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## 2021 Fun Sports in Taiwan Exchange and Sharing Program Grandly Takes the Stage in Taichung



Group photo of the 10 events voted the most popular in the "Taiwan-Brand International Sports Events Online Vote"

The "2021 Fun Sports in Taiwan Exchange and Sharing Program" was held by the Sports Administration, Ministry of Education on October 12<sup>th</sup> in Taichung. Held both physically and online, it displayed the diverse faces of Taiwan-brand sports events.

In her speech to the opening ceremony, Hsu Hsiu-ling, Director of the International and Cross-strait Sports Division, Sports Administration, said that the Fun Sports in Taiwan event series kicked off with an international forum in early March this year. Following on, 20 brand training courses have been held, attended by over 2,000 people online. Even though most of the international sports events that were to be held in Taiwan have been cancelled or postponed in the epidemic period, internet technology and creativity has been used to give Fun Sports in Taiwan a rich harvest. Lin Ting-fang, Director of the Program to Optimize

International Sports Exchange Activities, discussed integration of "athletes," "sports events" and "sports equipment" from the starting point of "brand," to make effective use of Taiwan's advantages with the aim of building Taiwan Brand International Sports Events.



Group photo of the winners of the "Taiwan-Brand International Sports Events Online Vote"

This Exchange and Sharing Program

conducted discussion from various angles. The morning session began with the 2017 Taipei Universiade, inviting Michael Tu, CEO and Chairman of Interplan Group, the unit that oversaw the opening ceremony, to share his organizing experience and, on the theme of city marketing, lead everyone in discussion of the success factors for large-scale events. "Through the power of the crowd, let things with more value gain better opportunities"; founder of Backer-founder Lin Ta-han, talked about Taipei Universiade crowd participatory marketing from the angle of crowdfunding.

Also, journalists who reported on this summer's Tokyo Olympics and Paralympics were invited to discuss the new challenges faced when participating in international sports events amidst the epidemic from the "media angle". In addition, the Center of Industry Accelerator and Patent Strategy (IAPS) and four of its startup teams discussed sports innovative technology, giving everyone an all-new sports life experience and giving them a better understanding of the industry chain formed by combining sports and technology, creating unique value and highlights for sports events.

In the afternoon session, Australia, Japan, Malaysia, Singapore and other members of the APEC Sports Policy Network (ASPN), shared experiences of organizing sports events such as the Australian Open, Osaka Castle Triathlon, Okinawa Marathon, Malaysia Moto GP and Singapore Marathon. The organizing units of the top 10 events in the "Taiwan Brand International Sports Events Online Vote" also generously shared their experiences of event organizing. Sports Administration Deputy Director-General Lin Che-hung presented awards to the winning event organizers. Lastly, the MOU signing ceremony between HYPE Sports Innovation and IAPS was held, bringing the day's activities to a perfect close.

**Official Launch of the Sports Administration and Health Promotion Administration Sponsored "iSports Taiwan 2.0 Program" and Opening of the "Sport for All and Health Policy Seminar"**



■ Taiwan iSports 2.0 Program launch press conference

On October 6, the Sports Administration under the Ministry of Education announced that it has proposed that when the "iSports Taiwan Program" 2021 finishes it should be upgraded to the "iSports Taiwan 2.0 Program, focused on "talent cultivation," "channel combination" and "cross-discipline cooperation." To that end, the annual Sports Administration and Health Promotion Administration "Sport for All and Health Policy Seminar" invited domestic experts and academics to share their opinions, while also holding county/city discussion groups. At the same time, sport and health operators were also invited to conduct online displays of related sports, services, products and techniques. Combining inter-agency resources makes it possible to strengthen the promotion of sports and health policy nationwide, as well as develop a quality sports environment and atmosphere, thereby promoting personal health and national wellbeing.

## **Making the "iSports Taiwan Program" an Integral Part of Daily Life and Enhancing Participation in Sports**

Since 1997, Taiwan has promoted a series of sport for all related policies, with programs such as "Sunshine Fitness," "Sporting Population Multiplication" and 2010-2015 the "Building a Sports Island" program, establishing a solid foundation to enhance sport for all in Taiwan. "Since 2016 this has continued with the "iSports Taiwan Program" which has seen outstanding results and boosted the proportion of people domestically participating in sports and regular exercise." Counselor Yeh of the Ministry of Education indicates that national participation in sports has increased from 76.9% in 2006 to 82.8% in 2020; while the proportion who engage in regular exercise has increased from 18.8% in 1996 to 33% in 2020, an almost 100% increase.

## **"iSports Taiwan 2.0 –Program" - Five Policy Directions to Develop A Sustainable Sporting Country**

This program will implement policy through five main areas: "promoting sports activities in counties and cities, "enhancing the quality and quantity of trained professionals," "developing sports with local characteristics," "optimizing sport-friendly services" and "integrating sport and health promotion." Through the cooperation of sports promotion agencies in various areas, it is possible to effectively develop locally distinctive sports environments. At the same time, the goal is to improve the cultivation of talent in the field of sports promotion, while enhancing the friendliness of sports environments and facilities, in ways that not only service the general public but also reduce the concerns of seniors and the physically disabled when it comes to participating in sports, so as to increase their willingness to take part.

In addition, the use of new technology applications in the promotion of sport and health has already become a trend, with a focus on precise, smart and customized services. Smart sports technology such as virtual reality, artificial intelligence, wearable technology, internet of things and big data analysis, creates opportunities to encourage the participation of seniors, the disabled and those who have never taken part in sports before. Health Promotion Administration Deputy Director Chia Shu-li suggests that the combination of sports and technology, health and local resources facilitate the use and promotion of integrated

and diverse sports and health promotion services in a wide range of areas that will enhance national health. The Sports Administration under the Ministry of Education and the Health Promotion Administration under the Ministry of Health and Welfare will engage in close inter-agency cooperation to jointly implement the "iSports Taiwan 2.0 –Program" as they seek to foster a sports-based healthy society in which people regularly do sports and are happy.

### **The Sports Administration and Health Promotion Administration Embrace Close Inter-agency Cooperation**

Since 2015, the Sports Administration and Health Promotion Administration have held an annual "Sport for All and Health Policy Seminar." This year's event will focus on "vital and diverse new life, sustainable sport and health," inviting National Changhua University of Education Distinguished Professor Ku Po-wen to discuss physical activity and the promotion of sport for all using wearable technology. Taiwan AI Labs founder Ethan Tu discussed sports at different venues during the pandemic and roundtable discussions focused on the subjects of "employee sport," "competency of physical education professionals," "sports technology and health promotion," "outdoor sports advocacy - mountain climbing/hiking, water sports/ocean." As part of these discussions, experts and academics exchanged ideas and share experiences, with country/city discussions groups held to enhance the promotion of follow up sport and health policy.

At the same time, sport and health operators were also invited to conduct online displays of related sports, services, products and techniques. The hope is that by combining sport, health, local culture and resources, it will be possible to develop quality sports environments and atmosphere. These will facilitate individual health and promote the well-being of different age groups and groups of people, using sport for all and health policy to build a society that embraces sport, peace and inclusivity.

### **Pandemic Prevention New Life and Sport Must not Overlook the Health of the Individual**

Although the COVID-19 situation in Taiwan has recently improved, members of the public are still required to observe social distancing and protect their own health, in concert with pandemic prevention measures at various venues. After taking part in sports and returning

home, individuals should wash their hands. Participants in sport/exercise should maintain a distance of more than 1m from each other, wear a face mask and if they develop a fever or other respiratory tract symptoms remain indoors. A healthy population is a country's greatest asset, while physical activities and sports are important ways to promote health among different age groups. The Sports Administration and Health Promotion Administration continue to combine inter-agency resources, utilizing their strengths in public health and physical education/sports to work together to boost national happiness and health.

**Taichung's first sports center to combine with a sports park  
Dali Citizens' and Children's Sports Center open**



Opening press conference for Dali Citizens' Sports Center



Dali Citizens' and Children's Sports Center opened on October 9. It will provide locals with a good place to do sports and enrich their new sporting lives. The center is the first sports center combined with sports park for which the Sports Administration provided guidance to Taichung City Government and is the second Children's Sports Center to begin operation. The Center has a total area of 1.78 hectares and won the Gold Award in the Best Planning and Design category in the 2021 Taiwan Real Estate Excellence Awards. It is a friendly sports environment that merges in children's sports elements.



The Center is building with one basement floor and seven 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 squash court, children's swimming pool and children's fitness area and other distinctive facilities; it offers aerobics, yoga and spinning classes, children's classes and various activities and lectures. 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 has implemented the Program for the Construction of Citizens' Sports Centers since 2010, under which it is planned to construct 30 Citizens' Sports Centers; to date, 29 such centers have been opened. The Sports Administration hopes the citizens of Taichung take advantage of Dali Citizens' and Children's Sports Center and nurture the habit of regular exercise to gain a fit and healthy body and have a happy life.

## 2021 School PE Torch Passing Award- 46 Teams and Individuals Commended



Award presentation ceremony for the 2021 School PE Torch Passing Award

The Sports Administration held the award presentation ceremony for the 2021 School PE Torch Passing Award on October 15. The awards were presented in person by Minister of Education Pan Wen- chung to commend the groups and units, teachers and coaches who achieved outstanding results in school physical education this year. The awards include group awards, individual awards and special awards. This year, 46 groups and individuals received the affirmation of the award.

This year was the 17<sup>th</sup> year of the School PE Torch Passing Award. It is a major annual event for school physical education. The Sports Administration said that the basis for excellent performance in competitive sport and the universality and promotion of sports for all is the rooting of school physical education, which requires a joint effort between local government, school teachers and coaches.

Minister Pan said in his speech that school physical education has been affected quite heavily and changed by the epidemic of the last two years, however, coaches and teachers have been able, while paying attention to epidemic prevention measures, to quickly adjust and continually promote school physical education affairs, quite a formidable feat He also said that this year, to highlight the inheritance meaning of this award, "torch passing" symbolizes the quiet cultivation of physical education by the awardees, like passing a torch, continuing to light up the development projects of physical education. For this reason, the award was re-named the School PE Torch Passing Award.

The Sports Administration pointed out that there were 85 applications this year. After four months of careful judging, 46 groups and individuals were selected to receive the award this year. The group awards included three recipients of the Excellent Performance Agency Award and 17 winners of the Excellent Performance School Award; as for individual awards, there were eight winners of the Teaching Excellence Award, six winners of the Activity Contribution Award, eight winners of the Sports Coach Award, three winners of the School Physical Education Dedication Award and three winners of the Lifetime Achievement Award. The achievements and feelings on receiving the award of the awardees have been posted on the 2021 Sports Administration School PE Torch Passing Award Awards Ceremony fan page.

The Sports Administration stated this challenging epidemic time is like the sports field; no matter how tough the opposition is, it will continue to confidently go into battle alongside county/city governments and schools with firm steps to complete this competition. He

thanked the teachers and coaches on the education frontline for their hard work and persistence and for their quiet dedication to school physical education, taking the schools physical education environment up to a new level and helping it develop strongly.

FB fan page <https://www.facebook.com/www.awards.sa.gov.tw/>



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



Players wear Augmented Reality (AR) glasses to see a virtual world and defeat their opponents with a foam bullet gun

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 5<sup>th</sup> 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 5<sup>th</sup> 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 Demo Day 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. Two Taiwan sports startups are introduced below; they are AACS (ASTERIA Electronics Toys Co., Ltd) which offers outdoor sports healthy life with Extended reality (XR) games; and Joe Athlete Company's online training course using sports science theory for potential development of baseball players in Taiwan.



Wear AR glasses to see a virtual world in the real world

### · AACS (Asteria Electronics Toys)

AACS (Asteria Electronics Toys) is an eXtended Reality engine company, providing complete software and hardware solutions that allow advanced technology to be universal and used to improve life and make the world better.

With Pokemon Go proving that games can go outside and naturally nurture the habit of walking for health, AACS wanted to do better and do more. The AACS XR video game sport is a product that combines outdoor sport and shooting and fencing type video games. Users wear AR glasses and hold a foam bullet gun to experience being the main character in a first-person video game. Through the AR glasses, they see virtual scenes that merge with reality, seeing monsters, castles, buildings and vehicles etc. When the virtual world appears in the real world, players can fire bullets from the physical foam bullet gun to beat their opponent in reality or use virtual props to beat virtual monsters. Different to traditional video games is that players no longer rely on keyboard and mouse, they themselves are the main character. A player uses various actual physical movements to adjust to reality. The faster the player runs,



Baseball opens up endless possibilities

the greater their advantage in the game. To win, players must cooperate with teammates. XR video game sport is the plane of sport combined with video games.

### • Joe Athlete Company

Joe Athlete Company established the first internationalized sports science online baseball training course, providing online and one on one and group physical baseball training courses and making an effort to develop the potential of Taiwanese baseball players to allow them to achieve their targets more efficiently. Joe Athlete Company CEO Joe Hsu is himself a professional baseball coach as well as running the Joe is Baseball Youtube channel and has been guest coach at the MLB Pittsburgh Pirates and Australian professional baseball's Adelaide Giants; he was also overall fitness coach as the MLB Asia training center for six years.



Joe Athlete Company CEO Joe Hsu

With almost ten years as a coach in Taiwan and overseas, Joe knows how to use the skills and knowledge he has learned to help players overcome the physical and mental barriers and difficulties they encounter and can help payers gradually improve their ability, gain confidence and face different levels of challenge. He is also a CSCS certified athlete scientific fitness training coach. His training includes biomechanics, kinesiology, sports anatomy and sports psychology, and other sports science elements.

Combining this experience, Joe can get straight to the point and explain the aims of training to student so that they know what the objective of each practice session are rather than just training blindly, to achieve higher efficiency.

November 16 to 29

Annex

## Adjustments to mask-wearing regulations outdoors

**A mask should be worn at all times when going out, except for the following situations in an outdoor environment:**

- When exercising or singing indoors or outdoors.
- When taking individual/group photos indoors and outdoors.
- When livestreaming, filming, moderating an event, reporting news, delivering remarks, giving a speech, lecturing, or during activities or events involving conversations with others.
- When people in the agriculture, forestry, fishing and animal husbandry sectors work in open spaces (such as farm fields, fish ponds, forests and mountains).
- When people are in forests/mountains (including forest recreation areas) and on the beach.
- When people are in hot/cold springs, dry sauna rooms, spas, steam rooms, saunas, during water activities or in venues where masks can get wet easily.

**People are not be required to wear a mask in these situations but they are required to carry one. Masks are still required if COVID-19 symptoms are present and social distancing cannot be maintained.**

- **Masks may be removed when consuming food/beverages outside.**
- **Masks may be temporarily removed for venues or activities that comply with the CECC's or competent authority's epidemic prevention regulations.**

## 全方位建立臺灣運動品牌 2021 夯運動 in Taiwan 交流分享會於臺中登場

教育部體育署10月12日於臺中舉辦「2021 夯運動 in Taiwan 交流分享會」，採實體與線上同步舉行，呈現臺灣品牌運動賽事多元面向。今年在疫情中，舉辦「臺灣品牌賽事網路人氣票選」，於分享會上由體育署林哲宏副署長頒獎給得獎賽事主（承）辦單位。

體育署國際及兩岸運動組許秀玲組長在開幕式致詞表示，今年自3月初以「國際論壇」形式，為夯運動 in Taiwan 系列活動揭開序幕，後續舉辦20堂品牌研習課程，吸引超過兩千人次上線研習。儘管於疫情期間，在臺灣舉辦的國際運動賽事均暫停或延後，但仍善用網路科技與創意，讓夯運動 in Taiwan 成果豐碩。優化國際體育交流活動管理計畫主持人林廷芳，則從「品牌」角度出發，談整合「運動員」、「運動賽事」、「運動器材」等，善用臺灣的優勢，以長期建立臺灣的運動賽事品牌。

本次交流分享會角度多元豐富，從2017臺北世大運經驗出發，邀請世大運開幕統籌單位安益國際集團涂建國董事長分享籌辦經驗，以城市行銷為主軸共同探討大型活動成功關鍵。另邀請到貝殼放大創辦人林大涵從「群眾募資」的角度，談臺北世大運的群眾參與式行銷，藉由臺北世大運「由黑翻紅的翻盤經驗」，提出如何成功透過行銷創造「期待」，且「不讓期待失望才能創造忠誠」，「透過群眾力量，讓更有價值的事物，得到更好的機會」。

今夏曾前往東京採訪奧運或帕運的媒體記者葉士弘、陳楷和陳欣宏，以「媒體視角」分享在疫情中採訪東奧及帕運，在兼顧防疫安全的同時，以最快速度將國手的優異表現，透過報導傳回國內，還透過採訪工作兼做國民外交。疫情不只對國際賽會的承辦方，也對媒體記者有全新考驗。此外，也由臺灣運動創新加速器及4個運動創新加速器團隊分享運動創新科技，讓大家獲得全新運動生活體驗，更瞭解透過運動與科技結合形成的產業鏈，結合賽事創造賽事獨特價值與亮點。

下午的場次則透過澳洲、日本、馬來西亞、新加坡等APEC體育政策網絡(ASPN)會員國視角分享，向國際品牌賽事如澳洲網球公開賽、大阪城鐵人三項、沖繩馬拉松、馬來西亞摩托車大獎賽及新加坡馬拉松等賽事取經。而「臺灣品牌賽事網路人氣票選」10大臺灣品牌國際賽事之主（承）辦單位，包括萬金石馬拉松、臺北羽球公開賽、臺灣米倉田中馬拉松、臺灣南投國際男子曲棍球邀請賽、U12世界盃少棒錦標賽、諸羅山杯國際軟式少年棒球邀請賽、日月潭萬人泳渡嘉年華、臺北馬拉松、國際慢城鳳林盃軟式網球錦標賽等，也在會中毫不藏私，分享自身經驗，並由體育署林哲宏副署長頒發獲獎獎項。最後在全球運動創新推手HYPE運動創新基金會(HYPE Sports Innovation)與臺灣運動創新加速器的MOU簽署儀式中，為活動畫下完美句點。

## 體育署及健康署力推全民運動保健康「運動i臺灣2.0計畫」正式啟動暨「全民運動與健康政策研討會」開幕

為持續推廣全民運動，積極促進國民健康，教育部體育署於10月6日宣布將於「運動i臺灣計畫」



110年屆期後，提出「運動 i 臺灣 2.0 計畫」，其中強調「人才培育」、「通路結合」、「跨域合作」。並藉由一年一度體育署與國民健康署合辦的「全民運動與健康政策研討會」，邀請國內專家學者分享交流其專業見解，並進行縣市分區座談；同時，邀請運動與健康經營者線上展示相關運動服務、產品與技術。結合跨部門資源，強化我國運動與健康政策推動實力，發展優質的特色運動環境與氛圍，實踐個人健康及促進國人福祉。

### 「運動 i 臺灣」深入生活，提升運動參與率

我國自 86 年起，陸續推動《陽光健身》、《運動人口倍增》等全民運動的相關政策與計畫，並於 99-104 年推動《打造運動島》計畫，為我國全民運動的推升打下穩固的根基。「自 105 年起，賡續辦理《運動 i 臺灣》計畫，成效卓著，有效提升了國民參與運動及規律運動之比例。」教育部葉參事表示，國民參與運動的比例自 95 年的 76.9% 起逐漸上升，至 109 年達到 82.8%；規律運動人口之比例則自 95 年的 18.8% 開始提升，至 109 年達 33%，成長近兩倍。

### 「運動 i 臺灣 2.0 計畫」五大政策方向，發展永續運動國家

本計畫將從「推廣縣市體育活動」、「強化質精量足專業人力」、「發展地方特色運動」、「優化運動友善服務」及「整合運動與健康促進」五大方向來落實政策，透過各地區運動推廣單位的合作，有效發展具有在地特色之運動環境。同時，加強運動推廣領域之人才培育，並且提升運動環境與設施之友善度，除服務一般民眾之外，也能降低銀髮族及身心障礙者對於參與運動之疑慮，並提升其運動意願。

另外，新科技應用在運動健康促進領域中已蔚為風潮，強調精準服務、智慧服務與客製服務三大特點。在運動科技中結合虛擬實境、人工智慧、穿戴式科技、物聯網和大數據分析等智慧科技，將有機會幫助銀髮族與身心障礙者，還有更多從未參與運動的人成為運動咖。國民健康署賈淑麗副署長表示，透過運動結合科技、健康及在地資源，持續於各場域應用及推廣整合性多元運動健康促進服務，提升國人健康。教育部體育署與衛生福利部國民健康署將透過緊密的跨部門合作聯繫，共同落實「運動 i 臺灣 2.0 計畫」，打造一個「運動健身、快樂人生」的運動型健康社會。

### 教育部體育署與衛生福利部國民健康署攜手跨域合作

體育署與健康署自 104 年起每年合作辦理「全民運動與健康政策研討會」。本次研討會以「活力多元新生活、永續運動促健康」為主題，邀請國立彰化師範大學古博文特聘教授帶領大家從穿戴科技談身體活動及全民運動的推廣、臺灣 AI 實驗室創辦人杜奕瑾先生主講疫情下的各場域運動；以「職工運動」、「體育專業人才職能」、「運動科技與健康促進」、「戶外運動之倡議 - 以登山 / 健行、親水 / 海洋為例」為圓桌論壇主題，由各領域專家學者等代表，相互交流與分享經驗，並以縣市分區座談，增加執行後續運動與健康政策的動力。

同時，邀請運動與健康經營者線上展示相關運動服務、產品與技術。希望讓運動結合健康、在地文化、資源，發展優質的特色運動環境與氛圍，實踐個人健康及促進各年齡層與族群的福祉，透過全民運動與健康政策建構一個愛好運動、和平且包容的社會。

## 防疫新生活，運動不忽略個人衛生健康

雖然目前國內疫情稍見趨緩，仍請大家保持社交距離並做好個人衛生防護，並配合各場所的防疫作業。運動後返家，記得先洗手，運動過程中要記得與人維持 1 公尺以上的社交距離，戴上口罩，提醒如果出現發燒或呼吸道症狀，應避免外出。健康國民是國家最大的資產，身體活動及運動對於促進各年齡層民眾健康至為重要。體育署與健康署持續結合跨部會資源，運用公共衛生與體育運動專長，攜手為國民幸福與健康努力。

## 臺中市「首座」結合運動公園之運動中心 大里國民暨兒童運動中心開幕啟用

臺中市大里國民暨兒童運動中心於 10 月 9 日開幕啟用，將提供在地民眾的運動好所在，也更豐富在地民眾的運動新生活。大里國民暨兒童運動中心是體育署輔導臺中市「首座」結合運動公園之運動中心，也是第 2 座開放營運的兒童運動中心，全區佔地面積達 1.78 公頃，並獲得 2021 國家卓越建設獎中最佳規劃設計類之金質獎，更融入兒童運動元素，打造友善運動環境。

大里國民暨兒童運動中心是一棟地下 1 層、地上 7 層挑高的建築，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，另有壁球室、兒童游泳池及兒童體適能區等特色設施，也開設有氧、瑜珈、飛輪課程、兒童課程、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「國民運動中心興建計畫」，規劃於全國補助興建 30 座「國民運動中心」，迄今，已有 29 座國民運動中心完工啟用。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。

## 110 年度學校體育傳炬獎 46 個團體及個人獲獎表揚

教育部體育署於 10 月 15 日舉辦「110 年度學校體育傳炬獎頒獎典禮」，由教育部潘文忠部長親自出席擔任頒獎人，表揚本年度學校體育表現績優的團體單位、教師及教練們。頒發獎項包含團體獎項、個人獎項及特別獎項等，本年度共計有 46 名團體及個人獲得獎項肯定。

學校體育傳炬獎（原獎勵學校體育績優團體及個人頒獎典禮）辦理到現在已 17 年，是每年學校體育重點大事；體育署提到，競技運動精湛的展現、全民運動的普及推展，其中的基礎來自於學校體育教育的扎根。而為達到此一目標，需要地方政府、學校單位以及教師教練們共同齊心協助推動。

潘文忠部長致詞時表示，近兩年因疫情關係，學校體育教學都受到不小的影響與改變，但體育教師及教練們還能在兼顧防疫措施之下，快速調整並持續不斷地推展學校體育事務，非常不容易。他也特別說到，今年體育署為凸顯本獎項教育傳承意涵，以「傳炬」為二字概念，代表每位獲獎者為體育教育默默耕耘，如同聖火傳遞般，持續照亮體育教育的發展前程，因而將獎項修訂名稱為「學校體育傳炬獎」。

體育署指出，今年共計有 85 件申請案件，在歷經了 4 個月的審慎評選後，最終評選出總計 46 個團體與個人獲得今年學校體育傳炬獎；團體獎項包括績優機關獎 3 名及績優學校獎 17 名，個人獎項有教學傑出獎 8 名、活動貢獻獎 6 名、運動教練獎 8 名、學校體育奉獻獎 3 名及終身成就獎 1 名，各獲獎者的得獎事蹟及獲獎感言公布在「110 年教育部體育署學校體育傳炬獎頒獎典禮」臉書粉絲團。

體育署表示，在這充滿挑戰的疫情時代，就像是在競賽場上一般，不管對手多強大，教育部體育署持續與各縣市政府、學校單位一同穩住腳步，滿懷信心應戰，在大家的努力下必能戰勝這場賽事。也感謝每位在教育現場執教的老師教練們的努力與堅持，默默為學校體育竭誠付出，並讓整體學校體育環境再次向上，更加茁壯發展。

FB 粉絲團：<https://www.facebook.com/www.awards.sa.gov.tw/>

## 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。以下將介紹兩家台灣的運動科技創新團隊，分別是透過 XR 實境擴展遊戲響應戶外運動健康生活的 AACS（星夜先進玩具）以及以運動科學理論為台灣棒球員進行潛力開發的線上訓練課程 Joe Athlete Company（喬氏國際棒球事業）。

### · AACS 星夜先進玩具

AACS 是一間擴展實境引擎（eXtended Reality engine）公司，提供擴展實境軟硬體整合方案及產品，

讓先進科技普及，並運用於改善現代生活，讓世界變得更加美好。

當「寶可夢 GO」已經證明電玩能將人們從室內帶到室外，並自然養成健走運動的習慣，因此 AACS 想做的更好，更多。AACS XR 擴展實境電玩運動是一款結合戶外運動以及射擊與擊劍類電玩的產品。使用者穿戴擴增實境眼鏡（AR glasses），手持泡棉彈發射器，體驗第一人稱射擊遊戲主角的感受。透過擴增實境眼鏡，看見與現實融合為一體的虛擬場景，看見怪物、城堡、建築物、載具等，出現在現實。當虛擬世界出現在現實，玩家可以透過發射實體泡棉彈，擊敗現實中的對手，或是利用虛擬道具，擊敗虛擬怪物。與傳統電玩不同的是，玩家不再依靠鍵盤與滑鼠移動，自己本身就是主角。玩家利用自己的身體做出各種實際動作，適應現實。玩家跑得越快，遊戲中的優勢就越大。為了獲勝，玩家需要和隊友一同合作，取得勝利。這即是運動結合電玩的境界，擴展實境電玩運動。

### · JOE ATHLETE COMPANY（喬氏國際棒球事業）

Joe Athlete Company 創立第一個國際化運動科學的線上棒球教學課程，提供網路及一對一、團體實體之棒球訓練課程，並致力於開發臺灣棒球員最佳潛力，幫助他們能更有效率達成目標。

Joe Athlete Company 執行長徐志維（Joe），本身也是職業棒球教練，並同時經營「Joe 是棒球」YouTube 頻道，亦曾擔任美國職業棒球大聯盟（MLB）匹茲堡海盜隊及澳洲職棒阿德萊德巨人隊的客座教練，並且在 MLB 亞洲區訓練中心擔任 6 年的總體能教練，以及助理打擊教練。

在國內外為期近 10 年的教練經驗，Joe 知道如何透過所學得的知識及技能，幫助棒球員克服身心遇到的困難及障礙，並且能協助球員們逐漸地提昇能力，增加自信心，面對不同層級的挑戰。Joe 同時也是國際認證的 CSCS 運動員科學體能訓練教練，所以 Joe 的訓練方法包含了生物力學，運動機能學，運動解剖學和運動心理學等運動科學要素。

綜合這些經歷，Joe 能切入重點地跟學生解釋訓練的目的，讓學生清楚每次練習的目的是什麼，而不是盲目的練習，藉此來達到更高的效率。

## Sport Terms

## 運動詞彙

International forum

國際論壇

Sports participation rate

運動參與率

Sustainable sports

永續運動

Epidemic prevention management measures

防疫管理措施

School PE Torch Passing Award

學校體育傳炬獎

# Brand Training Course

## Session 21

### Sports Event We-Media Operation

For this week's Brand Training Course, we invited Nancy, Social Media Planner with P. LEAGUE+. She has been involved with sports journalism, media public relations and social media marketing and has experienced many sports events. She helped everyone understand social media and know how to use social media because, in an era where segmented behavior is clear, each tool targets a certain group of people and the way they prefer to absorb information is also different. Learning how to grasp principles and create change is an assignment that those who apply social media must continually do.

First, Nancy said that social media is the frontline for facing the consumer; social media is not just a tool, it must also be able to give a good company response to allow the consumer to obtain the information they want. She explained the characteristics, contents, target audience and broadcast method of the five main social media platforms at present, namely, YouTube, Facebook, Instagram, Twitter, TikTok. She thinks, after understanding their characteristics, maintaining good interaction with the masses is the best way to operate social media.



The photo provided by Nancy Kuo.

# Brand Training Course

## Session 21

### Sports Event We-Media Operation

Nancy suggests that if a sports association or sports events still hasn't built its own website or social media presence, it can begin with FB and then progress to IG and YT. Contents is the essence of operation, providing the audience with the information they want (events, ticketing, entry information etc.) and stories (athletes' results, event history etc.) can nurture a good relationship with fans and win their loyalty over a long period. Nancy also actually carried out Facebook, Instagram and YouTube back-end operations and said that a report of the data displayed by such operations can be used to tell sponsors the value and benefit of their investment.

Finally, she introduced several tools commonly used in social media operation and encouraged everyone to engage in learning and testing and also to nurture their copywriting ability to build up a diverse vocabulary. She hopes everyone can operate social media successfully!



2

他們有哪些差異?

TA

使用習慣

傳播方式

特色	獨立社群、關聯性強	可加詳細資訊與長文	類似搜尋引擎
內容	長影片	3min內影片+圖片+文字	直播、圖片、短影片
受眾	喜歡輕鬆、生活感	問題懶問難	喜歡探索與
直播	特定目的性	可以Donate	擁有特定目的性的人 會有提問

The photo provided by Nancy Kuo.