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# Sports Administration Newsletter

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教育部體育署

Sports Administration, Ministry of Education



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HBL Division Finals Held at Taipei Arena March 12-13 With Slogan Never Give Up  
HBL 高中籃球甲級聯賽「勇不放棄」3/12-13 決戰小巨蛋

3

•••  
The Most Beautiful Coastline Road Race  
2022 New Taipei City Wan Jin Shi Marathon Held on March 20  
最美海岸線路跑賽事 2022 新北市萬金石馬拉松 3 月 20 日開跑

5

•••  
Guiding Sports Venues to Sustainable Operation and Providing the Public With  
Safe Sports Environments  
Sports Administration Completes Sports Facility Space Application and Design  
Planning Handbooks

7

輔導運動場館永續經營、提供民眾安全運動環境  
體育署完成運動設施空間應用及設計規劃參考手冊

•••  
Sport Event Taiwan Workshop 2022 Kicked off on 23rd March  
「2022 臺灣品牌國際賽研習營」3 月 23 日啟動

9

•••  
Sports Administration Digitally Archives Sports Culture  
Sports Digital Museum to go Online at Year-End  
體育署數位典藏運動文化 體育運動數位博物館年底上線

11

•••  
Translation  
中文翻譯

13





## HBL Division Finals Held at Taipei Arena March 12-13 With Slogan Never Give Up



2022 HBL Division 1 grand final press conference, unveiling ceremony for the championship trophy

The High School Basketball League (HBL) Division 1 final was held at Taipei Arena on March 12-13, 2022 with the slogan Never Give Up. The top four men's teams: Kuang-Fu High School, Nanshan Senior High School, Neng Ren Home Economic, and Commercial Vocational High School and Taishan Senior High School; women's teams: Taipei First Girls High School, Tamsui Commercial Industrial Vocational Senior High School, Yang Ming Senior High School, and Yong-Ren Senior High School went head to head for the respective championship. Sports Administration Interim Director-General Lin Teng-chiao thanked teams and administrative staff for complying with the government's epidemic prevention measures so that the young basketball players were able to take the HBL stage as scheduled; spectators were let in to watch the matches and support their team while obeying epidemic prevention regulations.



In line with the epidemic prevention regulations set by the Central Epidemic Command Center, HBL spectators had to wear a facemask throughout, could not eat or drink, had to have temperature taken and register their name on entry and voluntarily show their ID Card, yellow vaccination card, national health insurance APP or digital vaccination certificate (required to have had two vaccines, with the second within the last 14 days). Detailed information about entry was announced on the Chinese Taipei School Sport Federation website and social media. The Sports Administration reminded spectators to obey the epidemic prevention instructions of the organizing unit to provide high level support and protection to this sporting stage the players have looked forward to all year.



Division 1 grand final press conference Top four men's and women's team group photo



2022 HBL Champion Trophy

This year's trophy had an all-new floral design, inspired by the sunflower, the brilliant and bright meaning of which echoes high intensity ball sports. The petals represent the players working together for glory and releasing the most beautiful halo. As well as competition, student sports emphasize teamwork and display of spirit. The flowers on the trophy added a touch of warmth to the high-intensity competition. The base was inspired by basketball court, the circular shape representing a basketball court to create a high specification trophy exclusively for basketball.

For this championship, Chunghwa Telecom provided VR matched with multiple angles to provide broadcast service of higher level than the Olympics. VR cameras mounted on the two hoops and court allowed viewers to enjoy the thrill of feeling as if they were actually courtside in the post-pandemic era; switch to the hoop angle allowed viewers to experience the players jumping to the hoop and dunking close-up. Viewers were given a new immersive experience of watching the outstanding performance of HBL players.

All the exciting matches of the HBL finals could be viewed on channel 33 SuperTV and



## Sports Administration Newsletter

channel 51 EBC TV or on the 9 main livestream platforms (YAHOO HJ Sports, LINE TODAY, Chunghwa Telecom MOD High School Basketball special area, HiNet, Hami Video, ELTA TV, UDN News, my Video, camerabay) and on 1,400 Seven-Eleven store OPEN! CHANNEL digital boards, allowing people to cheer on the teams and players that reached the final stage of the competition.



### The Most Beautiful Coastline Road Race 2022 New Taipei City Wan Jin Shi Marathon Held on March 20



2022 New Taipei City Wan Jin Shi Marathon held

New Taipei City Wan Jin Shi Marathon, the road race that received the highest level of certification from World Athletics (WA) in Taiwan, is Taiwan's most beautiful coastline road race. It is also a Taiwan Brand International Sports Events strongly promoted by the Sports Administration, Ministry of Education. The 2022 edition was held at 6am on March 20, starting from Feicui Bay in Wanli District.





## Sports Administration Newsletter

Since its official recognition by the WA as the Bronze Label Road Race in 2015, New Taipei City Wan Jin Shi Marathon has been the highest WA certified road race in Taiwan. It was upgraded to the Silver label in 2018. Moreover, it was chosen as one of the selected 12 international sports events of 2018 by the Sports Administration and was the 10 most popular Taiwan Brand International Sports Events in 2021, demonstrating its recognition from both domestic and abroad. In addition, with the cooperation and input of resources from related central government agencies, New Taipei City Government and related non-government organizations, the event attracted around 10,000 runners every year. It is also broadcasted on domestic and foreign TV and online media, bringing significant benefits in marketing Taiwan as well as driving local economic development.



Sports Administration Deputy Director-General Lin Che-hung took part in the starting ceremony

With the official slogan of "One of Us, Extraordinary You, Extraordinary Self", this year's event attracted around 10,000 runners. Considering the ongoing pandemic, high level pandemic prevention measures continues to be adopted this year. To elevate the tension and competitive level, co-organizers New Taipei City Government and Chinese Taipei Athletics Association invited seven elite male and female runners from Kenya and Ethiopia to compete with our top runners, including Taiwanese runners Chieh-Wen Chiang, Ting-Yin Chou and Chih-Hsuan Chang, making the event the focus of attention in the international long-distance running circles. International athletes also had a chance to run alongside the beautiful Venus Coast, thus, marketing the lovely scenery of the north coast to the world.

This year's event also marked the 20<sup>th</sup> anniversary of New Taipei City Wan Jin Shi Marathon. To celebrate this grand occasion, New Taipei City Government held the "Wan Jin Shi 20<sup>th</sup> Anniversary Exhibition" at the City Hall to display souvenirs, distinctive route sections, and past promotional materials of the event. The main visual of the event was also specially designed, with 20 circles representing runners in past years, and through styling design with linear gradients in light and shadow, expressing the feeling of speed, to display the image of the renowned Queen's Head Rock.





# Sports Administration Newsletter



New Taipei City Wan Jin Shi Marathon 20<sup>th</sup> Anniversary Exhibition Distinctive section display

Hosting top international sports events in Taiwan to promote international sports exchange is one of Sports Administration's important policies. New Taipei City Wan Jin Shi Marathon has become one of the benchmark road races in Taiwan. Thus, the Sports Administration will continue to assist New Taipei City Government and Chinese Taipei Athletics Association to strive for even higher WA recognition label.



## Guiding Sports Venues to Sustainable Operation and Providing the Public With Safe Sports Environments Sports Administration Completes Sports Facility Space Application and Design Planning Handbooks



Cover of fitness center, rhythm/dance/aerobics classes and indoor swimming pool space application and design planning handbooks





To guide public and private sport venues to sustainable operation and assist local governments build a complete sports environment, the Sports Administration has compiled three reference handbooks for space application and design planning for three kinds of popular indoor sport venues, namely fitness centers, rhythm/dance/aerobics classes and indoor swimming pools. They introduce related sports facilities operating condition assessment, simple business solicitation and outsourcing, facility and equipment arrangement and environment planning, etc., providing local governments with an easy way to quickly grasp the administrative procedures to be handled when they set about planning related sports facilities to make sure facilities meet the needs of local people, operate sustainably and do not become idle. Local governments can also refer to the handbooks and guide individuals, groups, and enterprises to complete related facilities establishment and operation assessment operations.

It is hoped that through these three handbooks and related sports facility reference handbooks issued previously, local governments will be assisted to continue to improve administrative efficiency and complete sports facility construction and renovation at an early date; and also guide private sports venue operators to build standardized, technology-based and smart friendly sports spaces to achieve the win-win objective of enhancing the basic fitness of the people and promoting the development of the sports industry.

City/county governments or individuals, groups and associations interested in the Sports Administration handbooks can download it from the download area on the Sports Administration official website for free: <https://www.sa.gov.tw/PageContent?n=5661>





## Sport Event Taiwan Workshop 2022 Kicked off on 23<sup>rd</sup> March



Launching ceremony of the Sport Event Taiwan Workshop 2022

"The Fun Sports in Taiwan" project of the Sports Administration (SA), Ministry of Education partnered with HYPE Global Virtual Accelerator Taiwan (HYPE GVA Taiwan), Asian Association for Sport Management (AASM) and Japan Sport Tourism Alliance (JSTA) to launch the Sport Event Taiwan Workshop 2022 in Taipei on March 23, 2022. The launch ceremony was held as an international forum. The theme this year was Branding, Innovation and Networking. Deputy Director General Che-hung Lin stated that "the purpose of the workshop is not only to emphasize the importance of branding, but also to enhance innovative thinking of the local organizing committees (LOCs) through benchmark sharing and Fun Sports Hackathon in order to prepare in every way for the post-pandemic era."

Since 2020, many international sports events have been delayed and cancelled due to global COVID-19 pandemic. To assist LOCs prepare for the post-pandemic era, Fun Sports in Taiwan collaborated with JSTA to initiate the Sports Events Taiwan Workshop in 2021. The workshop included over 25 on-line courses, popular events voting and Demo sharing meeting. It received an enthusiastic welcome and good reviews. Against this backdrop, the Sports



## Sports Administration Newsletter

Events Taiwan Workshop 2022 focuses more on branding and innovation and enhancing of international alignment. It not only continues to work with JSTA for event branding, but also enlarges its exchange network and enhances sharing of sports event innovation practice. A cooperation MOU was signed between Fun Sports in Taiwan, HYPE GVA Taiwan and AASM at the launch forum.

The Workshop kicked off with an international forum that was held hybrid style, part physical and part online. HYPE Sports Innovation COO Zvika Popper shared sports innovation cases in recent years and engaged in exchange with HYPE GVA Taiwan Director Hank Huang; Krzysztof Kropielnicki, Head of Analysis and Insight at Quantum Consultancy, was also invited to give a key note speech on the changes brought to international sports events by innovative technology; finally, AASM Director Kang Cheng-nan, Supervisor Wirdati Mohd. Radzi and Prof. Kao Chin-hsung of National Taiwan Sport University discussed cases of the establishment of technological sports venues for sports events in recent years.

With sharing and enthusiastic participation on various issues, the forum created endless momentum and expectations for future sports exchange in the sealed and limited epidemic space. The Sports Administration sincerely invites everyone at home and abroad interested in international sports events to join in the Workshop's online and physical activities.

For the Workshop's calendar and related information please see: <https://reurl.cc/NpmvOk>. Please also check out the Fun Sports in Taiwan Facebook for the latest updates.



Deputy Director-General Lin Che-hung, Japan-Taiwan Exchange Association representative and Israel Economic & Cultural Office in Taipei (ISECO) representative witnessed the signing of the cooperation MOU by the Fun Sports in Taiwan program, HYPE GVA Taiwan, AASM and JSTA



Group Photo of the Sport Event Taiwan Workshop 2022



## Sports Administration Digitally Archives Sports Culture Sports Digital Museum to go Online at Year-End



From left: Prof. Hsieh Yung-cheng of National Taiwan University of Arts, Sports Administration Secretary General Lu Hong-jin, Prof. Chen Yao-hung of National University of Tainan and Liu Zi-chun, Director of the Sports Administration's Sports Industry and Planning Division

Sport in Taiwan has a long history and tradition and is part of the national collective memory. The Sports Administration makes every effort to promote the preservation of sports culture, through inventory of cultural relics, digital archiving and other methods, preserving the memories of the world of sport. To raise the level of sports cultural preservation work, in 2021, National Tainan University was commissioned by the Sports Administration to implement the Sports Cultural Relic Inventory Plan and establish a categorization and classification system; 350 important cultural relics were selected in the first stage and image restoration and optimization carried out to preserve precious sports cultural relics long into the future.





## Sports Administration Newsletter

The upgraded Sports Digital Museum website will become operational at year end, with updated contents and upgraded functions, and will bring people closer to cultural relics, historical material, images and books and fulfil the important mission of passing on Taiwan's sports culture.



Hsiao Zhi set a new record of 27.4 seconds for the track 200 meters at the Kenko Shrine Games and Taiwan Olympic Qualifiers



Ku Chin-shui was awarded the Youth Model Award in the 1986 Youth Awards



## HBL 高中籃球甲級聯賽「勇不放棄」12-13 決戰小巨蛋

110 學年度高中籃球甲級聯賽總決賽 3 月 12 日及 13 日以「勇不放棄」的精神決戰臺北小巨蛋，由男生組 4 強光復高中、南山高中、能仁家商、泰山高中，女生組 4 強北一女中、淡水商工、陽明高中、永仁高中，全力角逐冠軍金盃。教育部體育署林騰蛟代理署長感謝各球隊、行政人員皆能配合政府防疫措施，讓籃球小將能如期登上 HBL 的舞臺，並開放民眾在遵守防疫規範下進場挺球隊。

配合中央流行疫情指揮中心訂定之防疫規範，HBL 觀戰民眾須全程佩戴口罩並禁止飲食，入場時配合量測體溫與實名制，並主動出示身分證、小黃卡、健保快易通 APP 或數位疫苗證明（須施打 2 劑新冠疫苗，第 2 劑疫苗需接種滿 14 日），詳細進場資訊請隨時關注中華民國高級中等學校體育總會官方網站及社群公告。體育署提醒球迷務必配合主辦單位防疫指示，以高規格防疫措施支持與維護選手們努力拚戰一年盼得的舞臺。

今年 HBL 冠軍獎盃以花為概念全新設計，取「向日葵」作為設計概念，其光輝、明亮意涵與高強度的球類運動形成呼應，花瓣象徵球隊每個成員齊心協力捧起最高榮譽，綻放出最美的光環。學生運動除了競技，更重視團隊及精神層面的展現，冠軍盃中花朵的形象將為高強度的比賽增添溫暖氣息；底座取自球場意象，以圓形象徵籃球跳球圈，打造專屬籃球項目的高規格冠軍金盃。

本屆 HBL 冠軍賽將由中華電信首次提供「VR」搭配「多視角」，帶來比照奧運最高規格的賽事轉播服務，透過兩側籃框及球場上架設的 VR 攝影機，讓球迷在後疫情時代感受如同場邊觀賽的臨場感及刺激度，切換至籃框視角可近距離體驗球員跨步上籃與扣籃的動作，以全新的沉浸式體驗觀賞 HBL 小將的出色表現。

民眾可透過東森超視 33 台及東森新聞 51 台收看電視轉播，或從九大線上直播平臺（YAHOO 奇摩運動、LINE TODAY、中華電信 MOD「高中籃球」專區、HiNet、Hami Video、愛爾達體育台、聯合新聞網、my Video、麥卡貝網路電視）以及全台 7-ELEVEN 共 1,400 台 OPEN！CHANNEL 數位看板聯播收看直播，共同見證 HBL 總決賽場上每一刻精彩瞬間，為勇闖小巨蛋的學校及球員喝采。

## 最美海岸線路跑賽事 2022 新北市萬金石馬拉松 3 月 20 日開跑

我國唯一獲世界田徑總會（WA）認證最高等級路跑賽事—新北市萬金石馬拉松（New Taipei City Wan Jin Shi Marathon），是全臺最美海線馬拉松，也是教育部體育署力推的臺灣品牌國際賽事，在 3 月 20 日上午 6 時於新北市萬里區翡翠灣鳴槍開跑。

新北市萬金石馬拉松自 104 年正式成為 WA 銅標籤路跑賽事以來，也是我國唯一獲 WA 認證最高等級

之路跑賽事，更於 107 年升格為銀標籤，曾入選體育署 107 年精選 12 項國際賽事，110 年更榮獲臺灣品牌國際賽事網路人氣票選前 10 名，證明本賽事已廣受國內外民眾肯定；另在中央相關部會、新北市政府與民間團體共同合作及挹注資源下，每年皆吸引近萬名國內外跑者參與，並透過電視及網路媒體轉播至國內外，對行銷臺灣及帶動當地經濟發展有極大助益。

今（111）年賽事標語為「One of Us 不凡的你，不凡的自己」，吸引近萬名選手參與，考量疫情因素，比照 110 年採高規格防疫模式辦理。賽事共同主辦單位新北市政府與中華民國田徑協會為增加競賽張力及層級，更積極邀請來自肯亞及衣索比亞等 2 國共 7 名國際男女菁英選手參賽。我國好手如蔣介文、周庭印、張芷萱等人也積極練兵，將全力迎戰，讓本賽事持續成為國際長跑界矚目的焦點，並讓國際選手親身體驗在臺灣最美維納斯海岸線奔馳的暢快，再將美麗的北海岸風光行銷至世界各地。

此外，今年賽事適逢 20 周年紀念，新北市政府除於市府大廳舉辦「萬金石 20 周年特展」，以必備、必看和必懂等 3 大主題展區，展示賽事紀念商品、特色路段及歷年相關文宣影音外，主視覺更特別以 20 個圓點象徵歷年跑者，並透過光影漸層設計及其所帶出的速度感，呈現賽事女王頭意象，意義非凡。

在臺舉辦頂級國際賽事，促進國際體育運動交流，是體育署重要政策方向。新北市萬金石馬拉松已為臺灣路跑標竿賽事之一，體育署未來將持續協助新北市政府及中華民國田徑協會朝 WA 更高等級之標籤認證邁進。

## 輔導運動場館永續經營、提供民眾安全運動環境 體育署完成運動設施空間應用及設計規劃參考手冊

教育部體育署為了輔導公私立運動場館永續經營，以及協助地方政府建構完善運動環境，針對「健身房」、「韻律／舞蹈／有氧教室」及「室內游泳池」等 3 種最受民眾歡迎的室內運動項目，編製了 3 冊空間應用及設計規劃參考手冊。參考手冊中，介紹相關運動設施之營運條件評估、簡易招商與委商說明…等項目，提供地方政府在著手規劃相關運動設施時，快速瞭解應辦行政程序，以利設施符合當地民眾需求、永續經營，並避免閒置。同時，地方政府亦可參考手冊，輔導有意投入相關產業之個人、團體或企業，完成相關硬體建置及營運評估作業。

體育署期望通過相關運動設施規則參考手冊，協助地方政府提升行政效率，及早完成各項運動設施興（整）建工程，並輔導民間運動場館業者，建構設施標準化、科技化及智能化的友善運動空間，達到強化國人基礎體能及促進運動產業發展雙贏目標。

有興趣的縣市政府及有意投入相關運動產業之個人、團體或企業，可至體育署官網下載專區（<https://www.sa.gov.tw/PageContent?n=5661>）免費下載。

## 「2022 臺灣品牌國際賽研習營」3月23日啟動

教育部體育署3月23日辦理「2022 臺灣品牌國際賽研習營」啟動儀式，以國際論壇形式，正式宣告年度系列活動開跑。今（111）年度研習營將與亞洲運動管理協會（AASM）、臺灣運動創新加速器（HYPE GVA Taiwan）及日本運動觀光聯盟（JSTA）跨域合作，以「品牌、創新、國際」為年度主軸，共同促進國際賽事再升級。林哲宏副署長表示，研習營除強調品牌形塑的重要性外，更希望透過國內外的標竿借鏡及夯運動黑客松，強化賽事籌備單位的創新應用思維，為後疫情時代做好各項準備。

近年受到疫情衝擊，國際賽事多停辦或延期，為持續協助賽事籌備單位因應後疫情時代，體育署於去（110）年推出「臺灣品牌國際賽研習營」，辦理品牌研習課程、網路人氣票選及 DEMO 交流分享等系列活動，獲各界高度關注與支持。今年度「2022臺灣品牌國際賽研習營」將更聚焦在品牌建構與創新應用，並加強國際接軌，除延續去年與 JSTA 的合作外，更擴大交流網絡，加強國際賽事創新應用實務分享，藉由本次活動與 HYPE GVA Taiwan 及 AASM 共同簽署合作備忘錄。

「2022 臺灣品牌國際賽事研習營」將持續辦理運動跨界課程，邀請國內外專家學者分享最佳範例，配合疫情解封，將推出實體場次加強互動；另首次辦理夯運動黑客松活動，邀請賽事主（承）辦單位、運動創新團隊及大專院校學生協力合作，透過多邊交流腦力激盪出國際賽事結合創新應用之發想企劃，期待未來實踐於疫情後的國際賽事。

今年的研習營以國際論壇率先開跑，採取實體與視訊混和模式，首場邀請 HYPE 運動創新基金會營運長 Zvika Popper 分享近年來國際運動創新案例，並與 HYPE GVA Taiwan 黃經堯計畫主持人進行交流；此外，亦邀請到英國量子顧問公司數據分析師 Krzysztof Kropielnicki 進行專題演講，分析創新時代下的運動賽事，一窺創新科技為國際賽事帶來的變革；最後，由 AASM 康正男理事長、Wirdati Mohd. Radzi 監事和國立體育大學管理學院高俊雄教授的交流座談壓軸，介紹近年運動賽會中，科技場館的建置案例。

本次論壇在各主題分享及踴躍參與下，為疫情封閉及有限的交流空間，創造未來國際體育交流的無限動能及期待；體育署邀請對國際體育賽事感興趣的人士，一起參加線上課程及實體交流活動。

本研習營年度行事曆及相關資訊，請參閱：<https://reurl.cc/NpmvOk>。也歡迎追蹤「夯運動 in Taiwan」臉書粉絲團獲取最新資訊。

## 體育署數位典藏運動文化 體育運動數位博物館年底上線

體育運動在臺灣已有悠久的歷史傳統及專屬國人的共同回憶，教育部體育署致力推動運動文化保存工作，透過文物盤點、數位典藏等方式，保存體壇記憶，為提升運動文化保存工作，自去（110）年起委託國立臺南大學辦理「體育運動文物盤點計畫」，建立分類分級制度，第一階段挑選出 350 件具代表性文物，並進行影像修復及優化，預計年底將於網站中展示珍貴典藏成果。

未來新版體育運動數位博物館網站將於今（111）年年底上線，更新及升級網站功能，拉近民眾與文物、史料、影像、書籍的距離，達成傳承臺灣運動文化之重要使命。

### Sport Terms

### 運動詞彙

Sports Environment

運動環境

Fitness center

健身房

Rhythm class

韻律教室

Dance class

舞蹈教室

Aerobics class

有氧教室

Indoor swimming pool

室內游泳池

Sports Digital Museum

體育運動數位博物館

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# Sports Administration Newsletter

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- Tel : (886) 2-87711933                      • Fax : (886) 2-87731435
- E-mail : b578@mail.sa.gov.tw            • Website : <http://www.sa.gov.tw>

