

September / ISSUE 70

體育署  
電子報 | 2018

Sports Administration  
Newsletter



教育部體育署  
Sports Administration,  
Ministry of Education Taiwan, ROC

## 目錄 Contents

3

First Accelerator of Sports Innovation in Asia

亞洲第一個運動科技創新加速平台

5

2018 National Hiking Day Launch - Sports Administration and Health Promotion Administration Invite You to Wander Through the Mountain Forests and Take Part in a Lucky Draw

「107 年全國登山日」啟動 體育署與健康署邀您徜徉山林抽大獎

6

2018 SUPER STAR Sports Performance Grandly Took Stage at the Taipei Arena

2018 SUPER STAR 體育表演會 臺北小巨蛋隆重登場

7

The 10th Sports Activist Awards Commendation Ceremony - Pride of Taiwan Shines Worldwide

臺灣之光 全球躍昇 第 10 屆「體育推手獎」表揚典禮

9

2018 School Sports Outstanding Organization and Individual Awards Ceremony - Great to Have You!

學校體育 有你真行 107 年度績優學校體育團體及個人頒獎典禮

11

14

Translation

中文翻譯

## First Accelerator of Sports Innovation in Asia



HYPE Sport Innovation and National Chiao Tung University sign an agreement

As the summer of 2018 drew to a close, global sports startups promoter HYPE Sports Innovation announced phase 2 of its global sports innovation accelerator program at Stamford Bridge Stadium, the home of Chelsea Football Club. With the official announcement of the establishment of SPIN Accelerator Taiwan, the Industry Accelerator and Patent Strategy Center of Taiwan's National Chiao Tung University (IAPS below) became one of HYPE's partners .

HYPE was founded in 2014 and has the objective of establishing the world's largest sports innovation ecosystem. It has over 30,000 members ranging from retail brands, sports clubs, sport leagues to academia, and cooperates with more than 10,000 startups. By establishing SPIN Accelerator and SPIN Lab around the world, it actively integrates global sports industry ecosystem resources, having a presence in the UK, Italy, Germany, Turkey, Ukraine, Israel, Australia and the US. This year it established its only base in Asia together with IAPS, which

has abundant industrial and academic resources and is rich in experience.

Looking at developed countries around the world, on the basis of the popularity of sports, the sports industry has boomed. In many developing countries, footballers and track and field athletes etc. are actively nurtured for international competition to raise the country's profile through sporting power. Communities are also encouraged to take part in sports to lay down the foundation for sports industry development which, in turn, improves the livelihood economy. Sport is often closely connected to a country's economic development and national power. For Taiwan, SPIN Accelerator Taiwan will increase international visibility and will open up a channel in which Taiwan's sports industry can develop on the international stage.

A Taiwan Institute of Economic Research report pointed out that the 2017 Taipei Universiade generated NT\$45.7 billion in commercial output value. Driven by the 2017 Universiade and 2018's Winter Olympics, World Cup and Asian Games and other major international sports events, Taiwan's sports technology application and services have gradually become more popular, and with regards to sports industry technology or sports talent nurturing, Taiwan now possess a certain level of quality and enjoys international recognition. As well as Taiwan's mature sports industry companies such as Giant, Titan and sports service platform PCGBROS, startups have also come to the fore in recent years, including Chasewind, which manufactures smart cycling glasses and GoMore, which develops stamina sensor wearable devices. The operation of SPIN Accelerator Taiwan will play a key role with regards to integrating related resources and promoting sports technology market business opportunities.

Through sports technology application and services, SPIN Accelerator Taiwan's sports entrepreneurship market strategy will have two prongs: one is satisfying the needs of ordinary people with regards to the consumer sports market; the other is combining professional competitive sports and sports technology. With the support of the Sports Administration, Ministry of Education, SPIN Accelerator Taiwan will enhance the relationship between sports academia and industry. It will also help the sports industry develop and make good use of the professional skills of Taiwan's sports talent.

Echoing the original aim of HYPE: Improving people's lives through the power of sports and innovation., the first steps for IAPS will be to combine the potential and advantages of Taiwan's sporting talent so as to help the entrepreneurship ecosystem, building a bridge between athletes and entrepreneurs, channeling industrial and academic resources into

innovative sports training and an exchange platform, merging theory and practice, and inviting academics carry out entrepreneurship courses and act as industrial analysis lecturers. Other focuses will be inviting executive level personnel of the industry to share their experiences of starting a business, and providing innovative customized guidance for products and technology.

Without doubt, SPIN Accelerator Taiwan will be a pioneer in the development of the sports industry in Asia, which will drive sports industry innovation in Taiwan, linking local and global markets. Through our mature high-tech industry, manufacturing industry and the demand of consumers for high quality, we will make Taiwan as the port of entry into the Asian market for other countries.

**2018 National Hiking Day Launch - Sports Administration and Health Promotion Administration Invite You to Wander Through the Mountain Forests and Take Part in a Lucky Draw**



Group photo taken at the 2018 National Hiking Day event

Taiwan's abundant scenery of mountain forest is a source of pride for us all. To encourage people to get to know this "treasure island" on their own feet and, in doing so, gain the most important asset in life (health), the Sports Administration (SA), Ministry of Education and the Health Promotion Administration (HPA) of the Ministry of Health and Welfare will jointly hold a series of 2018 National Hiking Day activities. As well as more than 200 physical events across Taiwan, online mountain hiking activities will also be offered so that people could gain benefits and health through sports whenever and wherever they desire.

A recent survey showed that the most common forms of exercise that people who exercise regularly in Taiwan engage in are strolling/walking/hiking (53.2%), jogging (24.4%) and climbing (11.6%), indicating that hiking have already gained popularity. In 2018, the SA teamed up with the HPA with the aim of integrating cross-area resources and by enhancing hiking safety advocacy, expanding online hiking activities, encouraging the involvement of the sports industry to increase the accessibility, sustainability and the development of hiking. By providing suitable services in line with people's needs, through the process of assisting people to learn about hiking, it is hoped that participants can get fond of and have fun in hiking, in order to allow them to enjoy the spiritual and physical relaxation that hiking offers.

## 2018 SUPER STAR Sports Performance Grandly Took Stage at the Taipei Arena



Human pyramid performance

The Sports Administration (SA), Ministry of Education held the 2018 SUPER STAR Sports Performance at Taipei Arena on September 8, lifting the curtain on a series of National Sports Day events. Through stunning performance routines and program design, the splendid performances of elite athletes once again allowed people to reconsider their definition of sports and what was possible. The sports performance was the first of the three free/one special offer events held on National Sports Day, with the host Plungon led everyone into the highest temple of sports performance. 10 teams across sports including artistic gymnastic, badminton and volleyball, as well as Asian Games medalists Chia-Hung Tang and Tien-Chen Chou, plus the Chinese Taipei men's volleyball team and other heavyweight athletes performed! 2018 National Sports Day ambassadors Hsing-Chun Kuo and Crowd Lu were present as special guests; the climax of the evening was provided by singer Jam Hsiao, who loves basketball and sports in general, and whose powerful voice cheered on all Taiwanese athletes!

The SA stated that the annual National Sports Day seeks to emphasize that sport is not a one-off thing, and regardless of age, we should all maintain good sporting habits in order to retain physical health.

### The 10<sup>th</sup> Sports Activist Awards Commendation Ceremony - Pride of Taiwan Shines Worldwide



Group photo at the 2018 Sports Activist Awards Commendation Ceremony

The Sports Administration (SA), Ministry of Education held the 2018 Sports Activist Awards Commendation Ceremony on September 7, 2018. The event was hosted by Hsing-Chun Kuo, fresh from winning the weightlifting gold medal at the Asian Games, and veteran broadcaster Peter Ho. The awards were presented by Premier Ching-Te Lai of the Executive Yuan, who expressed gratitude to the enterprises, groups and individuals that have committed long-term in sponsoring and promoting sports activities, commending them for their selfless contribution and lauding them as the most important "activists" for sports in Taiwan.

The Sports Activist Awards Commendation Ceremony has been held annually from 2009 to show respect and gratitude to the enterprises, groups and individuals that have selflessly and enthusiastically promoted the development of sports for a long period of time and to encourage more people to become involved in the promotion of sports. This year marks the 10<sup>th</sup> anniversary of awards, and due to keen participation and recommendation from various quarters, 67 entries were received. 40 organizations received a total of 60 awards, 44 in the sponsorship category and 16 in the promotion category.

On the list of award winners were Taiwan Power Company, Taiwan Cooperative Bank, Cathay Life Insurance Co. and Land Bank of Taiwan, all of which were winners of the Sponsor Category Gold Award, Sponsor Category Long-term Sponsor Award and Promotion Category Gold Award. The reasons for winning the award were dedication and contribution to sports in Taiwan, whether through actual cash sponsorship or contribution of time and effort. All these companies are supporting the development of sports in Taiwan, and Taiwan sports cannot do without their help. It is worth mentioning that six enterprises and groups received the award for the first time this year, showing that there are new sports activists every year, allowing the hard work and glory of Taiwanese athletes to continue.

The development and promotion of sports also depends on the power of media broadcast, in particular, the broadcast of international competitions, which provides an excellent opportunity to make the people of Taiwan more cohesive and to promote sports. The senior sports broadcasters who were honored this time have all been engaged for a long period of time in sports reporting and education in their respective career that spanned for more than 40 years and have, through interviews and broadcast, brought many grand sports events in Taiwan and overseas into our people's lives so that they were able to witness the determination of Taiwanese athletes to strive for glory on the international stage.



Through the Sports Activist Awards, it is hoped that everyone will join together to play the role of activists for the development of sports in Taiwan, thereby increasing the trend of sport participation and promotion, so that the support is endless in order to build a healthier Taiwan allowing the world to witness the pride of Taiwan!

## 2018 School Sports Outstanding Organization and Individual Awards Ceremony - Great to Have You!



2018 School Sports Outstanding Organization and Individual Awards Ceremony

School sports and physical education are the foundation of national fitness and also the base of competitive sports. Since 2003, the Sports Administration has presented awards to commend outstanding schools, organizations and individuals, the aim being to encourage schools at every level, organizations and individuals to promote school sports and physical education to raise the level of fitness of students, implement schools sports and physical education activity promotion and nurture outstanding sports talent, and to highlight the importance that the government attaches to the promotion of school sports and physical education. The aim of holding an annual awards ceremony is to honor entities that have made special contributions in promoting school sports and physical education activities. On 2018's list of winners were 39 organizations and individuals; there were two organization awards,

namely Outstanding Organization and Outstanding School; and there were five individual awards, namely, Outstanding Teaching Award, Activity Contribution Award, Sports Coaching Award, School Sports Contribution Award and Lifelong Achievement Award.

The list of winners this year was chosen carefully after a number of meetings; first, candidates were selected and recommended by city/county governments and the winners were then chosen by a panel of experts, scholars and impartial figures from society in line with the Guidelines for Rewarding School Sports and Physical Education Outstanding Organizations and Individuals. All the recipients have made an outstanding contribution in terms of promoting school sports and physical education. There were two winners of the revered Lifelong Achievement Award: former coach of Sun-Hope Elementary School in Dalin Township, Chiayi, Yi-Sung Wu; and former Secretary General of the Chinese Taipei School Sport Federation (CTSSF), Jui-Meng Hung, both have cultivated sports at grassroots level for many years. Yi-song Wu has worked tirelessly in promoting soft tennis for many years and has nurtured many talented players. He also took part in the writing of the "Passing the Torch II- School Sport Coach's Guide", passing on the wisdom and vitality of school sports and physical education. His spirit of selfless giving is worthy of emulation for youngsters. As for Jui-Meng Hung, after retiring from Taipei Chenggong High School, he worked at the CTSSF and served as its deputy Secretary General and then Secretary General. He helped with the planning and organizing of school sports events at high school level and below and made substantial achievements. In addition, during his term as the Secretary General, the High School Basketball League (HBL) was praised for its events marketing and execution, creating a model example for holding school sports competitions. Although Hung has now retired from this role, he still contributes to sports and is a member of various sports-related committees, continuing to make a valuable contribution to school sports and physical education in Taiwan. He is well-deserving of the Lifelong Achievement Award.

## 亞洲第一個運動科技創新加速平台

2018 年夏末，全球運動新創推手 HYPE 運動創新基金會（HYPE Sports Innovation）在英國倫敦切爾西史丹佛橋球場（Stamford Bridge Stadium: Home of Chelsea）宣布啟動第二期的全球運動創新加速計畫。我國的國立交通大學產業加速器暨專利開發策略中心（以下簡稱 IAPS）也正式成為該基金會的合作夥伴之一，宣告亞洲第一個運動創新加速器 - SPIN Accelerator Taiwan 正式成立。

HYPE 運動創新基金會成立於 2014 年，以建置全球最大的運動創新生態系統為目標，不論是零售品牌、運動俱樂部、體育聯盟或學術界，擁有超過 30,000 名會員，並與 10,000 多家創業公司共同合作。透過全球佈點，以 SPIN Accelerator、SPIN Lab 的形式，積極整合全球的運動產業的生態系統資源，足跡遍及英國、義大利、德國、土耳其、烏克蘭、以色列、澳洲、美國，今年更在我國設立亞洲第一且唯一的據點，與產學資源、經驗豐富的 IAPS 合作推行。

觀察全球已開發國家，在運動風氣盛行的基礎下，運動產業蓬勃發展；而許多發展中國家，也積極培育足球、田徑等選手參加國際賽，以運動實力提升國際能見度，並鼓勵人民運動風氣以奠定運動產業發展基礎，藉此改善民生經濟。因此運動往往和一國的經濟發展、整體國力息息相關。對台灣而言，SPIN Accelerator Taiwan 將為我國增加國際能見度，為我國運動產業發展開闢邁向國際舞台的管道。

台灣經濟研究院報告指出，2017 台北世界大學運動會的舉辦帶動新臺幣 457 億元的商業產值。從 2017 年的世大運到 2018 年冬季奧運、世界盃足球賽及亞運等國際運動盛會的帶動下，台灣運動科技應用與服務逐漸普及，不論在運動產業技術或是運動人才培育皆具備一定品質且名暢國際。除了已屆成熟的捷安特機械工業（Giant）、太肯運動科技（Titan）、寶悍運動服務平台等運動產業公司（PCGBROS），近年崛起的新創公司亦有打造智慧自行車眼鏡的追風科技（Chasewind）、研發體感測量穿戴式裝置的博品醫電（GoMore）等。SPIN Accelerator Taiwan 的營運將在相關資源整合，以及運動科技市場商機的推廣中扮演關鍵角色。

SPIN Accelerator Taiwan 透過運動科技的應用與服務，在運動產業創新市場上的佈局大致分為兩個方向，一為滿足一般民眾對運動消費市場的需求，二為專業競技與運動科技的結合。在教育部體育署的支持下，SPIN Accelerator Taiwan 加強運動學界與產業界的連結，幫助台灣運動產業的發展，亦妥善運用台灣運動人才的專業技能。

呼應 HYPE 運動創新基金會的初衷：透過運動和創新的力量改善人們的生活。IAPS 第一步將結合台灣運動人才具備對新創生態有所助益的潛力與優勢，搭建運動員與創業家之間的橋梁，將產學界資源導入運動創新訓練與交流平台，結合理論與實務，邀請學界擔任創業課程與產業分析講師，同時安排業界高層分享創業經驗，並針對產品與技術提供創新客製化輔導。

SPIN Accelerator Taiwan 無疑是推動亞洲運動科技產業發展的領航者，帶動台灣運動產業創新風氣，連結在地與全球市場。透過我們成熟的高科技產業、製造業以及消費者對高品質的要求，打造台灣成為各國進入亞洲市場的港口。

## 「107 年全國登山日」啟動 體育署與健康署邀您徜徉山林抽大獎

臺灣豐富的山林景觀是我們共同的驕傲，為鼓勵透過雙腳踩踏深入認識寶島，並賺取人生重要財富（健康），教育部體育署與衛生福利部國民健康署合作舉辦「107 年全國登山日」系列活動，除全臺逾 200 場實體活動外，更推出線上登山活動，讓國人隨時隨地都可以透過運動賺好康也賺健康。

根據最近期調查指出，臺灣有運動民眾最常運動的項目為「散步 / 走路 / 健走」（53.2%）、「慢跑」（24.4%）及「爬山」（11.6%），可見登山及健走運動已蔚為風氣，今（107）年體育署更與健康署攜手，期整合跨域資源，透過強化登山運動安全宣導、擴大線上登山活動規模及鼓勵運動產業投入等措施，提升登山、健行運動的「可及性」、「可近性」、「永續性」及「發展性」，以依民眾需求提供合宜服務，協助國人透過「識山（認識登山）」、「親山（親近登山）」及「樂山（樂於登山）」的過程，享受登山、健行運動釋放身心靈的暢快。

## 2018 SUPER STAR 體育表演會 臺北小巨蛋隆重登場

教育部體育署主辦的 2018 SUPER STAR 體育表演會 8 日於臺北小巨蛋隆重登場，揭開 107 年國民體育日系列活動序幕，頂尖運動員透過出奇不意的表演方式與節目設計，精彩熱力的演出再次顛覆國人對體育運動的想像。

體育表演會是今年國民體育日三免費一優惠系列活動首項免費活動，由主持人浩角翔起將帶領大家一起進入體育表演最高殿堂。有競技體操、羽球、排球等十組表演團體，並結合亞運奪牌選手唐嘉鴻、周天成以及中華代表團男子排球隊等多位重量級選手共同演出！107 年度國民體育日代言人 - 郭婞淳與盧廣仲也擔任特別嘉賓，壓軸並邀請到熱愛籃球與運動的金曲歌王蕭敬騰，透過爆發力十足的歌聲，為臺灣體壇的每一位選手喝采，推向體育表演會新高潮！

體育署表示，每年推行國民體育日，想強調的是：運動不是一時的，無論是老年人、中年人或年輕人，都應該要保持良好的運動習慣，才能常保身體健康。

## 臺灣之光 全球躍昇 第 10 屆「體育推手獎」表揚典禮

本署於 107 年 9 月 7 日辦理「107 年體育推手獎表揚典禮」，由甫獲亞運舉重金牌選手郭婞淳及資深主播何文堯共同主持表揚活動，本次邀請賴院長清德親臨現場頒獎，感謝贊助及長期推廣體育活動的企業、團體與個人，並表揚他們的無私奉獻，是臺灣體育運動最重要的「推手」。

為向長期無私奉獻及熱心推展體育發展的企業、團體及個人表達敬佩與感謝之意，並鼓勵更多人投入體育活動的推展工作，自 98 年起每年舉辦體育推手獎表揚活動，已邁入第 10 個年頭。今年度在各界踴躍參與及推薦下，總收件數達 67 件，本次共計有 40 個單位，獲得 60 個獎項，其中包含贊助類 44 項、推展類 16 項。

本次獲獎單位中，台灣電力股份有限公司、合作金庫商業銀行股份有限公司、國泰人壽保險股份有限公司、臺灣土地銀行股份有限公司等 4 家企業同時獲得「贊助類金質獎」、「贊助類長期贊助獎」及「推展類金質獎」三個獎項。今年每一個受獎單位的得獎事蹟背後都有著對國內體育運動的關心與貢獻，不論是以實質的金錢贊助，或奉獻一己之力推展體育運動活動，都是國內體育發展不可或缺的力量。更值得一提的是，今年有 6 家企業團體為第 1 次獲獎，足見每年均有新的體育推手，讓運動員的努力及光彩得以接續傳承、生生不息。

體育的推展亦有賴於媒體傳播的力量，特別是各類國際賽事的轉播，更是凝聚國人向心力及推展體育的好機會，本次獲獎之資深體育新聞從業人員，均在超過 40 年的媒體工作生涯中長期致力於體育新聞報導與教育，將無數國內外體壇盛事的比賽實況，透過採訪與傳播，讓國人共同見證我國選手在國際賽場上爭取榮耀的決心。

希望藉由「體育推手獎」，期盼大家一起來永遠做臺灣體育發展的「推手」，以增進參與推動體育運動之風氣，讓體育的奧援源源不斷，永不止歇，共創更健康的臺灣，讓世界看到臺灣的驕傲！

## 學校體育 有你真行 107 年度績優學校體育團體及個人頒獎典禮

學校體育是國民體能的根本也是競技運動的基礎，為鼓勵各級學校、團體及個人推展學校體育，提升學生體適能，落實學校體育活動推展及培養基層優秀運動人才等目標，自 92 年起即每年頒獎表揚績優學校、團體及個人，以彰顯政府對於推展學校體育的重視，並期盼透過每年隆重的頒獎典禮，勉勵長期投入學校體育活動推展有特殊貢獻者。107 年度推展學校體育績優團體及個人獲獎名單，計有 39 個團體及個人獲獎，團體獎項包括績優機關獎及績優學校獎 2 項；個人獎項包含教學傑出獎、活動奉獻獎、運動教練獎、學校體育奉獻獎及終身成就獎等 5 項。

這次獲獎名單是經過多次召開會議審慎評選後產生的，先經縣市政府初選推薦，再由體育署依據獎勵學校體育績優團體及個人評選要點規定遴聘專家學者及社會公正人士進行評選，所有獲獎者都是在推展學校體育卓有貢獻者。

備受尊崇的「終身成就獎」，有二位獲獎人，分別是前嘉義縣大林鎮三和國小教師吳義松及前中華民國高級中等學校體育總會祕書長洪瑞萌，兩位都是長期在基層體育的耕耘者。吳義松老師長期致力於軟式網球運動推廣，退而不休，培育不少英才，並參與《傳炬 II — 學校運動教練傳習錄》專書之撰述，傳承學校體育智慧與生命力，其無私奉獻之精神值得後輩學習及效仿。洪瑞萌祕書長自臺北市成功高中退休後，

即轉至中華民國高級中等學校體育總會服務，歷任該會副秘書長及秘書長，長期協助高中以下學校運動賽事之規劃及籌辦，成效卓著。此外，高中籃球聯賽（HBL）在洪前秘書長任內，賽事行銷及賽事辦理均頗獲好評，締造學生運動賽事辦理的典範。雖然目前洪前秘書長以退休卸任，但仍持續為體育界貢獻心力，擔任體育相關委員等職務，對於我國學校體育發展貢獻良多，獲此終身貢獻獎之榮銜，實至名歸。

## Sport Terms

## 運動詞彙

Sports Startups

運動新創

Sports Activist Awards

體育推手獎