

Sports Administration Newsletter

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【照片說明】2016 精彩賽事在臺灣 讚上國際 GOGOGO 記者會

【CAPTION】2016 Exciting Sports Events All Together Now GOGOGO!

2016 Exciting Sports Events All Together Now GOGOGO!

The Sports Administration, Ministry of Education held the “2016 Exciting Sports Events in Taiwan All Together Now GOGOGO” international press on February 25th inviting everyone to come root for elite athletes from around the world. We have also invited officials and representatives from the Ministry of Foreign Affairs (MOFA), Tourism Bureau, Bureau of Foreign Trade (BOFT), overseas representative offices and embassies in Taiwan, Chinese Taipei Olympic Committee (CTOC), Republic of China Sports Federation (ROCSF), Chinese Taipei University Sports Federation (CTUSF), sports associations, and National Association of Small & Medium Enterprises, R.O.C. (NASME) to come unveil the lineup of exciting international sports

「2016 精彩賽事在臺灣 讚上國際 GOGOGO」

教育部體育署 25 日舉辦「2016 精彩賽事在臺灣 讚上國際 GOGOGO」啟動記者會，邀請各界一起為來臺參賽的世界各國好手加油「讚」聲；並邀請外交部、觀光局、國貿局、各國駐臺代表、中華奧會、體育總會、大專體總、各單項運動協會，以及中小企業運動總會等業界代表，共同為臺灣精彩國際賽事揭開序幕！

何署長表示，體育署於 2015 年輔導辦理的百場國際賽事，在棒球、足球、網球及籃球等賽事帶動之下，於刺激觀賽人數、運彩銷售及競技

competitions together!

Director-General Ho Jow-Fei explains that the Sports Administration has provided assistance and support for over 100 international sports events in 2015. Baseball, football, tennis, and basketball competitions have led the way in boosting spectator numbers, sports lottery sales figures, and competitiveness. This is especially the case for television broadcast and online viewership, which has exceeded 100 million people, giving us the opportunity to watch top level sports competition anytime and anywhere. Of course, this is only possible through the full support of the sports community, enterprises, fans, audience, and media. As we look forward to the year of the 2016 Olympics, the Sports Administration will continue striving for opportunities to host competitive sports events and gaining home advantage. Hosting world-class sports events further increases Taiwan's international visibility, level of competitiveness, and sports spectatorship atmosphere. In the second half of this year (2016) trials will be held for all of the 2017 Universiade events. I am confident that this experience will fuel further growth for hosting international sports events in Taiwan.

The Sports Administration reports that in 2016 Taiwan will host over 100 international sports competitions. This diverse lineup of exciting sports events included the Kaohsiung WTA Taiwan Open recently held from February 6-14 at the Yang-Ming Tennis Center in Kaohsiung and the ISU Four Continents Figure Skating Championship held from February 18-21 at the Taipei Arena. Upcoming events beginning in March include the Tour de Taiwan, FIFA Day Football Invitational, YONEX Chinese Taipei Open, BFA 11th Asian Baseball Championship, and the 38th William Jones Cup. These events will attract the world's top athletes to come compete in Taiwan, making friends through competition and offering thrilling spectacles of performance. We hope that everyone gets out to the venues to root for our Chinese Taipei teams and applaud all of the elite athletes, giving everyone a

實力提升等方面，尤其是電視及線上收視人次超過 1 億，在在讓我們看到頂級賽事的魅力，無遠弗屆。當然，這都是因為有體育界、企業界、球迷、觀眾及媒體記者的大力支持。展望 2016 奧運年，體育署將持續扮演創造主場優勢的角色，期待透過舉辦國際頂級賽事，為臺灣國際能見度、競技水準及運動觀賞風氣的提升，有所幫助。今（105）年度下半年，2017 世界大學運動會各項測試賽也將全面登場，相信也必將為國際賽在臺灣，注入新的成長動能。

2016 年將有上百場的國際精彩賽事在臺輪番登場，包括甫於 2 月 6 日至 14 日在高雄陽明網球場舉行的 WTA 臺灣公開賽、2 月 18 日至 21 日在臺北小巨蛋舉行的 ISU 四大洲花式滑冰錦標賽，以及 3 月起即將陸續展開的國際自由車環臺公路大賽、國際足球總會 FIFA DAY 足球邀請、中華臺北羽球公開賽、BFA 第 11 屆亞洲棒球錦標賽及第 38 屆威廉瓊斯盃國際籃球邀請賽…等多元賽事，屆時亦將吸引來自世界各地好手齊聚臺灣，同臺競技，以賽會友，相信精彩可期，希望大家進場為中華隊加油之外，亦能不吝為各國選手喝采鼓勵，讓大家感受到臺灣最美的人文風情。

taste of Taiwan's beautiful culture and warm hospitality.



【照片說明】學生每週在校運動 150 分鐘 體育署力推模組化

【CAPTION】Students exercise 150 minutes per week on campus as the Sports Administration actively promotes modularity.

Sports Administration Actively Promoting SH150 Plan Modules

Striving to encourage students at the high school level and below to cultivate regular exercise habits and assist those schools still searching for ways to implement the SH150 Plan, the Sports Administration has selected the most easily applicable and successful instructional modules at all levels from recent years to serve as references. The 4 main modules are as follows:

Module A – Morning Exercise

Module B – Break Time Exercise

Module C – After School Exercise

Module D – Mixed Module Exercise

The Sports Administration began implementing the SH150 Plan during the 2014 academic year in accordance with stipulations in Article 6 Paragraph 1 of the National Sports Act. Since then we have been busy organizing model school selections, establishing the Let's Move! Plan in schools, and accumulating a total student jogging distance of 10,045,460 km.

體育署力推學生每週在校運動 150 分鐘模組化

為推動高中以下學生養成規律運動習慣，協助還在摸索 SH150 方案的學校，教育部體育署挑選過去幾年各教育階段容易實行的成功模式給學校參考，主要模式包括下列 4 種：

模式 A-晨間運動

模式 B-大課間運動

模式 C-課後運動

模式 D-混合模式

教育部體育署為落實國民體育法第 6 條之法令規範，自 103 學年度開始推動 SH150 方案，不但辦理典範學校的選拔、深耕學校的動吃動吃計畫、累計里程數達到 1,004 萬 5,460 公里大跑步等計畫，也與董氏基金會合作邀請 S.H.E、炎亞綸等知名藝人擔任公益代言人，讓更多學校瞭

Through our cooperation with the John Tung Foundation the entertainers S.H.E. and Aaron Yan have signed on to serve as celebrity spokespersons. With their support we can get the word out to more schools about how important it is for students to exercise 150 minutes per week on campus, encourage greater participation, and free up more time for students to exercise.

解每週在校運動 150 分鐘對學生的重要性，也有意願共同參與，努力騰出更多運動時間給學生。



【照片說明】南投縣集集綠色隧道自行車道及元宵主燈 (南投縣政府提供)

【CAPTION】A view of the Nantou County Jiji Green Tunnel Bike Path and main Lantern Festival display. (courtesy of the Nantou County Government)

Beauty of the Top 10 Bike Paths: Jiji Green Tunnel and Round-Township Bike Path – Come See the Lantern Festival Lights!

Last year (2015) the Sports Administration cooperated with the Ministry of Transportation and Communications (MOTC) to complete construction of Cycling Route No. 1 and organized the Taiwan Top 10 Bike Paths Selections. The general public, officials, and experts enthusiastically participated in choosing the best bike paths, highlighting Taiwan's vibrant cultural diversity and spectacular natural scenery.

Among this year's Top 10 Bike Paths is Nantou County's Jiji Green Tunnel and Round-Township Bike Path, offering a great new destination to celebrate the Lantern Festival holiday!

十大自行車經典路線之美—集集綠色隧道暨環鎮自行車道 元宵賞燈去

教育部體育署去(104)年除了與交通部合作建置「自行車環島 1 號線」，更盛大舉辦了「十大自行車經典路線」徵選，透過全民的熱烈參與及專家委員的投入，獲獎名單呈現臺灣多元在地文化及多風貌的自行車旅遊路線。而這次推薦給大家的元宵新去處，正是十大自行車經典路線獲獎者之一的南投「集集綠色隧道暨環鎮自行車道」！

本路線沿線景觀由城鎮風情街廓景觀，延伸

This path courses the town's majestic streets into verdant flora along the railroad tracks through a green tunnel formed by the intertwining trellis of nearly 500 old camphor trees. Navigating in stride with the Jiji tourist train gives riders a unique sensory experience. During the Lantern Festival holiday there will also be a 15 m high main "Year of the Lucky Monkey" lantern display and a 1.8 km long stretch with 12 lantern exhibition areas that lights up when night falls. The Jiji tourist train used to be decorated with playful caricatures but has been transformed into a "Lantern Festival Train" that radiates as it sways along the tracks. It's lots of fun and a sight to behold! This year (2016) from February 6-29 on top of recreational bike riding fun during the daytime, you can also take a stroll to enjoy Nantou's Lantern Festival celebration, experiencing the beauty of Nantou at two different paces. The Sports Administration wishes everyone the best of health and happiness during the year of the monkey.

至綠意盎然的鐵道風情，由約 500 株壯碩蒼勁的老樟樹交織而成的綠色隧道，與行駛在側的集集觀光列車，交織成一種獨特的感官享受，而元宵佳節期間，還有高達十五米的主燈「猴運當『投』」以及長達 1.8 公里的 12 大燈區，入夜後將一一點亮，集集觀光列車更由充滿設計與童趣的彩繪列車，搖身一變成為花燈列車，著實有趣!自今(105)年 2 月 6 日起至 2 月 29 日止，除了白天騎乘自行車運動休閒，晚上還能漫步欣賞南投燈會，用兩種不同的速度與心情體驗南投之美，體育署祝福大家健康快樂猴運當頭一整年。



【照片說明】全國自行車城市大會體育署科技導客攤位

【CAPTION】The Sports Administration's Technical Assistance Booth at Velo-city Global.

Evolution of Cycling: Velo-city Global Sports Administration Technical Assistance Encourages Public to Cultivate Regular Exercise Habits

全球自行車城市大會 體育署科技導客鼓勵民眾養成規律運動習慣

The Evolution of Cycling: Velo-city Global 2016 will convene from February 27 to March 1 at the Taipei International Convention Center promoting the Top 10 Bike Paths and encouraging the public to cultivate regular exercise habits. Anyone can participate by bringing your mobile phone down to booth C29 and get streamed on to the Sports Administration's wifi technical assistance and cycling tour activities connection. There are also many great deals available for the taking and we welcome everyone to come down and participate!

Right now cycling is the most popular and revered of sports challenges among youth. In addition to assisting cities and counties organize cycling "rites of passage" activities, the Sports Administration has commissioned the Institute for Information Industry (III) to coordinate and implement the Vitality City Project which aims to integrate the sports industry and local enterprises, energizing local economies and expanding the benefits. This project utilizes a diversity of technological assistance applications to guide the public into peripheral attractions and brick and mortar shops, spurring the growth and development of businesses throughout the area and establishing a value-added business model for the sports industry.

This Cycling Easy Rider Shopping Spree experiential activity includes an introduction of Taiwan's Top 10 Bike Paths, Velo-city Information Services and Premium Perks, and ichi Lottery Prize activities. Take a stroll around the Taipei International Convention Center to get a feel for how smart technology can be applied into your daily lives.

Additionally, the online travel agent and tour operator ezfly.com is promoting "Fun Ride Taipei City" cycling tours. In the future the public will be able to easily enjoy the delights of short cycling tours in the city, making outdoor sports the people's No. 1 recreational activity of choice.

2016 全球自行車城市大會 2 月 27 日至 3 月 1 日在臺北國際會議中心舉行，為推廣十大自行車經典路線及鼓勵養成規律運動習慣，民眾只要帶著手機到 C29 攤位，參與體育署 wifi 體驗科技導客及自行車遊程活動，現場備有多重好康優惠，歡迎民眾踴躍參與！

自行車運動是目前年青人最夯的一項挑戰，體育署除了輔導各縣市持續辦理單車成年禮活動，為結合運動服務業及在地產業，活絡地方經濟，擴大活動效益，特委託資策會辦理活力城市示範計畫，利用多元導客科技應用，引導民眾到周邊景點及實體商家，藉以帶動區域內相關產業發展，建立運動加值商業的示範案例。

這場名為「騎士逍遙遊•運動搶購瘋」的體驗活動，主要包括「十大自行車經典路線」介紹、「大會活動訊息服務與各式好康優惠」、「ichi 搖搖樂拿好康」等活動，民眾走一趟臺北國際會議中心將可感受智慧科技如何應用在日常生活。

此外，易飛網推出「樂騎臺北城」城市自行車遊程，未來民眾將能輕易的享受城市單車小旅行的喜悅，讓戶外運動成為國人休閒生活首選。



【照片說明】女性運動促進白皮書實體公聽會

【CAPTION】 White Paper on Promoting Women's Sports public hearing underway.

White Paper on Promoting Women's Sports Public Hearing Held Gathering Consensus on Women's Sports

Results of the Sports City Survey in recent years indicates that women still trailed men in sports participation, percentage of regularly exercising population, and time allocated to sports and exercise activities. In efforts to encourage greater sports participation and increase the regularly exercising population among women, the Sports Administration has engaged in drafting the first White Paper on Promoting Women's Sports. Following more than 5 months of drafting and deliberations the first draft of the White Paper on Promoting Women's Sports was completed with its focus on healthy women, cultivating sports and exercise habits, and creating friendly sports and exercise environments. The initiatives in this plan will be implemented from 2016 to 2026. Our nation succeeds only Japan in drafting the second white paper in the world specifically designed to promote women's participation in sports and exercise.

This month (February) on the 19th and 24th public hearings were respectively held at the Garden Villa Hotel Conference Hall in Kaohsiung City and National Taiwan University's Sports Center in Taipei

女性運動促進白皮書公聽會 凝聚女性運動共識

歷年運動城市調查指出，女性無論在運動參與、規律運動人口比率或運動時間皆較男性來得低，為鼓勵女性族群從事運動參與，提升女性規律運動人口，體育署即著手撰擬首部女性運動促進白皮書，經過 5 個多月的研擬與討論，女性運動促進白皮書初稿以健康女性、運動培力、友善環境為願景，將具體規劃 2016 年至 2026 年女性運動促進目標與實施策略，這也將是全世界繼日本之後，第 2 本針對女性運動參與所研訂的白皮書。

本月 19 日及 24 日分別在高雄蓮潭會館與臺灣大學綜合體育館各辦理 1 場實體公聽會，會中參與的體育與性平學者專家、婦女團體及民眾給予許多正面肯定與具體的意見。而民眾反應踴躍的臉書專頁「women 動起來」網路論壇，活動資訊觸及人次數達 11 萬 0,847 人次，不少熱心網友針對促進女性投入運動行列提出推動策略，共有

City. Sports, exercise, and gender equality scholars and experts, women's organizations, and the general public participated to share their views and offer positive support. There was also enthusiastic response on the "Women Get Moving!" Facebook page information platform with the number of hits reaching 110,847 and a total of 4,077 net friends taking the time to share their own ideas and thoughts for the promotion of women's participation in sports and exercise. The Sports Administration will gather all of the public's views to compile a comprehensive plan for the promotion of women's sports as we create Taiwan's "women's movement" together!

4,077 則留言意見。體育署希望全面蒐集民眾意見，凝聚全民推動女性運動促進的共識，一同打造「女子」動臺灣!



【照片說明】世界好手齊聚 ISU 四大洲花式滑冰錦標賽

【CAPTION】 The world's best skaters compete at the ISU Four Continents Figure Skating Championships.

2016 ISU Four Continents Figure Skating Championships World's Top Skaters Go Head-to-Head in Taipei

The 2016 ISU Four Continents Figure Skating Championships will be held from February 18 to 21 at the Taipei Arena main and auxiliary ice rinks. Nine exciting competitions will take place during the four-day event, including men (short program), ladies (short program), pairs (short program), and pairs (ice dance). There will be teams from 17 countries and regions – Argentina, Australia, Canada, China, Hong Kong, Japan, Kazakhstan, Mexico, Malaysia, the Philippines, South Korea, North Korea, South Africa, Thailand, United

2016 年 ISU 四大洲花式滑冰錦標賽 世界好手同臺較勁

「2016 年 ISU 四大洲花式滑冰錦標賽」本(105)年 2 月 18 日至 21 日在臺北小巨蛋主、副場館滑冰場舉行，為期 4 天共 9 場之比賽，競賽項目包含男子單人花式、女子單人花式、雙人花式及雙人冰舞等精彩賽事，本屆賽會有阿根廷、澳洲、加拿大、中國大陸、中國香港、日本、哈薩克、墨西哥、馬來西亞、菲律賓、

States, Uzbekistan and our nation – and a total of over 200 skaters, staff, and trainers. The Sports Administration warmly welcomes all of the outstanding athletes coming to compete in Taiwan and we hope that each competitor puts forth their best performance. We also encourage the public to take advantage of this opportunity to come out and watch this spectacular competition on ice.

The sport of ice skating requires a harmonious balance of strength, coordination, and esthetic sensibility. This event has become recognized as the paradigm of figure skating and is among the International Skating Union's (ISU) top 3 championships. Not only does this competition give our nation's athletes the chance to compete with the world's top skaters here at home, prominent international media outlets and television networks such as Japan's Fuji TV, China's CCTV, South Korea's SBS, the U.S.' ESPN, Canada's CBC Television, and Europe's Eurosport come to cover this event. This live broadcast coverage increases Taipei City's exposure as an international metropolis and fuels public interest for the sport of figure skating.

The Sports Administration continues its ongoing initiative to assist domestic sports associations in their efforts to secure the rights to host major international sports competitions. The Chinese Taipei Skating Union (CTSU) has recently hosted the ISU Four Continents Figure Skating Championships two times (2011 and 2014), receiving praiseworthy approval from the ISU and participating member nations. Once again the ISU has awarded our nation the rights to host the ISU Four Continents Figure Skating Championships. The Sports Administration greatly appreciates all of the CTSU's hard work and efforts and extends our utmost gratitude to the ISU for granting our nation the opportunity to host this world-class competition.

南韓、北韓、南非、泰國、美國、烏茲別克及我國等 17 個國家地區共計有二百餘職隊員共襄盛舉，教育部體育署除歡迎世界各國之優秀選手來臺參賽外，並勉勵所有參賽者發揮實力，爭取佳績，此外，也鼓勵國內民眾把握機會前往觀賞此次難得的比賽。

滑冰運動是力與美的完美結合，此場賽事已成為花式滑冰具代表性之指標賽事，更是國際滑冰總會 3 大重要錦標賽之一，除我國與各國眾多高手同臺競技外，各國媒體包含日本富士電視臺、中國大陸中央電視臺、韓國 SBS、美國 ESPN、加拿大電視臺及歐洲 SPORTS 等國際知名電視臺等，也都在賽會期間來臺採訪並進行電視實況轉播，增加臺北國際城市的曝光度，並在臺掀起花式滑冰的熱潮。

教育部體育署一向鼓勵並支持國內單項運動協會，爭取國際重要運動賽事在我國舉行，中華民國滑冰協會分別於 2011 年及 2014 年成功的舉辦了 2 次「ISU 四大洲花式滑冰錦標賽」，並獲得了國際滑冰總會及各參賽會員國的讚賞，於今年再度獲國際滑冰總會的授權主辦 ISU 四大洲花式滑冰錦標賽，體育署對於滑冰協會的努力與辛勞表示肯定與慰勉，並感謝國際滑冰總會的協助，使我國滑冰協會得以再度舉辦此次高水準之賽事。



【照片說明】連珍羚獲 2016 德國大獎賽銅牌

【CAPTION】Lien Chen-ling receiving her bronze medal at the Judo Grand Prix, Düsseldorf 2016.

Lien Chen-ling Takes Bronze Medal at Judo Grand Prix, Düsseldorf 2016

Lien Chen-ling, a member of our Olympic national training team, won the women's -57 kg bronze medal at the Judo Grand Prix, Düsseldorf 2016 held from February 19 to 21.

連珍羚獲 2016 德國大獎賽銅牌

我國柔道奧運培訓隊選手連珍羚於 2016 年 2 月 19 日至 21 日在德國舉行的「2016 德國柔道大獎賽」中榮獲女子 57 公斤級銅牌。

Sport Terms	運動詞彙
Evolution of Cycling: Velo-city Global 2016	全球自行車城市大會
White Paper on Promoting Women's Sports	女性運動促進白皮書
ISU Four Continents Figure Skating Championships	ISU 四大洲花式滑冰錦標賽
Judo Grand Prix	柔道大獎賽