fun Sports in Taiwan webpage in August to choose the 10 most popular sports events. The top 10 sports events will be invited to take part in the Fun Sports in Taiwan exchange and sharing meeting in October and will receive a certificate, trophy and vouchers worth NT\$20,000-50,000. Also, voting members of the public have a chance to win a fine prize.

The Sports Administration held the 12 Selected Taiwan International Sports Events in 2020. Taipei Marathon received World Athletics Bronze Label recognition in 2019 and set a record of 25,061 domestic participants and 2,939 overseas runners from 62 countries. The route toured Taipei and included various historic sites, allowing runners to not only enjoy the event, allowing domestic and overseas participants to understand Taiwan's development context and historical charm. Following last year's moving online vote, this year the 2021 Taiwan Brand International Sports Event Online Vote is being held to mold brand international sports

events that belong to Taiwan and allow everyone to see the soft power of Taiwan.

The Sports Administration said that any sports event held by a city or county government or sports group in the last three years (2018-2020) that received subsidy and that the organizers think matches the Taiwan brand international sports event indicators of marketing, economic, broadcasting and participation can enter. Each unit is not limited to one entry. Local governments and sports groups are invited to register and try to be voted one of the Top 10 most popular international sports events.

Drowning Prevention During COVID-19 and Sports Administration Calls on People to Learn Water Safety Knowledge Online



Sports Administration Press Conference for Drowning Prevention During COVID-19, Learning Water Safety Knowledge Together Online

The period from Dragon Boat Festival to the end of Summer Vacation is the peak season for drownings every year. Having entered summer and with classes suspended for epidemic prevention, on June 10 the Sports Administration called on city and county governments to

continue water body safety advocacy and have provided the Sea Recreation Platform One-stop Website and Student Water Safety Net Internet resources so that teachers and parents can lead children to learn about various water-based activities and water safety knowledge.

The Sports Administration said that according to the Ministry of Education's School Safety Center report figures, 2011-2020, 278 students drowned, with 155 drowning in summer vacation between June and August, accounting for 56% of drowning deaths; the drowning deaths in July account for 20% of the total.

Most student drownings occurred in open water such as rivers and seashore. Of the 19 student drownings in 2019, 11 occurred in rivers, three at the seashore and three in ponds; of the seven students who drowned in 2020, three happened in rivers and one on the seashore. Of the five drownings, the main cause was going to open water in 2021 there were no lifeguards. The Sports Administration reminds everyone “Unknown waters are dangerous waters.”

In coordination with the Executive Yuan's water body open policy and to establish students' concept of water activity risk, the Ocean Affairs Council and the Sports Administration have established the Sea Recreation Platform One-stop Website and Student Water Safety Net. The Sea Recreation Platform One-stop Website began operating on July 1 last year and its rich contents include Sea Recreation Regulations, Sea Recreation Facilities, Sea Area Sea Situation, Sea Recreation Area Announcement and other information. Click on Sea Area Sea Situation to see sea situation images of the coast of Tainan Gold Coast, Hualien's Qixingtai, Taitung's Sanxiantai and Mazu and sea surface weather, tide forecast, water quality and other information; in the Sea Recreation Menu, various water based activities and recreational spots can be found; for example, click on the sea area around Jinzun Harbor, to see the seasons suited for swimming, surfing, diving and fishing locally and related equipment.

Established many years ago, the Sport Administration's Student Water Safety Net provides water safety knowledge, water safety map, student drowning data analysis, sites where repeated student drowning occurred across Taiwan and student water safety activity announcement and provides an easy guide to water safety for city and county governments for easy teaching use online. For example, click on Water Safety map to see water areas where student drownings have occurred repeatedly; most incidents have occurred at Wulai in New Taipei City, a place requiring special care. Statistical Data provides analytical data for drownings each year; the

most practically useful element for elementary school teachers has to be Water Safety Station, with teaching materials and study evaluation including demos of school drowning prevention and rescue, water safety sign understanding, CPR, environment and weather assessment for reference.

Also, the Sports Administration will provide design suggestions for Water Safety Signs for design reference of competent authorities; such as increasing water safety related information QRCode and stating the characteristics and danger of a water body, rescue number, and prohibited matters; and provide clear signs about water body characteristics so that when students and members of the public take part in water activities in summer vacation, they can more easily understand its characteristics, more conveniently assess water activity risk and safety and receive timely and effective assistance when a drowning incident occurs.

Water activities are amongst the most popular outdoor activities for students, however, drownings can easily occur if safety is ignored. In response to COVID-19, swimming pools and coastal swimming spots are closed, however, students will still want to cool off in water in the heat of summer. The Sports Administration calls on city and county governments, schools and parents to not forget water safety when paying attention to epidemic prevention. When normality resumes after the epidemic passes, let's all follow water safety rules and chose a place with lifeguards on duty to play. This is the way to play happily and safely.

Contract Awarded for Sun-Moon Lake Water Sports Training Center Construction- New Opportunity on the Bank of Sun-Moon Lake



External view of the Sun-Moon Lake Water Sports Training Center

Sun-Moon Lake in Nantou County is an important training base for kayaking, rowing and other water sports as well as an important water sports competition venue. The Sports Administration provided a subsidy of NT\$65 million to Nantou County Government to transform the Yueya Bay (Moon Crescent Bay) training base into a water sports training center. The contract for the construction project was awarded on June 3, 2021 and it is expected that work will be complete by the end of next year. A high-quality training facility will be provided for Taiwan's athletes, taking the development of water sports in Taiwan to a higher level.

The current training base is a metal sheet structure. To provide athletes with a professional and safe training environment, the Sports Administration allocated NT\$65 million to Nantou County Government in January 2020 under the Forward-looking Infrastructure Development Program to Build a Quality Sports-friendly Environment; adding to the 20% self-raised by Nantou County Government, the total project budget is NT\$82.25 million. It is planned

to build a training center with one basement floor and three floors above ground. It is expected that work will begin at the end of June at the earliest and the project finished by the end of next year. Following up, guidance will be provided to the county government to allow three-tier quality control to be implemented to ensure that the project is completed on time and with the required quality.



■ Schematic diagram of proposed new site

Coach Peng Kun-lang of National Shui-li Vocational High School of Commerce and Industry pointed out that Sun-Moon Lake is large and can accommodate a standard Western rowing course; the water is also clear and not affected by tide and current, making it an excellent water sports training site. Schools of different levels including Shuili Middle School, National Shui-Li Vocational High School of Commerce and Industry, National Chi Nan University and National Taiwan University of Sport, have trained their rowers and kayakers at Sun Moon Lake for years.

Epidemic Prevention Upgraded at the National Sports Training Center as All-Out Preparations Made for the Tokyo Olympics



National Sports Training Center

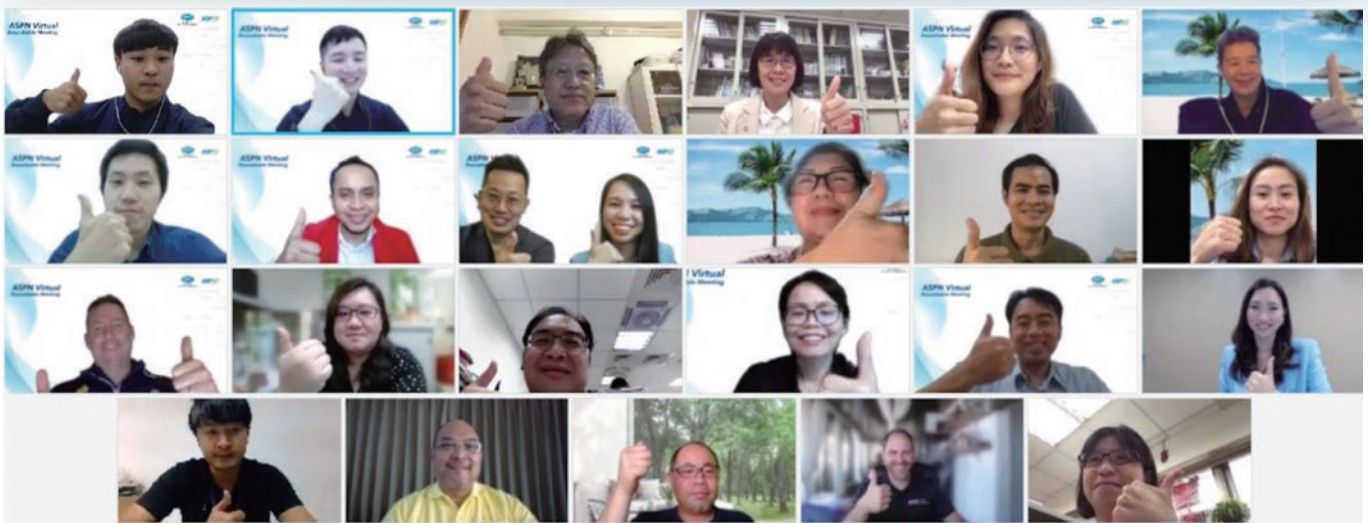
With the 2020 Tokyo Olympics fast approaching, our elite athletes are continuing to actively prepare. Following the announcement of a level 3 COVID-19 alert by the Central Epidemic Command Center (CECC), to ensure the health and safety of athletes and coaches based there, the Sports Administration reminded the National Sports Training Center to raise the level of epidemic prevention efforts across the board, strictly control entry and exit and implement dispersal of people in the Center and arrange for front line athletic trainers and fitness trainers to be based there.

In response to the worsened epidemic situation, the Sports Administration reminded the Center to pay attention to both the objective of epidemic prevention and training performance in the final stages of preparation for the Tokyo Olympics. The Center has implemented dispersal of people since May 17, required that athletic trainers and fitness training personnel stay in the Center at night and required people to record their daily

movements. If an athlete requires the purchase of daily necessities, a dedicated member of Center staff will handle the matter.

In terms of maintaining environmental safety, as well as enhancing the disinfection of each venue, the Center has also procured bottled alcohol that is provided to athletes and coaches; all packages posted to the Center are also disinfected before being handed to athletes and coaches to remove any risk.

APEC Sports Policy Network: Leading Human Resources Development through Sports Innovation



2021 ASPN Virtual Roundtable Meeting group photo

APEC Sports Policy Network: Leading Human Resources Development through Sports Innovation

The Sports Administration (SA), Ministry of Education, held the 2021 ASPN Virtual Roundtable Meeting on June 28th, 2021. More than 15 representatives from industry, government and academia of 7 APEC economies, international sports innovation organizations, and Asia-Pacific sports innovation institutions were invited to share practical experiences of guiding human resources development through sports innovation in each economy.

APEC Sports Policy Network (ASPN), initiated and launched by the SA in 2016, is a platform for policy exchange and information sharing for sports-related industries, governments and academia in APEC economies. It has won a high level of affirmation and is regarded with great importance.



ASPAN Executive Director and Director-General of the Sports Administration Chang Shao-hsi gave a speech during the ASPAN Roundtable Meeting

SA Director-General Chang Shao-hsi said in his opening speech that many physical sports events have been forced to be cancelled or postponed due to COVID-19, making digital transformation and innovation the future trend. Thus, the 2021 ASPAN Virtual Roundtable Meeting, which focuses on exploring ways to strengthen human resource development through sports innovation, is especially meaningful. He expressed the hope that future collaborations can be enhanced through sports innovation accelerator platforms among economies.

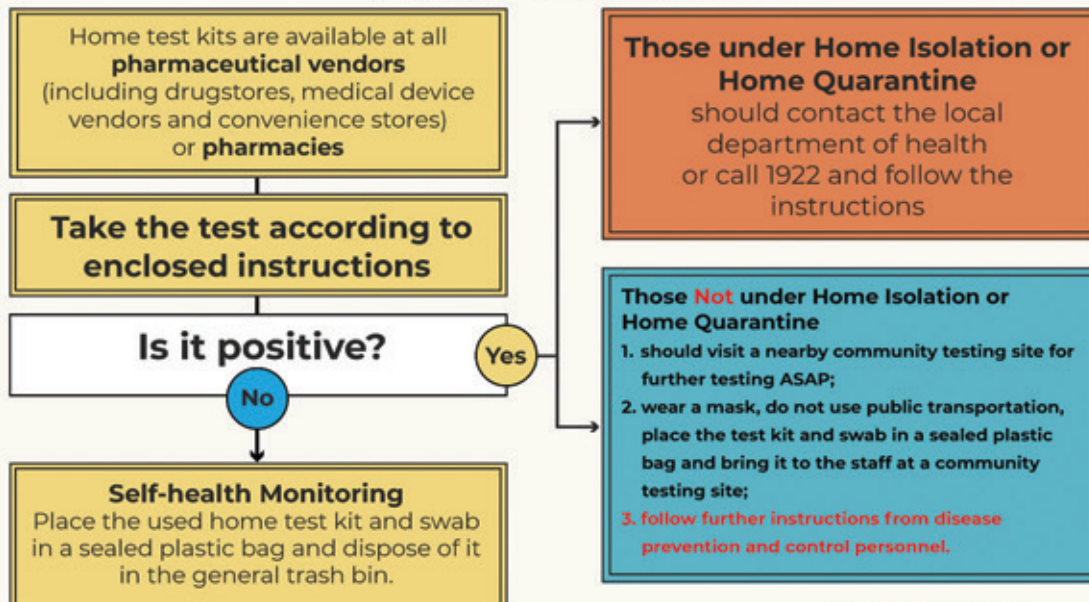
Apart from inviting ASPAN member economies such as Australia, Japan, Malaysia, the Philippines, Singapore, Vietnam etc., the 2021 ASPAN Virtual Roundtable Meeting also invited industry representatives from incubation/accelerator centers and sports innovation consultants in the Asia-Pacific region to share experiences and best practices on cultivating innovative and entrepreneurship skills of sports-related talents. Mr. Zvika Popper, COO of HYPE Sports Innovation, was also invited to share his insights on the trend of strengthening human

resource development through sports innovation. A breakout session was also arranged to provide opportunity for all attendees to exchange opinions on relevant topics as well as reaching a consensus on future collaboration to prepare for the opportunities and challenges of the post-pandemic era.



HYPE Sports Innovation COO Mr. Zvika Popper gave a speech on sports innovation to promote human resources development

Procedures of Using COVID-19 Home Test Kits



體育人 e 起來增能 國際體育事務人才培訓營 6 月線上見

教育部體育署「國際體育事務人才培訓營」原訂 5 月 22 日以線上加實體混成模式登場，為因應全國疫情變化，將首度全面改以線上形式辦理，並開放給今年所有報名者參與，我國舉重奧運金牌得主許淑淨也報名錄取為今年培訓營新訓學員。體育署張少熙署長表示，線上培訓營將於 6 月底上線，並將擴大邀請國際體育組織參與，線上課程素材也開放給全國單項運動協會運用，讓體育人不分國界 e 起來增能，加強國際體育事務專業知能。

體育署從民國 100 年開始推動國際體育事務人才培育計畫，今年邁向第 11 年，累計逾 1,400 人次參與培訓課程，國內外實習服務逾 300 場次近千人次，超過 550 位納入國際體育事務人才庫，是我國籌辦國際賽事的菁英人才。

今年培訓營改為全線上形式，課程內容精彩絕倫，無論是邀請國內實戰經驗豐富的講師講授體育政策、媒體採訪應用、談判與法律、國際會議實務及賽會申籌辦，或是體驗虛擬移動力、在地國際化的超值進階課程，師資皆為一時之選。例如，「國際會議實務」課程邀請到「國際馬術總會」（FEI）首位華人副會長黃啟芳副會長擔任講師，他長期參與國內外體育事務，擔任國際體育組織重要職務，理論與實務經驗都非常豐富。

此外，也邀請到國際公平競賽委員會 Jenö KAMUTI 主席、國際奧林匹克學院 Dionyssi GANGAS 主任、國家奧會聯合會 Gunilla LINDBERG 秘書長、卡達奧會秘書長室 Louis LOUIS 資深經理等外籍講師，現身說法分享奧林匹克活動、國際運動組織、外交與政治、運動賽會行銷等專題。

另因採取全線上研習營模式打破地域與人數的限制，除了分組討論課程，需由國際體育事務經驗豐富的導師，引導學員模擬國際體育交流實務案例，進行深度討論，仍由原錄取新訓 80 位學員參與外，其餘豐富精采的線上平台課程，將全面開放給本次所有報名學員參加，並擴大邀請國際體育組織，如各國家奧林匹克委員會（NOCs）或各國家體育總會（NFs）薦派學員跨國參與。

相關線上課程素材，也將提供專屬帳號密碼給全國單項運動協會，非培訓營錄取學員若於期限之內在線上平台學習達標，將發給完課證書，讓所有體育人 e 起來增能，加強國際體育事務專業知能。

面對疫情變化，體育署除了請大家務必提高警覺，團結防疫守臺灣共度難關，更邀請體育人 e 起參與國際體育事務人才培訓營，努力打造質量兼具的國際體育事務品牌，為下一步做好準備，實現並創造我國在國際體壇的價值。

臺灣品牌國際賽票選開跑 體育署廣邀地方政府及體育團體報名

今（110）年度因持續受新冠肺炎疫情影響，多數國際運動賽事無法如期辦理，為延續國際交流動能，教育部體育署特規劃辦理「110 年臺灣品牌國際賽網路人氣票選」，邀請近 3 年（107 至 109 年）曾獲體

育署補助的國際運動賽事主（承）辦單位，於 6 月 1 日至 7 月 16 日期間至網路報名參加票選活動，展現賽事特色與價值。

張少熙署長表示，希望可以透過票選活動讓更多國人認識「行銷力、經濟力、收視力、參與力」四力兼備的國際賽，也就是具有行銷臺灣在地文化、帶動產業經濟效益、善用媒體宣傳、具有國際總會認證等內涵的國際賽事，透過體育來深入瞭解臺灣並連結國際。

為加強國際接軌，本次活動也特別邀請日本運動觀光推廣機構（JSTA）、APEC 運動政策網絡（ASPN）、國際賽會活動主辦單位協會（IAEH）等國際夥伴，推薦具有城市意象之國際賽事共同參與。另外首次邀請青年朋友，一起來為賽事的國際行銷腦力激盪，尋找最佳點子。

此次人氣票選活動採網路報名（<https://reurl.cc/NXkvix>），各地方政府及體育團體可於 6 月 1 日至 7 月 16 日填寫報名表並上傳賽事相關資料、照片或影片即可參加，體育署將於 8 月邀請民眾至「夯運動 in Taiwan」活動網頁投票，選出大家心目中公認最優質且最具特色的 10 場人氣賽事，前 10 名人氣賽事將獲邀參加 10 月份辦理之「夯運動 in Taiwan 交流分享會」，並可獲頒獎狀、獎座及新臺幣 2 至 5 萬元不等之提貨券。此外，參與票選民眾也有機會獲得多項好禮。

體育署在去（109）年辦理「臺灣國際賽 12 金選」，其中臺北馬拉松獲得「夯運動人氣獎」網路人氣獎前三名，臺北馬拉松在 2019 年經世界田徑總會（WA）銅標籤認證，並創下國內 25,061 人、國外 62 國 2,939 人的參賽記錄，此賽事不只是結合大臺北環境賽道，更融入古蹟巡禮，讓跑者不單是享受比賽，也讓國內外跑者認識屬於臺灣的發展脈絡及歷史風情。延續去年網路票選的感動，今年特別推出「110 年臺灣品牌國際賽網路人氣票選」，型塑屬於臺灣的品牌國際賽，讓大眾看見臺灣的軟實力。

體育署表示，參與票選的國際賽，只要是直轄市、縣（市）政府、特定體育團體，於近 3 年（107-109 年）曾獲體育署補助，且自評符合臺灣品牌國際賽事行銷力、經濟力、收視力及參與力 4 項指標者皆可報名，且每個單位不限報名 1 場賽事，歡迎地方政府及體育團體一起上線拚國際賽人氣。

防疫兼防溺 快樂不分離 體育署呼籲線上學習水安知識

每年端午節至暑假期間皆為學生溺水高峰期，時序入夏且逢防疫停課期間，教育部體育署 6 月 10 日呼籲各縣市政府仍應持續水域活動安全宣導，並提供「海域遊憩平台一站式網站」以及「學生水域運動安全網」網路資源，讓老師及家長可帶領學生線上認識臺灣多元的水域活動，以及水域安全的知識。

體育署表示，根據教育部校安中心通報資料統計，100 至 109 年的學生溺水死亡總數為 278 人，其中暑假期間 6 月至 8 月份，溺水死亡學生為 155 人，占學生溺水死亡占學生溺水死亡 56%，其中，7 月份占比高達 20%。

此外，學生溺水事件發生場域主要是在溪河流、海邊等開放水域，108 年發生溺水事故 19 位學生，

其中 11 人是在溪河流、3 人是在海邊、3 人是在水池；109 年發生溺水事故的 7 位學生，3 人是在溪河流、1 人在海邊發生意外。今（110）年 5 起的學生溺水事件中，主要原因是結伴至未設置救生員的開放性水域，體育署提醒「未知水域就是危險水域」。

為配合行政院水域開放政策及建立學生水域活動風險觀念，行政院海洋委員會與體育署分別建置「海域遊憩平台一站式網站」以及「學生水域運動安全網」。去（109）年 7 月 1 日上線的「海域遊憩活動一站式服務資訊平臺」，有海域遊憩法令、海域遊憩設施、海域海情、海域遊憩區公告等開放資料，內容相當豐富。點選「海情海象」，還可透過攝影機看到台南黃金海岸、花蓮七星潭、台東三仙台、馬祖等十幾處海岸的海況影像，以及海面天氣、潮汐預報、水質等等資訊；「海域遊憩」選單，則可找到各種水域活動、遊憩景點，例如點選金樽海港週邊海域，則可看到該地點適合游泳、衝浪、潛水、釣魚的季節，以及該地的相關設備。

體育署建置多年的「學生水域運動安全網」，提供水域安全知識、水安地圖、學生溺水資料分析、全臺學生重複溺水地點與學生水域安全活動公告等，並提供各縣市水域安全的懶人包，方便各縣市政府提供各校線上教學使用。例如點選「水安地圖」，即可看到重複發生學生溺水死亡意外之水域，新北市烏來山區發生溺水意外的年份最多，尤應注意。「統計數據」，則提供各年度溺水分析資料；對小學老師來說，最實用的是「水安知識站」，裡面有示範學校的防溺救溺、水上安全標誌認知、心肺復甦術、環境及天候評估等教學教材及學習評量可供參考。

此外，體育署將提供新的「水域安全告示牌」的設計建議，提供給各水域主管機關設計參考，例如，增加水域安全相關資訊的「QR Code」，並註明該水域特性及危險標示、救援編號、禁止事項。提供清楚的水域特性標示，能讓學生及民眾於暑假參與水域活動時，更容易瞭解水域環境特性，更便利地評估水域活動風險與安全，也更容易在發生溺水事件時，獲得及時有效地救援。

水域活動是學生最喜愛的戶外活動之一，但若輕忽水域安全，則容易發生溺水事故。現階段因應新冠肺炎疫情，游泳池及海域已暫停開放，但是面對炎炎的夏日豔陽，學生依舊會想玩水消暑，體育署呼籲縣市政府、學校及家長，防疫不忘防溺，才能全面守護學生安全。未來疫情趨緩時，共同遵守水域安全規範，選擇有救生員駐守的水域戲水，才能玩得盡興又安全。

南投縣日月潭水上運動訓練中心工程決標 – 日月潭畔新契機 水域中心奠新基

南投縣日月潭是國內輕艇、划船等水域運動重要的訓練基地，也是重要的水域運動比賽場域。體育署核定補助南投縣政府 6,500 萬元，將月牙灣訓練基地改造為水上運動訓練中心，工程已在 110 年 6 月 3 日完成決標，預計明年底完工，為我國選手提供優質訓練環境，讓臺灣水上運動發展更上層樓。

目前的訓練基地是鐵皮建築，為提供選手一個專業安全的訓練環境，體育署 109 年 1 月份「前瞻基礎建設計畫 - 營造優質友善運動環境計畫」核定補助 6,500 萬元，加上南投縣政府自籌 20% 配合款，總工程

預算 8,125 萬元，規劃打造一座地下 1 層、地上 3 層的訓練中心；預計最快 6 月底前開工、111 年 12 月底完工，後續將輔導縣府落實三級品管作業，確保工程能如期如質完成。

國立水里商工彭坤郎教練指出，日月潭水域寬廣，可供設置符合國際標準的西式划船賽道，加上水質乾淨，水位不受潮汐與水流影響，是極佳的水上運動訓練場地，水里國中、水里商工、暨南大學、臺灣體育運動大學等各級學校，長期都是在此培訓划船及輕艇選手。

國家運動訓練中心防疫升級全力備戰東京奧運

2020 東京奧運進入倒數，我國菁英運動員持續積極備戰。教育部體育署配合中央流行疫情指揮中心宣布 COVID-19 第三級疫情警戒，為確保在營選手及教練的健康安全，特別提醒國家運動訓練中心全面提升防疫規格，嚴格管制人員進出及營內人員分流，並安排第一線支援防護人員及體訓師進駐國訓中心。

為因應這波嚴峻的疫情，體育署提醒國訓中心在備戰東京奧運的最後階段，務必兼顧防疫目的及訓練績效。國訓中心則自 5 月 17 日起進行人員分流，要求隨隊防護人員及體能訓練人員住宿於國訓中心，每日要求園區內人員進行行蹤登錄，若選手需採購民生用品或各項繳費需求，則由國訓中心專人協助處理。

在維護環境安全部分，除加強各場館處所消毒清潔工作，國訓中心也整體採購隨身瓶酒精提供教練選手隨身攜帶，所有郵寄至國訓中心的包裹也會全面消毒後才通知教練選手領取，杜絕所有可能存在的風險。

APEC 運動政策網絡 引領運動創新促進人力資源發展

教育部體育署今（28）日召開「2021 ASPN 圓桌視訊會議」（2021 ASPN Virtual Roundtable Meeting），邀集 7 個 APEC 經濟體的體育官員、國際運動創新組織，及亞太地區運動創新機構等逾 15 位產官學代表共同與會，分享各國輔導運動創新人力資源發展相關實務經驗。

APEC 運動政策網絡（APEC Sports Policy Network, ASPN）由我國於 105 年倡議成立，為 APEC 經濟體之運動產官學搭建資訊交流分享平台。在過去 5 年，已在國內外舉辦共 7 場大型國際會議，獲 APEC 各經濟體高度肯定與重視。

APEC 運動政策網絡執行長暨教育部體育署長張少熙於開幕致詞表示，因疫情影響，許多實體體育活動被迫取消或延期，數位轉型及創新已成未來趨勢。今日 ASPN 圓桌視訊會議，聚焦運動創新促進人力資源發展議題顯得特別有意義，也期待未來各國能透過加速器等平台資源，加強交流合作。

本次會議除邀請菲律賓、日本、新加坡、越南、澳洲等 ASPN 成員外，也邀請來自亞太地區的育成加速中心、運動創新顧問等產業界代表共同與會，分享創新創業輔導實務及運動創新範例。總部設於以色列

的 HYPE 運動創新基金會 (HYPE Sports Innovation) 營運長 Mr. Zvika Popper，也受邀就運動創新促進全球人力資源發展趨勢進行專題演講。各與會成員並透過分組討論，加強意見交流及凝聚共識，共同為後疫情數位時代的機會與挑戰做好準備。

Sport Terms

運動詞彙

International sports affairs talent

國際體育事務人才

Blended model

混成模式

Water sports

水域運動

Fitness trainer

體能訓練師

Training base

訓練基地

Event Branding Course

Session 9

Sports combined with technology produces new sparks

The Event Branding Course in this week invited DPsmart's CEO Kevin Chiang and PhotoU's general manager Jeff Chien to share with us how innovative technology and new services in the sports industry can enrich our sports lives.

Kevin has many years of experience in the camera contract manufacturing industry. He decided to develop his own-brand 360-degree livestream camera with the hope that users can obtain an easy-to-use product for limited cost in this self-media era. Kevin also shared different channels for a startup to develop its brand, including crowdfunding, gaining exposure by taking part in competitions, cooperating with different accelerators, becoming better known through media reports, hoping to provide some thoughts for everyone for reference when setting up a business.



機內拼接 (遠端遙控)

非app / 軟體後製拼接

一鍵直播

無需接手機或電腦

解決問題

Rogy

360 6 鏡頭

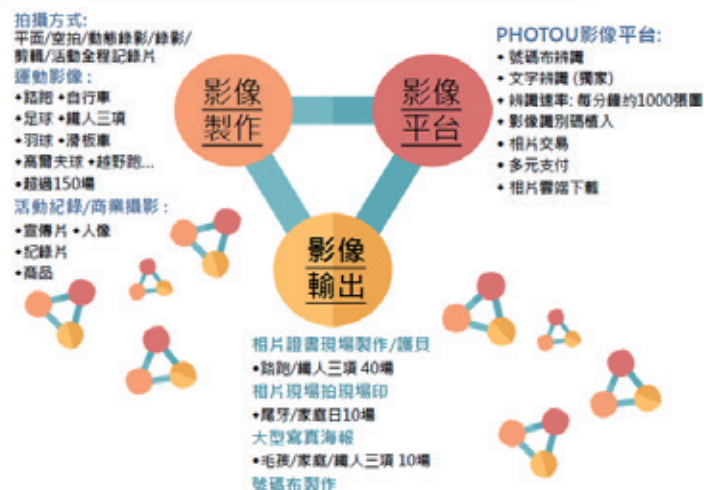
The new product made by DPsmart.

Event Branding Course

Session 9

Jeff has focused his efforts on image production and output, physically applying sports images, such as providing completion road race certificates with a photo, athlete personal commemorative photos or company promotional posters. He also organizes sports events to create his own business model. After using the O2O marketing concept to get people involved in a sports event, the Internet platform is used to allow participants to obtain competition photos and post comments, gaining social media attention and fame. As well as organizing sports events, Jeff's team also cooperates with various sports groups in different areas. In addition, in the epidemic period, activities have actively been moved online, the process of digitization allowing figures to be analyzed to allow the brand effect created by a sports event to be quickly understood. Lastly, he reminded everyone that, even though the epidemic presents challenges, our efforts to continue sports events and sports must go on.

PHOTOU影流文創-影像



The services provided by PhotoU.

Event Branding Course

Session 10

Build green stadiums - Environmentally sustainable sports events

For this week's Event Branding Course, we invited director of OPCC Cindy Chen, to share with us their team's experience of staging road races and how to apply environmental protection concepts to road race events.

Taking the National Geographic channel-organized World Earth Day Road Run as an example, she said that every year this event has a different theme to echo contemporary environmental protection issues and has advocated "one cup all the way" since 2016. 2017-2019 cups made of environmentally friendly edible material were used. Different clever ideas and designs are used to convey environmental protection concepts to let participants slowly accept changes (paper cup Change Into environmental protection water cup). The hope is that, in the end, every competitor will bring their own cup when they take part in the run.

Cindy hopes that participants can be educated in terms of environmental protection through every event. Using various objects and advocating plastic reduction to reduce disposable garbage let everyone gradually develop an understanding of sustainable development and begin to make an effort for the environment in which they live and protect the earth together.

Event Branding Course

Session 11

Sports events need you, some things about fundraising platforms

The Event Branding Course in this week invited founder of well-known fundraising company Backer-Founder Lin Ta-Han to give a talk titled “Sports events need you, some things about fundraising platforms,” sharing the idea of crowdfunding with everyone. Using the 2017 Taipei Universiade as an example, he showed how to “flip” a sports event to give sports event marketing a whole new look.

Mr. Lin first used an example from life to explain actual application and the concept of crowdfunding to trainees, saying that standard crowdfunding has three requirements: a clear verifiable objective, concrete resource requirements and different rewards according to sponsorship plans. At present, Taiwan or sports area related crowdfunding projects can be divided into two main types. Most are athletes requiring funding to go overseas to compete or train, the other is sports events or sports programs. The aforementioned cases mostly raise funds through marketing creativity.

As a member of the Universiade Brand Advisory Group, Lin directly used the Universiade promotion plan as an example. From smoothly opening to ending successfully, precise marketing and promotion won wide praise from the public. As well as promotional films, to increase the understanding of the Universiade of the general public, the Brand Advisory Group collected a wide range of ideas and came up with various marketing methods, including painting MRT subway cars and cooperating with Internet celebrities on promotion, continually attracting attention to the Universiade. The effects of promotion didn't just accompany the public in their lives, it also increased ticket sales, making the Universiade a perfect battle.

Finally, Mr. Lin encouraged trainees: marketing creates expectations. Not disappointing these expectations is the way to create loyalty. It is hoped that sports groups can upgrade their capabilities of organizing sports events through the Event Branding Course.

Event Branding Course

Session 12

Packaging in a story, new highlight of sports cities

For this week's Event Branding Course, we invited Executive Secretary Cheng Tsung-Cheng of Tianzhong Marathon and Executive Secretary Kao Ching-Nan of Tainan City Baihe Block Prosperous Development Promotion Committee to share with everyone how sports can be combined with cities to provide local cultural and economic development.

Tianzhong is a small town in Changhua County, known as the rice barn of Taiwan. In recent years, the marathon has shown people at home and overseas the passion of local people. It has gradually become more and more well-known and has brought in many tourists and significant economic benefits. Alongside Taipei Marathon, New Taipei City Wan Jin Shi Marathon and Kaohsiung Marathon, Tianzhong Marathon is now one of the Big 4 Taiwan marathons. The number of participants has increased substantially 2012-2020. Apart from the marathon itself, the series of associated events includes tourism and travel, graduates summer camps, sports hot zones, running related training courses and various other activities. The core values are Tianzhong's human warmth and natural scenery. In addition, Tianzhong hasn't only built a tourist commercial district, but also a local life sphere by using sport, market, travel, and learning to promote regional revitalization and build a township brand.



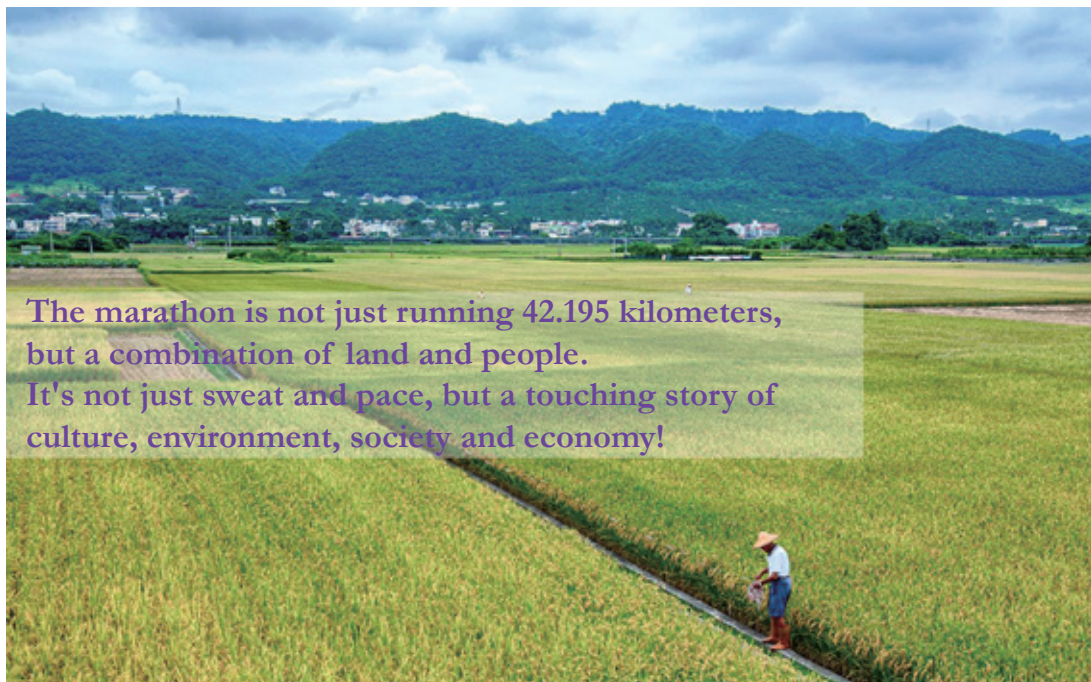
The photos of Tianzhong Marathon.

Event Branding Course

Session 12

Baihe District in Tainan City is a township with a long history and which developed early. The people have strong affection for this land. The hope was to use participation, experience and marketing as the objectives to attract people and use this to develop Baihe's prosperous shopping district. With the strong growth of running events in Taiwan and the charm of marathons, in recent years Baihe shopping district has held a marathon combined with local businesses to drive overall tourism development.

From these two shared cases we can see the positive energy brought by sports that can produce unlimited possibilities if combined with local unique natural scenery and humanistic features, enriching our minds and bodies and moving us.



The scenery of Tianzhong Township, Changhua County.