

**立法會**  
**Legislative Council**

LC Paper No. CB(1)14/03-04(01)

Ref : CB1/PL/FA

**Panel on Financial Affairs**  
**Special meeting on 11 October 2003**

**Background brief on the**  
**"Campaign to re-launch Hong Kong's economy"**

**Purpose**

This paper summaries the major discussion by Members on the "Campaign to re-launch Hong Kong's economy" (the Campaign) following the outbreak of the Severe Acute Respiratory Syndrome (SARS) at committee meetings of the Legislative Council and recent concerns over some of the activities under the Campaign.

**Background**

2. Hong Kong's economy and international image suffered severely as a result of the outbreak of SARS in March 2003. The Chief Executive announced on 23 April 2003 that the Government was making available a sum of \$11.8 billion as an economic relief package to help the community tide over the difficulties, including \$1 billion for measures to re-launch the economy. On the same day, the Financial Secretary (FS) briefed the Panel on Financial Affairs (FA Panel) on the economic relief package.

3. On 12 May 2003, FS briefed the FA Panel on the overall approach for re-launching Hong Kong. He informed members that two bodies had been established: the Economic Re-launch Strategy Group (ERSG) comprising government officials and members of the business community, academics and other relevant parties to give advice on the strategic approach for re-launching Hong Kong, and the Economic Re-launch Working Group (ERWG) comprising the same government officials to oversee and coordinate the implementation of the various re-launch programmes. The membership lists of ERSG and ERWG provided by the Administration in May 2003 are in **Appendices I and II** respectively.

4. Following the lift of the World Health Organization's travel advisory against Hong Kong on 23 May 2003, the Administration briefed the FA Panel on 29 May 2003 on its proposal to seek the approval of the Finance Committee (FC) for the creation of a new commitment of \$1 billion to provide funds for the Campaign. The FC approved the financial proposal on 30 May 2003.

## Activities under the Campaign

5. According to the papers provided by the Administration to the FA Panel and FC for their meetings on 29 May and 30 May 2003 respectively, the Campaign would cover activities and initiatives in respect of the following areas:

	\$ million
Initiatives to boost business, trade and investment (Please refer to section A of Appendix III)	90
Initiatives to boost tourism and local consumption ( Please refer to section B of Appendix III)	417
Culture and community programmes (Please refer to section C of Appendix III)	125
Media and publicity programme (Please refer to section D of Appendix III)	83
Major cultural and sporting events, international health care conference and seminar, and other activities	200
Contingency	85
	<hr style="width: 20%; margin-left: auto; margin-right: 0;"/> 1,000

The proposed activities to be carried out by the relevant bureaux, departments and parties, as listed in the FC paper, are provided in **Appendix III**.

## Members' major views and concerns expressed at committee meetings

### Panel on Financial Affairs

6. At the FA Panel meetings on 12 May and 29 May 2003, Members expressed the following major views and concerns on the Campaign :

- (a) Whilst supporting the Administration's proposal to re-launch Hong Kong's economy, Members considered it difficult to assess the effectiveness of the relevant activities in the absence of details of the activities, such as the programmes and breakdown of expenses involved. The Administration was requested to provide such details to facilitate Members' consideration of whether they should support the funding proposal.

- (b) The Administration should take a leading role in the Campaign while mobilizing various sectors of the community to participate.
- (c) Timely implementation of the various activities is necessary for achieving the desired results.
- (d) Activities should be organized to boost local consumption, to rebuild the confidence of Hong Kong people, and to publicize Hong Kong's success in overcoming the SARS crisis.
- (e) There was a need to assess the effectiveness of the Campaign.

7. The Administration undertook to provide breakdown of expenses for individual programmes and to brief relevant Panels on the details of the various programmes in due course. For details of the discussion, please refer to the minutes of the two FA Panel meetings (LC Paper Nos. CB(1)2123/02-03 and CB(1)2250/02-03).

#### Finance Committee

8. At the FC meeting on 30 May 2003, while Members expressed support for the Campaign in principle, they expressed the following major concerns :

- (a) As the Administration's paper had only given an overview of the activities under the Campaign, it was necessary for the Administration to brief relevant Panels on the details of the activities in due course.
- (b) The Administration should formulate objective indicators to assess the cost-effectiveness of the Campaign.
- (c) The Administration should take concrete measures to alleviate the unemployment problem and to create more temporary jobs as these were the keys for reviving the economy.

9. The Administration undertook to update the FA Panel, on a regular basis, on the progress of the activities under the Campaign. For details of the discussion, please refer to the minutes of the FC meeting (LC Paper No. FC155/02-03).

#### Panel on Economic Services

10. On 12 June 2003, the Panel on Economic Services (ES Panel) discussed the measures to rebuild tourists' confidence in Hong Kong and to promote tourism in the wake of SARS. The ES Panel was briefed on the activities to be organized by the Administration in collaboration with the Hong Kong Tourism Board under the Campaign, including marketing efforts to promote Hong Kong to overseas tourists, and organizing mega events and themed activities to enhance the attractiveness of

Hong Kong. Members made suggestions on the strategy and the activities to be organized for promoting tourism, and urged the Administration to enhance the standard of tourism-related facilities and services at existing tourist attractions and future developments. For details of the discussion, please refer to the minutes of the ES Panel meeting (LC Paper No. CB(1)2447/02-03).

### **Recent concerns over some activities under the Campaign**

11. Recently, there has been wide public concern over some activities organized/to be organized under the Campaign. The maximum financial guarantee of \$10 million originally underwritten by the Government for the Hong Kong Football Association (HKFA) to organize the Real Madrid football match in August 2003 and the chaos in the ticket sale arrangement had invited public criticism. The financial report on the football match submitted by the HKFA to the Government on 8 September 2003 indicated that there was only a deficit of some \$820,000 for the event which would be met by the Government. The HKFA also undertook to conduct a review on the method for ticket sale in football matches.

12. On the other hand, the Administration's financial support of \$80 million for the American Chamber of Commerce in Hong Kong to organize the "Hong Kong Harbour Fest" concerts at the Tamar site from 17 October to 9 November 2003 has aroused grave public concern. The "Hong Kong Harbour Fest" is one of the activities to be organized under the Campaign, featuring international artists such as Craig David, Westlife, Santana and Rolling Stones. Grave public concern has been aroused on details of the financial arrangements and the cost-effectiveness of organizing such an event when Hong Kong is still suffering from serious unemployment and huge fiscal deficit.

13. Copies of recent press cuttings relating to the Real Madrid football match and the "Hong Kong Harbour Fest" are in **Appendices IV and V** respectively.

**ECONOMIC RELAUNCH STRATEGY GROUP**

**Membership**

(Position as at May 2003)

Chairman : Mr Antony Leung, Financial Secretary

Members :

Professor Chan Ka Keung	Dean of School of Business & Management, Hong Kong University of Science & Technology
Mr Chan Wing Kee	President of Chinese Manufacturers' Association of Hong Kong
The Hon Mrs Selina Chow	Chairman of Hong Kong Tourism Board
Mr Ivan Choy Chi Keung	Lecturer, Division of Social Studies, City University of Hong Kong
Dr Victor Fung	Chairman of Hong Kong Airport Authority
Mr Ryota Honjo	President of Hong Kong Japanese Chamber of Commerce & Industry
Mr Victor Lo	Chairman of Federation of Hong Kong Industries
Mr Norman Lyle	Chairman of British Chamber of Commerce in Hong Kong
Mr Bertrand Michaud	Chairman of The European Chamber of Commerce in Hong Kong
Mr Anthony Nightingale	Chairman of Hong Kong General Chamber of Commerce
Mr Raymond Or	Chairman of The Hong Kong Association of Banks
Mr James Thompson	Chairman of American Chamber of Commerce in Hong Kong

Dr the Hon Philip Wong	Vice-Chairman of Chinese General Chamber of Commerce
Dr Rosanna Wong	Executive Director of Hong Kong Federation of Youth Groups
Mr Peter Woo	Chairman of Hong Kong Trade Development Council
Mr Yip Kwok Wah, Paul	Chairman of Hong Kong Policy Research Institute Ltd
Mr Yu Pang Chun	Chairman of Hong Kong Retail Management Association
Mr George Yuen	Chief Executive of The Better Hong Kong Foundation
Mr Zhou Jie	Vice Chairman of Hong Kong Chinese Enterprises Association
Mr Henry Tang	Secretary for Commerce, Industry & Technology
Mr Stephen IP	Secretary for Economic Development & Labour
Mr Frederick Ma	Secretary for Financial Services & The Treasury
Dr Patrick Ho	Secretary for Home Affairs
Mr W K Lam	Director of Chief Executive's Office
Miss Yvonne Choi	Director of Information Services

Secretary : Mr M J T Rowse, Director-General of Investment Promotion

### Terms of Reference

1. To advise the Government on the measures needed to relaunch Hong Kong once the outbreak of Severe Acute Respiratory Syndrome has been brought under control.
2. To assist the Government to prepare and implement a comprehensive programme of relaunch activities.

**Economic Relaunch Working Group**

(Position as at May 2003)

Chairman : Financial Secretary

Members : Secretary for Commerce, Industry and Technology  
Secretary for Economic Development and Labour  
Secretary for Financial Services and the Treasury  
Secretary for Home Affairs  
Director of Chief Executive's Office  
Director of Information Services

Secretary : Director-General of Investment Promotion

**Terms of Reference**

1. To advise the Chief Executive on the measures needed to relaunch Hong Kong once the outbreak of Severe Acute Respiratory Syndrome has been brought under control.
2. To prepare and oversee implementation of a comprehensive programme of relaunch activities that will revive economic growth in Hong Kong.

**Proposed Activities for Relaunching Hong Kong  
(Position as at May 2003)**

**A. Commerce, Industry and Technology Bureau**

<b>Activities</b>	<b>Proposed schedule</b>
<b>Hong Kong Economic and Trade Offices</b>	
An intensified programme to spread the right messages about Hong Kong in important markets	Now to 2004
Overseas promotional tours led by senior officials	Second half of 2003 to 2004
Invitation of important personalities to visit Hong Kong	Second half of 2003 to 2004
Specialized events about Hong Kong in important markets	Second half of 2003 to 2004
<b>Invest Hong Kong</b>	
A local reception for new foreign and Mainland investors in Hong Kong	July 2003
An event in celebration of international business in Hong Kong	July/August 2003
High-level business conferences	Second half of 2003 to 2004
<b>Hong Kong Trade Development Council</b>	
Enhanced publicity and promotion for scheduled exhibitions/fairs and invite celebrities/personalities to Hong Kong during major TDC activities in Hong Kong	Now to 2004
Relaunch exhibitions which have been affected by the SARS outbreak, such as Hong Kong Houseware Fair 2003 / Hong Kong Gifts & Premium Fair 2003, Hong Kong International Film & TV Market	June 2003 – 2004
Extensive marketing campaigns to restore the confidence of buyers	Now to 2004
Special PR/media activities to coincide with Hong Kong's participation in important overseas exhibitions	Now to 2004



Major advertisement campaign that will synchronize with the advertisements that ISD and HKTB will be placing in the overseas media	In the coming months
<b>Television and Entertainment Licensing Authority / Information Services Department</b>	
Produce short films by renowned movie directors to support government's publicity effort to boost the morale and confidence of Hong Kong people	June/July 2003

## B. Economic Development and Labour Bureau

<b>Activities</b>	<b>Proposed Schedule</b>
<b>Hong Kong Tourism Board</b>	
Worldwide advertising targeted at key source markets timed to coincide with in-market events in the key markets of the Americas, Europe, Australia and New Zealand, North Asia, South and Southeast Asia, Taiwan and the Mainland.	July 2003 to early 2004
Trade & consumer promotions – trade shows, website marketing, roadshows, campaigns/promotions among key corporate clients and other important market segments, etc.	July 2003 to early 2004
Media-related promotions and activities in support of the main marketing efforts, including worldwide roadshows in 28 cities.	July 2003 to early 2004
Tracking studies – a 3-phase study to track travellers' perception of Hong Kong. This information will also be used to refine and enhance the overall strategy during the promotional period.	July 2003 to early 2004
Destination happenings & events – shopping & dining promotions, Welcome Pack & Card, Mega Events and themed activities to enhance the attractiveness and competitiveness of Hong Kong as Asia's top city tourist destination.	July 2003 to early 2004

Familiarization visits and programmes for trade and media – senior trade partners and invitees from the travel trade as well as the media will be invited to rebuild their confidence and interest in Hong Kong.	July 2003 to early 2004
<b>Tourism Commission</b>	
Support “We Love Hong Kong” campaign organised by the trade to stimulate local consumption and foster community involvement and confidence building.	June/July 2003
Participation in/hosting of international events organised by or in conjunction with non-governmental agencies such as the World Tourism Organisation.	August 2003 and October 2003
Support for world-class tourism events to be organized in Hong Kong. This is intended to provide sponsorship for private sector organized events that have a high international profile and are capable of attracting tourists to Hong Kong.	July 2003 to 2004

**C. Home Affairs Bureau**

<b>Activities</b>	<b>Proposed Schedule</b>
<b>Home Affairs Bureau</b>	
<p>“Hong Kong Cultural Industries Festival”</p> <ul style="list-style-type: none"> <li>• A series of activities to promote creative industries in Hong Kong and enhance our international status in the sector.</li> </ul>	July – December 2003
<p>“Asia-Pacific Cultural Cooperation”</p> <ul style="list-style-type: none"> <li>• Modelling on APEC, to establish a forum for cultural ministers/leaders in the region to exchange views on cooperation and development. The theme will be on creative industries.</li> <li>• Programmes will also include sessions for academics, entrepreneurs and adventure capitalists.</li> </ul>	October/November 2003

<p>“International Symposium on Public Art in Urban Space”</p> <ul style="list-style-type: none"> <li>• An international forum for the arts community, architects, town planners and business leaders to explore how to promote arts in urban space.</li> <li>• Co-organize with relevant Consul-Generals.</li> </ul>	<p>November/December 2003</p>
<p>“Welcome Celebrities”</p> <ul style="list-style-type: none"> <li>• To invite international celebrities in sports and cultural sectors to visit Hong Kong and participate in our events and activities, as appropriate.</li> </ul>	<p>July – December 2003</p>
<p><b>Home Affairs Department</b></p>	
<p>“Starry Starry Night Street Party”</p> <ul style="list-style-type: none"> <li>• bars and restaurants at proposed pedestrianized zones, such as, Lockhart Road, Jaffe Road, Paterson Street, etc. to set up food booths, tables and seats with live music and entertainment</li> </ul>	<p>Sundays in June and a second phase later in the year</p>
<p>“Park to Park Ride from Shatin to Tai Po”</p> <ul style="list-style-type: none"> <li>• members of public participating in the cycling ride will be offered with consumption coupons for patronising restaurants and shops in Shatin</li> </ul>	<p>Late June/July 2003</p>
<p>“Summer Fantasy”</p> <ul style="list-style-type: none"> <li>• a series of water sport/beach activities and carnivals taking place at the famous beaches in Tuen Mun, etc.</li> </ul>	<p>July – August 2003</p>
<p>“Dance and Dance”</p> <ul style="list-style-type: none"> <li>• theme dancing performance will be presented during lunch and/or early evening at Chater Garden while members of public can dance freely to the music</li> </ul>	<p>early July 2003</p>
<p>“Cartoon Classics, Parade and Carnival”</p> <ul style="list-style-type: none"> <li>• Proposals include combination of activities to be organized at HK Stadium, including classic cartoons, parade of mascots, etc.</li> </ul>	<p>July 2003</p>
<p>“High Tea for Hong Kong” (Phase I)</p> <ul style="list-style-type: none"> <li>• members of the public can enjoy high tea/dinner, etc at exceptionally low price at participating restaurants and hotels.</li> </ul>	<p>Late June to July 2003</p>

<p>“High Tea for HK” (Phase II) – “Let’s Have Fun!”</p> <ul style="list-style-type: none"> <li>• a follow up to “High Tea for HK”</li> <li>• members of public patronizing participating restaurants will be entitled to special offers in various entertainment activities, e.g. cinemas. Special promotion activities will also be arranged. By ‘clustering’ promotion of various leisure activities, it is hoped that a synergistic effect will be produced leading to an increase in spending.</li> </ul>	July – September 2003
<p>“Traditions of China”</p> <ul style="list-style-type: none"> <li>• to promote colourful traditional events of the lunar calendar, e.g. dance of fire dragons around Mid-Autumn, etc.</li> </ul>	September 2003 and beyond
<p>“East meets with West”</p> <ul style="list-style-type: none"> <li>• Soho carnivals plus “Dried Seafood Festival”, a combination of interesting features of the Central and Western district, etc.</li> </ul>	September 2003 and beyond
<p>“HK Computer Festival 2003 Encore – PC DIY 1000”</p> <ul style="list-style-type: none"> <li>• 1000 students to assemble PCs by themselves (DIY) in an attempt to break Guinness Record; sales promotion, etc.</li> </ul>	October 2003
<b>Leisure and Cultural Services Department</b>	
<i>(A) Encouraging community participation in sports and cultural appreciation</i>	
LCSD Open House and Promotion Days	1 July and 4 consecutive Sundays in July
Sport-for-all Day	Early June
Shaolin Wushu Performance cum Promotional Scheme	July to December 2003
World Wushu Spectacular	9 November 2003
A series of demonstrations and coaching sessions by China National Squad, including diving, synchronized swimming, gymnastics, table tennis etc.	August/September 2003

Snooker Invitation Tournament	Late August 2003
Chinese basketball star demonstration and coaching sessions	Early September 2003
<i>(B) Promoting community spirit through arts and sports activities</i>	
Hong Kong Chinese Orchestra (HKCO) – Drums Festival	July to November 2003
Dance the Night Away – 4 Sat-evening carnivals at parks and piazzas	4 Saturday evenings in September / October 2003
Mid-Autumn Festival – Setting up a 10-metre high lantern and display it at Hong Kong Cultural Centre Piazza (an enhancement of existing programme)	9 September – 10 October 2003
Hong Kong Philharmonic Orchestra (HKPO) – MUSIC ALIVE	29 October 2003
Musical “We are One Family”	November / December 2003
X'mas Carnival (an enhancement of existing programme)	24 December 2003
2003 New Year's Eve Countdown Carnival (an enhancement of existing programme)	31 December 2003
<i>(C) Bringing Hong Kong back to the international sports and arts arena</i>	
International Volleyball Invitation Match	1 September 2003
ITTF (International Table Tennis Federation) Pro Tour Grand Final	September/December 2003
Hong Kong Open Badminton Championships 2003	October – November 2003
Sponsoring world class golfers to participate in the scheduled Golf Hong Kong Open	December 2003
Sponsoring world class tennis players to participate in the scheduled Hong Kong Ladies Challenge 2004	31 December 2003 – 3 January 2004

Sponsoring world class helmsmen to participate in the scheduled Round the Island Race (Yachting)	8 February 2004
Hong Kong Dance Company performing at the Tel Aviv Performing Arts Centre	December 2003
Hong Kong Chinese Orchestra Europe Concert Tour 2004	30 January – 14 February 2004
Hong Kong International Bauhinia Dance Competition	June – July 2004 2 weeks
Hong Kong International Cricket Sixes	November 2003
Hong Kong Squash Women's Open	November/December 2003
Cycling - 2003 Tour of the South China Sea	December 2003

#### **D. Information Services Department**

<b>Activities</b>	<b>Proposed Schedule</b>
Advertisement in the print media (not including those targeted by other members of Hong Kong Inc)	May 2003 to 2004
Media partnership programmes	June 2003 to 2004
Publicity vehicles including publications, video films, websites and displays	May 2003 to 2004
A postcard campaign among the community	June 2003 to end 2003

賽事虧蝕282萬 足總免收200萬主辦費

# 皇馬訪港行 政府貼82萬

【明報專訊】因皇馬售票問題惹來廉署過問的足總，昨日終向康文署提交皇馬賽事收支報告，足總主席康寶駒承認售票安排失當，向公眾致歉。報告顯示賽事虧蝕282.3萬，但由於足總願意免收200萬主辦費的收入，導致政府實際需要補貼的賽事赤字僅為82.3萬元，遠低於當初估計的1000萬元補貼上限。康文署初步認為帳目合理，但表示仍會作深入審核。

## 廉署跟進 未發現貪污

足總副主席許淇安證實，廉署早前曾到過足總秘書處了解情況，但他表示不知道調查內容或進展，而足總至今仍未發現有人違規把皇馬內部認購門票或贈券轉售圖利。

廉署方面表示不評論個別案件。據了解，由於當時確有人投訴足總，廉署根據程序必須跟進，但了解過事情後，初步暫未發現有貪污行為。

對於足總願意免收200萬元（門票收入8%）的主辦費，許昨日否認這是為了「整靚盤數」，足總強調此舉只是基於對香港社會的貢獻及承擔。

## 342萬保費 312萬佣金

足總昨日詳細羅列皇馬身價何等驚人：為安排皇馬訪港，足總除要支付皇馬約1800萬戲金外，還要代付200萬稅款，以及342萬的高昂保險費、專機費用及高級酒店費（3者各逾100萬）。換言之，足總變相須付2300多萬元給皇馬，這還未計算高達312萬的代理人佣金。

對於有人批評皇馬戲金「貴得離譜」，許淇安昨坦言，政府願意資助足總聘請皇馬來港作賽的消息過早外泄，可能導致當時仍與足總談判的皇馬經理人，在戲金問題上「企硬」。

## 計算稅金 政府有微利

據足總經由安永會計師行獨立核數的報告，今次皇馬訪港總開支及總收入，分別為3493.1萬及3410.8萬（見圖），故承諾為賽事「包底」的政府只須補貼82.3萬元虧蝕，若把庫房可收的200萬元賽事稅金也計算在內，政府甚至可以有微利110多萬。

報告顯示，比賽當日4萬座位幾乎全滿，帶來了破紀錄的2728萬元門票收入。

對於主辦賽事的虧損，由當初估計的大約1000萬大減至82.3萬，足總稱有多項原因，包括賽事成功找到600萬元的商業贊助，以及80多萬元的轉播及廣告收益，另足總只請了數名中國球員而非全隊中國隊來港，亦節省了逾100萬元的開支。

立法會議員李華明認為，足總免收200萬主辦費，總算是一個交代。



# 千張皇馬贈券無人領

足總當日只公開發售四成皇馬賽事門票，令大批球迷要在街頭輪候數天買票，怨聲載道，但原來這邊廂有球迷千辛萬苦輪候仍然買不到票，那邊廂足總卻有大約1000張皇馬贈券因無人領取或其他理由，結果白白浪費掉。

## 康寶駒為售票混亂致歉

足總主席康寶駒昨天就售票混亂致歉，足總透露會研究改善售票方法，例如利用城市電腦售票網，又或仿效日本「電話訂票、便利店取票」的方式，售賣大賽門票，甚至外判售賣門票工作，望減少球迷不便。

但足總拒絕就售票混亂負全責，強調警方

及大球場「亦須負部分責任」，足總副主席許淇安亦拒絕承諾日後提高大賽公開售票的比率。

## 指警方大球場有責

至於何以3000張球賽贈券（主要是送給球圈人士）有三分之一竟被浪費掉，足總的解釋原因很多，包括有人最後沒到場領取贈券、基於保安理由某些座位不便坐觀衆等。

皇馬售票時曾發生有人打尖以至黃牛黨的問題。民主黨立法會議員李華明稱，皇馬售票混亂，足總及康文署都有責任，他質疑足總落後兼無力處理大賽售票，他要求立法會跟進此事。

The Standard

# Real loss less than expected

Teddy Ng

The Hong Kong Football Association (HKFA) made a loss of HK\$822,666 staging the Real Madrid exhibition football match in Hong Kong last month, much lower than the expected HK\$10 million.

The association, revealing the figures as it handed its financial report to the government yesterday, said total expenditure for the match was HK\$34.9 million, while income generated was HK\$34.1 million. The government will cover the loss.

The association said the loss was lower than expected because it had waived fees, income from sponsors was higher than estimated and local and mainland players had cost less than expected.

Of the HK\$34.1 million income, about HK\$27 million was from ticket sales, HK\$6.9 million was from sponsorship, TV broadcast fees and advertising.

The HKFA said it spent HK\$20,056,623 on players. About HK\$2 million went on tax, less than HK\$10,000 was spent on mainland players and the rest was for the Real Madrid team.

HKFA vice-president Hui Ki-on



said Real Madrid's agent had been "very firm" on the appearance fees and he speculated the main reason was the government's early promotion.

Appearance fees for mainland and local players had dropped from an estimated HK\$1.4 million to less than HK\$10,000. But the main contributing factor to lower costs was that the association had agreed to waive its 8 per cent, or HK\$2 million fees, he said.

Hui said the government must shoulder costs for such events if it wanted ticket prices to be reasonable and affordable.

The association could not organise such events on a self-financing basis and ticket prices would have been much higher if the match had gone ahead on that basis, he said.

The association also detailed the allocation of tickets — for which it

was roundly criticised after many people queued for days in the hope of buying some. Many missed out.

HKFA president Martin Hong said 16,138, or 40 per cent of tickets, were offered to the public. About 11,958 tickets were for internal sales, 7,546 were given to sponsors and 1,500 were allocated for VIP boxes.

Another 3,048 free tickets were given to various parties, such as people who had contributed to local football development and to association staff.

Hong said the association had the approval of the Leisure and Cultural Services Department and government promotion arm Invest Hong Kong over the allocation of tickets.

Hong said the association was looking at ticket-selling methods used in other countries and would improve communication with the government if similar events were organised.

He said the HKFA should be given more time if the government wanted to stage similar events again.

"We signed the contract with Real Madrid on July 8 and the event took place on August 8," Hong said.

"We only had one month for planning. I think we need half a year," Hong added.



# 港府為皇馬包底 82 萬喊抵！

## 足總免收辦費 200 萬 為賣票混亂再請原諒

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足總主席康寶駒(中)、副主席許淇安(右)、總幹事林俊英(左)公布主辦皇馬足球賽事的收支帳數結果。



【商報專訊】記者何家驊報道：香港足球總會昨日向公眾公布上月皇家馬德里來港表演的收支帳項，總收入共近 3500 萬元，超支 82 萬元，核數報告經已提交康樂及文化事務署審核。康文署發言人認為，虧損遠低於政府承諾「包底」的 1000 萬元，而球賽亦為本港帶來其他經濟效益，及有助向海外傳達本港已從 SARS 疫情中恢復過來，實在是物有所值。

### 承諾不透露皇馬酬金

香港足總主席康寶駒、副主席許淇安及總幹事林俊英昨午召開記者會，公布是次球賽收支帳目。總支出為 3493 萬元，扣除總收入之後，超支 82 萬元，超支數目由政府補貼，核數報告經已提交康文署審核。

在支出方面，最大的支付項目是球隊及相關稅項，達 2000 萬元。足總表示，礙於合約規限，在沒有皇馬同意之下，不能透露邀請皇馬訪港的酬金數目，其他的支出包括代理費用、場地、保險、交通、酒店、膳食、宣傳、保安等；另外，收入方面，門票收益共有 2728 萬元，其他收益來自贊助、廣告及轉播等。

足總副主席許淇安表示，董事局為了回饋社會，決定豁免收取百分之八的主辦費用，約 200 萬元，但他們否認此舉是為了「整頓盤散」。

### 康寶駒再向球迷致歉

足總主席康寶駒在會上就售票時引起的混亂再次向公眾道歉，並且承諾會汲取教訓，同時亦承認在一個銷售點以輪候方式發售門票的傳統安排，未必是最有效的方法，將來可能會考慮以電話或互聯網等方法來銷售門票。足總強調，雖然只有三分之一的門票公開發售，但另外三分之二的內部配票，最終亦是落在市民手中。

### 康文署指帳目合理

康文署方面證實已收到香港足總提交有關皇馬足球賽的核數報告，賽事有 82 萬元的小額虧損，康文署發言人表示虧損的數目遠低於政府最初承諾的 1000 萬元財政承擔上限。從今次舉辦賽事為香港帶來的廣泛效益來看，政府所給予的小數目財政支持實在物有所值。

與足總最初提交賽事的預算作初步比較，顯示賽事門票及商業贊助的收益較預期為多，至於一

些支出項目如旅費（包括機票）、保險費、邀請內地球員所需費用等，則較預期少。此外，足總亦豁免收取認可費用，康文署初步認為帳目合理，但會作出深入審核。

### 皇馬助籌 200 萬善款

康文署發言人指出，皇馬訪港深受市民歡迎，而且皇馬亦於訪港期間參與香港公益金的慈善晚宴，協助籌得超過 200 萬元善款，在上月 8 日的賽事，為全港球迷帶來一場高水平的足球賽事，而當晚電視直播賽事，更創下本港電視節目最高收視率的紀錄，觀眾超過 320 萬人。

### 宣傳香港效益顯著

該場賽事共有 23 個來自亞洲、歐洲、北美洲、南美洲以及非洲的電視台現場轉播。同時，亦有大約 50 名海外記者隨皇馬球隊到港報道這場賽事，發言人說：「這實在有助向海外人士傳達香港已從非典型肺炎疫情的影響恢復過來，外地人士可以安全到港旅遊的重要信息。皇馬訪港亦有助刺激本地消費，對重建香港經濟活力有很大的幫助。」

# 足總承認 排隊購票非良策

## 皇馬門券風波 「有限度」致歉



【本報訊】西班牙勁旅皇家馬德里與「萬人迷」碧咸八月初來港獻技，數以千計球迷通宵露宿買票盛況記憶猶新，主辦賽事的足球總會昨日公開核數報告，港府最終只需補貼八十二萬元，但足總同時作出反擊，指港府沒有反對公開發售門票比例，又指康文署及警方對售票混亂有責任，足總僅願意就數據混淆致歉，康文署則表示，「政府所給予的小數目財政支持實在物有所值。」

記者：鄭豐俊 羅偉光

### 足

總昨向康文署提交賽事核數報告，交代門票分配數字，約四萬張門票中，四成公開發售，內部認購佔三成，贊助商及賽事支持機構共獲一成八門票，而逾一成門票為贈券及廂房座位，足總副主席許淇安表示，一般慣例三成門票作公開發售，由於這次獲政府「包底」，故把公開發售比例增至四成，他說曾就門票分配比例諮詢有關部門，結果是無人反對。

### 港府補貼82萬元

足總主席康寶駒則說，出售門票是足總、康文署及警方三方共同責任，不應由足總獨力承擔，但他願意為「數字上的混淆致歉」，並承認以輪候先到先得方式售票不是最理想，因此會檢討售票安排，包括參考日本等地，透過互聯網及電話訂票後到便利店取票，亦可能透過城市電腦售票網發售，現時未有定案。

足總報告指賽事總支出為三千四百九十多萬元，門票及贊助收入約為三千四百一十多萬元，港府需「包底」補貼八十二萬元，較預期的一千萬元上限少，主因是足總不按慣例及合約條文，自願放棄抽取百分之八的賽事毛利，即約二百萬元的利潤，若連同這筆款項，港府實際上需補貼二百八十多萬元。

### 中港聯戲金數萬

皇馬表演賽門票最高價達一千五百元，足總不肯說明皇馬戲金實際數目，但根據核數報告，「球隊及相關稅項」一項支出即兩隊球隊的戲金佔近六成達二千萬元，足總稱稅項約二百萬元，而中、港聯隊戲金僅數萬元，即是皇馬戲金高達一千八百萬元。

許淇安否認票價太貴，因為若非政府「包底」，足總根本不可能獨力邀請勁旅來港，加上大球場座

位有限，票價需達到一定水平才能平衡收支，至於是否因獲港府「包底」致皇馬不願減收戲金，許淇安說：「我只相信可能係咁，但唔能夠證實。」他又表示，廉署曾就售票安排調查，但他不了解調查進度。

### 助發放正面信息

康文署則發表聲明，指初步認為帳目合理，並指賽事助本地消費，又吸引國際傳媒報道，有助發放香港已從疫中恢復的信息，因此給予八十二萬元的一小數目財政支持在物有所值。」並「欣慰」足總承諾檢討售票安排。

立法會議員鄭家富表示，核數報告顯示大型賽事有能吸引商業贊助，他認為港府不應再隨便以公帑補貼，「投資資源搞好就業問題更實際。」



朗拿度在港作賽

### 皇馬對中港聯隊 賽事收支

收入	門券 (包括廂房)	\$27,282,570
	贊助	\$ 5,984,899
	轉播收益	\$ 605,000
	廣告及推廣	\$ 235,880
	總數	\$34,108,349
支出	球隊及相關稅項	\$20,056,623
	代理費用 (包括贊助佣金)	\$ 3,121,222
	場地及相關支出	\$ 5,552,968
	保險	\$ 1,236,310
	機票及交通	\$ 1,094,669
	酒店及相關支出	\$ 1,086,743
	其他 (膳食、宣傳、保安及專業費用等)	\$ 2,782,480
	總數	\$34,931,015
	政府補貼	\$ 822,666

資料來源：香港足球總會

# 議員轟政府及港協失責

## 李光京回應五大指控

指控	回應
從未召開會員大會及欠會章	我份人好實事求是，呢啲門面工夫勞民傷財，毫無意義
積壓近兩年運動員車馬費	都無人問過我，我一個人做八十幾個人嘅嘢，好忙㗎，邊有咁多人手去畀錢同核數
名片自稱國際奧委會成員	印刷名片的公司為使名片字齊整，自行刪減一啲字，曲解咗原本意思，但我記得從來都冇派出這名片
擅自使用奧運「五環」標誌	我用咗「五環」廿幾年，從來都無用嚟做生意謀利，咁多年無話唔用得，依家先至話唔准用
成立多個冬季運動組織	呢啲係80年代港英政府要求我哋把會分得冇咁仔細得咁仔細…有比賽嘅話，冰協或冰盟會向總會「借」運動員

有議員直言今次事件是體育總會「家族式」管理所致，足以反映出政府整套體育政策鬆散、監管乏力，而直屬民政事務局的半官方機構康體局，以及體育界「龍頭」港協對事件責無旁貸。

立法會議員鄭家富對於冰協及冰盟在欠缺會章、選舉下，仍獲康體局資助感到詫異。他說，康體局和港協作為一個撥款和最大的體育統籌機構，不可能對旗下體育總會的會務不聞不問，直到有人投訴始調查，而康體局更應負上最大責任。他不諱言，事件可能只是「冰山一角」，難免會陸續有總會被揭發「爛帳」。

鄭家富又認為，政府全盤體育政策過於鬆散，沒有具體政策配合，以作有效監管。他希望政府要正視問題的根源，避免讓體育總會以

「家族式」運作，應增加其透明度，也應改善撥款的機制，以達至每一分一毫都用得其所。

## 康體局只能信報告

康體局發言人昨日回應時表示，該局有現行條例去監管體育總會。發言人指出，該局會要求受資助的體育總會定期提交會員及選舉報告，或派職員列席體育總會的會員大會以作監管。不過，體育總會有權不邀請康體局的代表列席，但事後仍需向局方呈交詳細報告。

發言人指過去都收到冰協及冰盟的會員及選舉的紀錄報告，但由於體育總會不屬政府或康體局轄下部門，當局無權干涉體育總會運作，換言之，總會提交的報告，局方是無法辨清報告的真偽，只能夠百分百相信。

## 文匯報

# 何志平：皇馬賽事香港有賺 指足總帳目無問題 收入勝預期減少補貼

【本報訊】(記者 任智鵬) 民政事務局長何志平表示，雖然政府需要為皇馬賽事補貼了80多萬港元，但因為有場租收入，加上皇馬來港令香港市面出現近年少見的旺場，對社會和運動界都是一件盛事，亦帶動了香港的旅遊和消費，整體來說對香港是

「有賺」的。

何志平表示，康文署已收到足總就皇馬表演賽提交的報告，初步發現並無問題，報告結果與署方的估計相近，收入方面更好過當初的預期，所以補貼金額比較少。他指出，足總與政府有關部門都會汲取今次經驗，做好配合工作，務求在下次同類型事件

做得更好。

## 足總有權收主辦費

對於賽事門票的內部認購和公開發售部分，何志平指出，由體育總會主辦的比賽一直沿用相同制度，以照顧體育會成員的權利，但政府亦會密切關注事件，汲取經驗，希望下次有更

好的安排。

另外，何志平亦讚揚足總今次免收主辦費用是履行社會責任的表現，但他強調，收主辦費是足總的權利，決定免收純粹是足總董事會的決定，絕非由外界左右。

# 維港巨星匯演 殿堂大師獻藝

## 貼8000萬搞騷政府捱轟

世界殿堂級搖滾樂隊滾石樂隊 (The Rolling Stones)、有拉丁搖滾樂教父之稱的 Santana、世界知名男高音 Jose Carreras、以及台灣人氣組合 F4 等濟濟一堂的情景將會實現。美國商會主辦的《維港巨星匯》已邀得上述多位巨星及組合，於十月中開始一連四個星期來港，齊齊為香港打氣！不過有經濟學者指出，若港府需補貼八千萬元籌辦活動，倒不如用來直接製造就業機會。

本報訊

將於下月十七日至十一月九日，一連四個周末（星期五、六、日）在金鐘添馬艦舉行的《維港巨星匯》，十八場表演估計有超過二十萬名市民及遊客可以欣賞。美國商會主席詹康信昨日表示，創新節奏曲音樂人克雷格大衛 (Craig David) 將會打頭陣，滾石樂隊則會作壓軸演出。詹康信更不排除，今後每年都會舉行類似盛事，並繼續邀請來自世界各地的巨星來港演出，令香港成為一個國際性的娛樂都會。

### 整個項目耗億三元

有關表演每場可容納一萬三千名觀眾，其中一萬張門票會作公開發售，餘下三千張門票則會保留作旅遊推廣用途，但就沒有門票會預留給政府官員。票價由一百至二千元不等，視乎該日的表演節目而定，其中以滾石樂隊的表演門票最貴，而每位嘉賓最少有九十分鐘表演時間。部分門票於本月十二日起在網上發售。美國商會運動及娛樂委員會副主席尼亞文補充，迪士尼更會將巨星遊覽香港的片段，配合匯演的精華片段拍成電視特輯，在全球播出。估計僅在美國便有一億觀眾收看。

投資推廣署署長盧維思未透露各巨星的酬金，只表示整個項目支出達一億三千萬元，初步估計最少可售出一半門票，收入有五千萬元，因此政府有可能要補貼八千萬元。盧維思指出，大匯演會轉播至美國及其他國家，向世界顯示香港是投資者及遊客的世界級城市。

### 學者指非用得其所

不過，中大經濟系副教授莊太量認為，港府倘補貼八千萬元，以每個旅客在港消費五千元計算，便需吸引萬多名旅客才可平衡成本，未必值得：「一億三千萬元可以請一千個人，年薪十三萬元，用嚟請人唱歌好似唔係咁用得其所。」他又指出，用數千萬邀請內地客未必認識的滾石樂隊，對增加旅遊收入作用不大。



《維港巨星匯》記者會盧維思（左三）及詹康信（右二）等於全新宣傳板前合照。  
林振東攝

### 《維港巨星匯》節目安排

日期	表演嘉賓
18/10	克雷格大衛 (Craig David)
18/10-19/10	家庭娛樂組合 The Wiggles
20/10	國際知名男高音 Jose Carreras
25/10	愛爾蘭男子組合 Westlife
28/10	南非音樂劇 UMOJA
01/11	Santana
07/11及09/11	滾石樂隊 (The Rolling Stones)
未定	F4、周杰倫、許志安、Twins

\* 部分門票將於九月十二日開始在網上發售



## 滾石樂隊紅透樂壇40年



是次《維港巨星匯》的表演嘉賓，粒粒均是國際天王巨星。壓軸表演單位滾石樂隊 (The Rolling Stones)，今年剛慶祝成立四十周年。根據英國一本娛樂雜誌調查，去年滾石樂隊舉行跨年世界巡迴演唱會的全年總收入就高達六千五百萬英鎊。

當中被樂迷譽為「拉丁搖滾樂教父」的墨西哥籍結他手 Santana，在世界各地的巡迴演唱會無不爆滿，成功糅合

拉丁、藍調及搖滾等音樂元素的 Santana，是外國樂壇的長青樹，而他在九九九年推出大碟《Supernatural》，更成為一眾音響發燒友的試機天碟。

至於 Westlife 則是由五位來自愛爾蘭的男孩組成的流行組合，隊員形象清新俊朗，歌曲風格抒情，一出道便風靡萬千少女。

在一九九九年發行的首張專輯《Westlife》，一上市就以強勢登上英國流行音樂排行榜冠軍。 本報記者

# Critics question \$80m festival pledge

The money would be better spent battling unemployment or the deficit than paying stars like the Rolling Stones, they say

## Joseph Lo

Critics of the decision to spend up to \$80 million on the Harbour Fest concerts say the money could be better spent reducing the deficit or the record unemployment rate.

The three-week-long series of shows next month and in November, including concerts by the Rolling Stones, Santana, Jose Carreras and Jay Chou, has been jointly organised by the American Chamber of Commerce and InvestHK, the government's investment arm. It is being partly paid for by the government's \$1 billion Sars rescue fund, designed to revitalise Hong Kong in the deadly outbreak's wake.

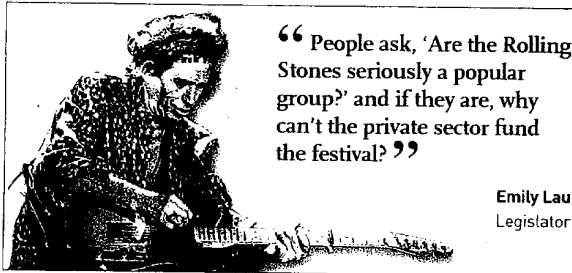
Legislator Emily Lau Wai-hing said she asked whether it was wise to pledge so much to the Tamar-site festival when she spoke to Financial Secretary Henry Tang Ying-ten at a Taskforce on Employment

meeting on Tuesday. InvestHK director-general Mike Rowse has said it is prepared to cover \$80 million of Harbour Fest's \$130 million cost.

"I have received some complaints from Hong Kong people asking whether we should be spending this money," Ms Lau said. "They ask, 'Are the Rolling Stones seriously a popular group?' and if

they are, why can't the private sector fund the festival then?"

"I am not opposed to the festival, in principle, if Hong Kong can do something to raise its international profile. But I am concerned about whether we should be spending this money on a festival given the high unemployment rate. Should it not be spent on that?"



“People ask, ‘Are the Rolling Stones seriously a popular group?’ and if they are, why can't the private sector fund the festival?”

Emily Lau  
Legislator

But Richard Pinder, regional managing director of Leo Burnett – an international advertising company that has been given the task of helping gather support for the festival within the local community – said the event would send a “powerful message” to the world that Hong Kong “was back on its feet”.

Mr Pinder said the Hong Kong harbour front was a dramatic stage that would be certain to get front-page coverage from the international media, especially with the Rolling Stones confirmed to play.

“We need to do something photogenic. This is most likely to get us an international response and coverage on the front page, not the ‘page-four ads’ that the government usually does now,” he said.

Although AmCham has not given details of the artists' fees, the *Sunday Morning Post* has reported that the Rolling Stones were offered US\$5 million.

Democratic Party legislator Andrew Cheng Kar-foo said he also raised the issue at the employment taskforce meeting, urging the gov-

ernment to consider more pragmatic uses for the recovery fund.

“People needed a boost after Sars, but with events like the Real Madrid game having already taken place, isn't that enough already? Maybe these events should go to the private sector,” he said.

Mr Cheng said that last year's \$70 billion deficit and the current 8.7 per cent unemployment rate were more critical issues, with the recovery of tourism already seemingly well on its way. “If you can use

that money to help directly create jobs, then there would automatically be better support for Hong Kong's economy. I'm not worried about tourism anymore, given the individual mainland tourists.”

Mr Pinder countered that in addition to selling Hong Kong worldwide, the event would also boost Hongkongers' morale.

“The world is going to come to Hong Kong and give the territory's people ‘face’. It will make Hong Kong people feel good about things

## TALKBACK

Is too much being spent on the Harbour Fest?

Send your comments to  
talkback@scmp.com

Please include name, address and phone number

here and lead the rest of the world to look at the territory with more open eyes,” he said.

■ Businesses upbeat – C4

文匯報

# 港府否認「打茅波」

## 被指八千萬「包底」搶走滾石樂隊

【本報訊】(記者 霍青松)美國商會花費一億三千萬港元搞「維港巨星匯」，政府以八千萬元補貼包底，用高出三倍酬金，搶走滾石樂隊(Rolling Stones)來港演出的檔期，引起業界及市民不滿，指其所為與民爭利，有「打茅波」之嫌。而表演在金鐘添馬艦舉行，只能容納一萬三千人，難以做到「與民同樂」目的。

### 耀榮批評政府獨行獨斷

事緣本年四月，有音樂會搞手安排滾石樂隊同Santana來港演出，當時反應熱烈，門票接近售罄，但後來由於爆發「沙士」，兩個樂隊取消來港，音樂會因而告吹。搞手於疫情受控後，再與樂隊洽商，當時雙方同意下月安排音樂會在香港大球場舉行，利潤約為門券收入一成。詎料美國商會突然介入，耗資一億三千萬港元搞「維港巨星匯」，特區政府以八千萬元

補貼包底，用高出原來酬金三倍的價錢搶走滾石樂隊檔期。

耀榮娛樂顧問陳先生批評，政府每次舉辦此類大型活動，都獨行獨斷，不與業界商討，但當局有需要搞籌款活動時，演藝界人士都極力協助。

他認為政府應與他們商討，因為除滾石樂隊外亦可有其他國際級樂隊可作選擇，至於表演場地方面，陳認為如此大型演唱會，添馬艦地方實不足夠應付，當局應考慮西九龍臨時直升機場。

另有多名市民昨日致電電台節目投訴，年輕聽眾指滾石樂隊並非他們喜歡的樂隊，政府根本不值得以高價邀請該樂隊來港演出。有聽眾指振興經濟花費亦要物有所值，在經濟低迷下，外國樂隊來港獻技起不了作用，遊客亦不會專程到港欣賞滾石樂隊。相反地，取消削減

十四萬老人綜援，免費為老人注射流感疫苗更為實際。

### 推廣署指按市價邀請

但投資推廣署助理處長曾愛蓮對事件回應時卻指出，美國商會一向有找業界人士協助，若有好節目及表演歡迎他們提供，今次只是以一般市價邀請藝人表演，票價也是根據市價水平，不涉及政府與民爭利問題。

至於被指以三倍價錢搶走滾石樂隊的檔期，她表示前搞手在十月時稱會虧本，要求政府贊助，其後美國商會與之研究，未知何故而「易手」。至於選擇添馬艦作演出地點，主要是拍成紀錄片後可以進港作背景，為香港宣傳。此外，她指大球場及馬場皆不合，因為噪音會影響民居，但會接受建議考慮西九龍臨時直升機場。

蘋果日報

# 8000萬辦音樂會受炮轟

## 業界：與民爭利 市民：簡直噍錢

【本報訊】政府與美國商會將於下月十七日至十一月九日期間舉辦國際音樂會，政府最多會承擔八千萬元，邀請多名國際知名歌星及樂隊表演，但有本港音樂業界人士批評，政府此舉是與民爭利，更有不少市民指摘，當局耗資巨額是浪費公帑及不值得。

本港著名演唱會製作公司耀榮娛樂有限公司負責人陳先生昨於商業電台節目《風波裡的茶杯》中直言，今次政府與美國商會舉辦國際音樂節，事前並無諮詢業界意見，他批評當局干預市場，與民爭利。

### 應將錢幫助市民

不少市民昨也致電該節目指摘，當局使用八千萬元的公帑舉辦音樂節是浪費及不值得，其中失業人士周小姐直斥：「點

解政府唔將呢筆錢用於有需要幫助嘅市民身上，竟然用嚟搞演唱會，簡直係噍錢！」

立法會議員劉慧卿已去信財政司司長唐英年，要求向外公布今次活動的帳目和細節，並解釋今次當局是否與民爭利。

投資推廣署助理署長曾愛蓮回應謂，美國商會建議主辦國際音樂節是為了宣傳香港，有關演出將會被製作成特輯，並在歐美播出，有助宣傳香港。

她又透露，其實原本籌備滾石樂隊下月來港表演的私人製作公司，曾要求當局贊助有關演出，但美國商會與該公司商討後，最終未能達成合作協議。至於選擇添馬艦為表演場地，她解釋，因為該處接近維多利亞港，而在政府大球場及馬場等地方舉行會引致噪音問題。



港府包底八千萬元邀滾石樂隊(圖)等來港表演，惹起一場浪費公帑的風波。資料圖片

# 八千萬公帑包底 以商業秘密拒查

## 政黨逼交代 滾石酬金



◎立法會議員不滿當局以「包底」八千萬價錢聘請滾石樂隊來港表演，擬召開特別會議調查事件。 資料圖片

當局動用八千萬「包底」舉辦「維港巨星匯」，遭到多方批評。立法會多個政黨不滿投資推廣署以商業秘密為理由，拒絕公開滾石樂隊來港酬金，計畫召開特別會議，迫令政府交代帳目，查看當局有否濫用公帑。民政事務局局長何志平承諾，政府一定會將帳目公開，並應立法會要求提供更多資料，他又稱當局不能在安排前期披露帳目，否則損失更大。

本報訊

民建聯立法會議員蔡素玉批評，政府動用巨額公帑，必須有透明度公開所有帳目，包括滾石酬金、管理費是否合理、美國商會有否報酬、是否乘坐昂貴機位往外國簽約等，全部要詳細交代，她決定向經濟事務委員會主席田北俊提出召開特別會議，要求與活動有關的政府部門及組織解釋。港進聯許長青亦稱，召開特別會議解釋是好辦法，可消除公眾疑慮。

### 料復會即討論

民主黨羅致光認為，有必要追究投資推廣署在事件中的責任，並要求有關部門代表及參與組織到立法會交代實情，檢討個別不理想的事件。另一名議員余若薇則稱，當局拒絕透露樂隊的酬金，可用「今時今日咁嘅服務態度係唔得！」作形容。由於多個黨派均支持召開特別會議，估計立法會復會後，議員便會展開討論。

何志平昨日與傳媒茶敘時透露，今次活動吸引東南亞及歐洲的旅客來港，而電視直播亦向國際宣傳香港國際都會，帶來很大收益。對於立法會議員要求政府公開活動帳目，何志平說：「活動在安排前期係商業秘密，係唔可以公開，否則會影響操作，付出嘅費用會更多。」他承諾會向立法會交代帳目。

### 酬金飆升三倍

由美國商會主辦、政府最多「包底」八千萬元的「維港巨星匯」演唱會，邀請老牌搖滾樂隊滾石樂隊來港演出，但有業內人士質疑，滾石來港酬金是今年三月非典型肺炎爆發時的三倍，惹來「與民爭利」及「濫用公帑」的批評。余若薇昨日建議，政府將來舉辦同類活動時，必須有清晰政策，包括研究贈送門票的安排，避免出現今次及早前足球勁旅皇家馬德里來港出現的風波。

# 政府「守約」拒公開滾石酬金

## 議員促召特別會議

由美國商會主辦、政府最多「包底」8000萬元的「維港巨星匯」演唱會，投資推廣署長盧維思昨日否認以3倍市價，邀請滾石樂隊（Rolling Stones）重臨香江，但他以受商業合約限制為由，拒絕透露實際金額，即使日後核數報告，亦不能違約公開個別藝人酬金。納稅人究竟要為巨星付出多少代價，永遠是謎。有立法會議員要求召開特別會議，逼政府詳細交代帳目。



**避答酬金** 投資推廣署長盧維思昨日有備以來，開宗明義說要破解外界謠言，在個半小時的記者會中，不時以笑話製造氣氛，但對外界最關注的酬金問題，則未正面回應。（麥兆豐攝）

維港巨星匯的重頭戲，是老牌搖滾組合滾石樂隊的演出，滾石原計劃於今年3月來港演出，但因SARS而取消行程。有演唱會界人士日前向傳媒透露，滾石在維港巨星匯所獲酬金，是今年3月的3倍，引來「與民爭利」及「濫用公帑」的批評。

### 否認3倍市價邀請

盧維思昨在記者會指「3倍市價」說法「完全錯誤」。他說，藝人酬金分兩種：一種金額較低，對方可攤分門票收益；另一種金額較高，但門票收入可全歸主辦單位，維港巨星匯給滾石的酬金是後者，外界把兩種不同的酬金直接比較，是混淆視聽。

他說，看過滾石3月及今次演出的合約後，保證現在的協議更合理，至於實際金額他決不透露。有報章說滾石酬金高達500萬元美金（約3560萬

港元），他不否認亦不評論，並說：「你用20個不同方法問我也不會答。」日後的核數報告會否交代？他說：「不會要求美國商會做違約的事。」

### 包底8000萬屬保守估計

盧維思又澄清，政府「包底」8000萬是非常保守的估計，是假設所有門票只售出一半，以及找不到新贊助。

對於外界指美國商會及政府出高價「敲胡」，搶走私人市場邀請滾石演出的機會。美國商會運動及娛樂委員會副主席尼亞文解釋，原搞手與滾石的新協議一直未成事，他們亦正尋求贊助，其後因滾石方面主動接觸美國商會，最後把演出納入維港巨星匯。

盧維思強調，若沒有主要贊助商，滾石是不會再來香港。

美國商會又承認，為減低開支，邀請歌手時會先提議可否免費演出，協助推廣香港，但對象亦包括國際歌手，並無要求本地歌手當義工，最終所有歌手也獲合理報酬。

民主黨立法會議員李華明質疑政府不公開酬金的理據：「皇馬也交代，為何唱完也不可交代？如是私人活動我們無資格問，但這是用公帑，我擔心投資推廣署大花筒亂花錢，便以商業秘密為藉口。」他說，立法會有關事務委員會必會跟進帳目。前綫立法會議員劉慧卿亦要求政府詳細交代帳目，「錢不多，也是納稅人的錢。」

## 旅社趕不及推銷門票

「維港巨星匯」演唱會總成本1.3億元，投資推廣署強調，希望可推廣旅遊業，吸引全球旅客來港。不過，演唱會下月17日開鑼，旅遊發展局仍未接到正式通知，如何協助旅行社認購門票。

有旅行社負責人亦坦言，現時已來不及向歐美長途客推銷，但內地旅客對滾石樂隊興趣不大，香港歌手反而更有叫座力。

美國商會早前表示，「維港巨星匯」演唱會每場設置1.3萬個座位，當中1萬張門票公開發售，約3000張預留給海外旅客。

旅遊局昨日說，仍等待對方通知如何分配門票。

### 內地客較愛港歌手

入境旅遊接待協會主席梁耀霖說，已來不及向歐美長途旅客推廣門票，

而向短途旅客推銷，亦需時3星期至1個月，但業界至今仍未知道演出日程及如何購票。

他說，內地旅客是本港最大客源，但他們對滾石樂隊認識不多、興趣不大，「Rolling Stones只適合香港40幾歲的中年人，內地旅客可能喜歡看本地歌手多一點，還不用花那麼多錢，又可以益吓本地歌星。」



Officials drop their support for  
Victoria Park festival: organiser

# Fest fever leaves park bash in lurch

Neil Western

Organisers of a rock festival in Victoria Park next month claim they have been dumped by the government because it clashes with the controversial Harbour Fest.

Planning for the two-day Rockit festival featuring British band Supergrass, the Grammy-nominated Spanish Harlem Orchestra and a host of other acts from Japan, France and Brazil has now been plunged into chaos.

Matrix Entertainment Group says the government promised support months ago, offering free use of the grass site and indicating it would grant Rockit an exemption from noise constraints.

But 10 days ago they were told the proposed exemption had been shelved, effectively scuppering the concert. Rockit was also given a capacity of 20,000 people, instead of the 40,000 Matrix had asked for.

"We have been working with the government on this for a year," Didier Li, a managing partner of Matrix, said. "After Sars they were very enthusiastic, but since the Harbour Fest was announced they have changed their tune."

"We will press ahead with the festival but may have to change the nature of the event slightly. We have already signed the bands and agreed deals with sponsors. We are taking a huge risk but our reputation is on the line. If we cancel, we will lose credibility with bands and sponsors and also be out of pocket."

Rockit is scheduled to take place on October 25 and 26. The \$130 million Harbour Fest being organised by the American Chamber of Commerce with public money runs on four weekends from October 17 to November 9.

"All we have asked for from the government is co-operation," said Matrix's other managing partner, Nitnal Jayawardena. "We just want fair play."

The idea was floated with the Tourism Commission a year ago.

"We wanted to do something like the Big Day Out in Australia or Glastonbury in England," Mr Li said. "Everyone thought it was a

good idea and it was important to do it on a lawn rather than concrete."

After the Sars crisis diminished and a \$1 billion recovery fund was established, the support from officials was overwhelming, Mr Li said. "They promised help with everything. They told us nothing would be a problem," he said.

The key pledge they claim to have received was from the Tourism Commission which, according to Mr Li, told them InvestHK was to push a paper through Exco enabling a few special events to be exempted from noise restrictions.

The relaxation of controls was to cover four venues: Victoria Park, Hong Kong Stadium, Happy Valley Racecourse and the Tamar site. This meant Rockit could play bands at the usual concert volume - above the usual 110 decibel limit.

But after InvestHK said it would back AmCham to stage the \$130 million Harbour Fest, attitudes changed, Mr Li said. On September 3, the Tourism Commission told them InvestHK had scrapped the law paper, meaning the rock bands would have to play at low volume.

"How Harbour Fest has managed to get around these restrictions at Tamar I don't know," Mr Jayawardena said. "We were assured Rockit would happen as part of a package, but now we have been left in the lurch."

The event will also feature French dub act Rhinoceros, Brazilian DJ Marky, Suv from Mercury Music Prize-winning British group Reprazent and Japanese rockers Electric Eel Shock. There will also be flamenco dancers and other performers.

Mr Li said negotiations with other acts, ticket pricing and advertising had been affected by the uncertainty about the event.

InvestHK's director-general, Mike Rowse, said his body had been working with the Tourism Commission over a possible relaxation of noise restrictions for certain events but the talks were at a "preliminary stage".

He said approval for proposals had to wait for Legco to convene next month.

# 六成市民反對「巨星匯」包底



■投資推廣署邀請滾石樂隊來港演出，卻沒公開財務細節。

## 市民不滿「維港巨星匯」

- \* 81.9%受訪者認為政府應立即公開活動財務細節
  - \* 59.5%受訪者不支持政府用八千萬為活動包底
  - \* 59.5%受訪者認為活動物非所值
  - \* 55.0%受訪者指政府有濫用公帑之嫌
  - \* 51.7%受訪者沒興趣觀賞「維港巨星匯」
- 受訪人數：924 資料來源：民主黨

【本報訊】政府耗用一億三千萬元巨款舉行「維港巨星匯」，藉以推廣宣傳香港，卻得不到市民認同。民主黨一項調查顯示，近六成受訪者不贊成政府計劃以八千萬元，為「維港巨星匯」活動包底；五成五人認為此舉是浪費公帑；五成一人坦言根本沒有興趣觀看；八成人甚至認為當局應立即公開有關活動的細節及財務安排。民主黨揚言若政府不詳細公開有關活動財務細節，日後勢必反對政府再舉辦類似活動。

### 要知財務安排

民主黨在本月十二日至十四日電話訪問了九百二十四人。負責是項調查的民主黨立法會議員李華明昨在記者會上表示，政府以公帑舉辦「維港巨星匯」，不能以尊重合約機密為由而拒絕

向市民及立法會匯報財務細節，他要求立法會召開特別事務委員會討論「維港巨星匯」的財務安排。

他又稱，立法會在今年六月撥款十億元予投資推廣署宣傳香港，但投資推廣署動用一億三千萬元邀請包括國際知名的滾石樂隊來港演出，卻沒公開財務細節，是「濫用立法會議員對政府信任」。

### 將會外地轉播

負責安排「維港巨星匯」的投資推廣署署長盧維思昨出席一公開場合時重申，稍後會就「維港巨星匯」作詳細交代。對於民主黨的調查指有關活動無助推廣香港的國際形象，盧維思強調「維港巨星匯」進行期間，將會在美國及其他國家作電視轉播，能收宣傳本港之效。

「維港巨星匯」將於下月十七日至十一月九日一連四個周末，在中環添馬艦舉行。

The Standard

# Harbour Fest waste of money: survey

Teddy Ng

Most members of the public believe the government plan to support the Hong Kong Harbour Fest next month is a waste of public money, according to a survey.

Conducted by the Democratic Party, the survey revealed that more than half of the 924 respondents thought the project was not worth it.

The government has pledged to pay any shortfall, estimated at HK\$30 million-HK\$80 million, for the project, which will see artists such as the Rolling Stones, Santana and Westlife perform at the Tamar site in Admiralty.

The government's investment promotion arm, InvestHK, expects the project to help Hong Kong attract tourists following the Sars crisis.

However, 59.5 per cent of respondents said the government should not spend up to HK\$80 million on meeting any shortfall.

Fifty-five per cent thought the project was a waste of public money and 51.7 per cent said they were not interested in attending any of the performances.

More than 80 per cent of respondents said the government should present financial details of the project to the Legislative Council. The government had earlier rejected a similar

demand, citing commercial sensitivity. About 77 per cent of respondents said the government should seek Legco approval before hosting similar events and that such events should be monitored by lawmakers.

Democratic Party legislator Fred Li was angry at the government for refusing to reveal details of the project when seeking funds from Legco.

"There is no commercial secret at all because contracts for the event have all been signed," Li said.

"Legco and members of the public need to monitor whether there is any wrongdoing. We cannot do that if the government does not disclose the figures."

Li said the decision to pay for the shortfall and invite the artists was irrational. "There is very little time for promotion and I doubt whether the event can attract tourists from the United States and Europe.

"Certainly, the event will not attract mainland tourists. The government is rushing in without taking careful consideration."

He said the government should not have stated so early that it would cover any shortfall. "If you state that, the agents will be very firm on appearance fees and the organisers will not put much effort into searching for sponsors because the government will pay for any loss."

# 盧維思否認天价邀滾石

## 不滿有人混淆視聽 指包薪雖高惟收益歸主辦方

【本報訊】(記者 盧燕娥)港府將為美商會下月舉辦的「維港巨星匯」最多包底達8000萬元，連日來備受爭議，投資推廣署署長盧維思昨日再就此事作出質疑：指有關人士有意混淆視聽，將兩種不同的邀請樂隊的酬金方式混為一談，有欠公允，更可能誤導公眾。

盧維思昨日批評，外界將邀請樂隊的酬金兩種不同的形式，即基本酬金與包薪作比較，有欠公允，因為基本酬金對方可攤分門票收益，而是次採用的包薪酬金雖然較高，但門票及電視轉播的收益全歸主辦單位所有，故將兩種酬金直接作對比而不談實際收益的差別，有混淆視聽之嫌。他又強調，有關活動絕不單是一個演唱會，是一個全球性的推廣活動，故其價值並不如有些人所作的簡單計算，他並再次否認主辦單位以3倍價錢邀請滾石樂隊演出。

盧維思表示，只有在最壞情況下，即只賣出一半門票及缺乏贊助，當局才會包底8000萬元，他又稱「維港巨星匯」不只是一個演唱會，還包括多名國際巨星拍攝的一小時短片，透過電視轉播，今年12月在歐美等地電視台播放，單是美國便會有近一億個家庭觀賞，估計

全球有5億人觀看，收益甚巨。他舉例，英國一個三十秒的廣告便須費約900萬港幣，而旅發局作全球推廣活動，亦需以億元計，早前該局便宣佈耗資1億4800萬的全新電視宣傳短片將在全球超過30個城市中播放，故以全球推廣活動作比較，「維港巨星匯」物有所值。

他又透露，表演首日將有一個超級巨星演出，而本星期美國商會將會公布大部分的表演者名單，被問及如「沙士」重臨會否影響表演，盧維思笑稱「no show no pay」，不過，他相信外國亦知道香港有世界最好的設備去應付疫症，不擔心會影響是次活動。

### 當局澄清三不確

【本報訊】投資推廣署助理署長曾愛蓮，指本港某份報章報道滾石樂隊來港表演的消息不正確。她澄清說，該報報道指滾石樂隊直接接觸政府要求在添馬艦場地表演，並稱是出自盧維思署長所說的，她指並無此事，因為滾石樂隊經理人只接觸過美國商會，並無聯絡過盧維思。

其次是報道指本屬滾石樂隊的承辦商，現替「維港巨星匯」工作，實際上亦不正確，其實雙方沒有任何利益關係，承辦商只是曾與美國商會談及有否合作機會，但數星期前已知合作無望。曾澄清第三點說，報道又稱有主辦商成員可免費為投資推廣署搞其他演唱會，事實上署方接到該人信件，他提及可為「維港巨星匯」提供世界級巨星表演，但沒有表示免費服務。



◆盧維思不滿批評混淆視聽。

costs involved and not the free advertising the event would receive in overseas markets.

He also described as totally false reports that the artists were being paid three times their normal fees for the event which will held at Tamar from October 17 to November 9.

Rowse was commenting on a recent survey which showed that about 60 per cent of 924 respondents said the government's plan to pay the expected HK\$30-80 million shortfall for the event was a waste of public money.

"I am disappointed," he said. "People seem to think it is only a pop concert."

Rowse said the artists chosen to appear in the HK\$130 million show would appear in television footage

promoting Hong Kong. He said a one-hour video clip of the event would be provided to US television stations, including ABC, for broadcasting.

The American stations would also be allowed to show clips of the event in their news report. The expected audience from these shows could reach 100 million.

Rowse said clips of the event would also be given to TV stations in other countries, which could reach a further 500 million homes.

As such, an HK\$80 million advertisement bill would be considered cheap.

"We have one hour free advertising across the United States, which is one of our major markets. If you take this as a global promotion

campaign, HK\$80 million is not much," he said.

Rowse said artists were paid on a flat fee method, meaning they were given a lump sum payment instead of a basic salary plus commission from revenue.

He said lump sum fees were normally higher than basic salaries, but come out cheaper when commissions were added.

Rowse said the engagement of the Rolling Stones would, in itself, be important to Hong Kong.

"The band cancelled their Hong Kong concert in March because of Sars. Should they come this time, it will show the world that Hong Kong has bounced back from Sars," he said.

S. C. M. P.

## Invest HK boss quick to defend festival plan

Teddy Ng

Director-General of Invest Hong Kong Mike Rowse said yesterday he was disappointed that critics of next month's Harbour Fest say only the

八千萬贊助巨星匯一再捱轟

高官游說議員放過政府

【本報訊】立法會議員對政府以八千萬元贊助美國商會的「維港巨星匯」窮追猛打，有政府高層官員出面，游說執政聯盟的立法會議員，指出舉辦大型喜慶活動有助改善市面氣氛、重建經濟，希望議員能放政府一馬。

港製作公司失機會

消息人士坦言，「維港巨星匯」引起輿論反彈與邀請滾石樂隊來港，令本地娛樂製作公司失掉生意有關。

消息人士透露，當初舉辦「維港巨星匯」並不包括滾石樂隊，後來有人接觸美國商會，希望加插滾石樂隊作為節目嘉賓之一。但後來美國商會決定不聘用娛樂製作公司，自行統籌滾石樂隊來港事宜，隨即引起輿論反彈。政府消息坦言，此舉令一些製作公司失去賺錢機會，但認為這做法無論對製作成本，或對社會成本都可以減輕，出發點是希望能夠慳錢。

無免費入場票派贈

「維港巨星匯」除邀請老牌國際巨星來港外，受年輕一輩歡迎的偶像歌星如台灣的F4、周杰倫等都會參與演出。為免重蹈皇家馬德里來港獻技時售票混亂惹來批評，美國商會已向各贊助商表明不會有任何免費門票派發，只有優先訂票權，亦保證每場會有一萬張票公开发售。

多名立法會議員都打算在立法會不同的委員會內，追究政府以公帑補貼「維港巨星匯」活動。據悉，港府極高層的官員會向立法會內友好黨派游說，希望他們不要就巨星匯活動挑起爭端。官員又表示，待事件結束後，政府公布的帳目必能向政黨及市民作交代。

蘋果日報

盧維思再拒談滾石酬金



盧維思昨仍堅拒透露滾石樂隊酬金

【本報訊】雖然投資推廣署以八千萬元為「維港巨星匯」包底的做法惹來多方批評，投資推廣署署長盧維思昨日仍堅拒向立法局交代其中支付滾石樂隊的酬勞，指有關活動可以軟銷手法向外國宣傳香港，非常超值。

對於有立法會議員計劃召開緊急聯合委員會，要求政府作出交代，盧維思昨日出席工程師學會香港亞太區總部開幕禮後回應，政府可在議員要求下，先提交一份中期報告提供現有資料。

但對於最敏感的歌星酬金數字，盧維思仍堅持基於合約精神不能透露。當記者問到是否意味立法會也只

能得到「有限」的資料時，盧維思再次重申「是我們手上有資料」。

全部達成口頭合約

盧維思稱，這次活動屬「重建香港經濟活力」計劃之一，因此除了他之外，負責主持重建經濟活力工作小組的財政司司長唐英年及小組內多位官員，都可以出席立法會的有關會議，向聯合委員會解畫。

至於何時公布包括滾石樂隊在內的其餘表演售票安排，盧維思指現已全部達成口頭合約，仍待與對方正式簽訂合約，預計本周五至下周會有公布。

# AmCham boss says show must go on ... and Prince will open it

## Cancelling Harbour Fest would cost 50 pc of the fees for performers, says James Thompson

Stella Lee

The \$130 million Harbour Fest extravaganza must not be cancelled, as half of the fees already paid to performers could be lost, the American Chamber of Commerce organisers said yesterday.

AmCham chairman James Thompson made the remarks as it was announced that Prince would be the festival's opening act on October 17 in a rare live appearance for the performer.

Mr Thompson said it was not possible to cancel or scale down Harbour Fest - as had been suggested by some legislators this week - because such a big commitment had already been made to arrange the show. "We have to carry on with it," Mr Thompson said.

He told the *South China Morning Post* that artists had already been paid 50 per cent of their fees in accordance with normal contractual arrangements and it would be difficult to get back the deposit if the event was cancelled, and law suits could follow.

Legislators have called a special meeting of Legco's financial affairs panel on October 3 to discuss possible cancellation or scaling down of Harbour Fest to address public concerns over the government's promise to underwrite the event by up to \$80 million. Mike Rowse, the director-general of investment promotion at investHK, will be asked to detail the costs of the concerts and other activities funded by a \$1 billion campaign to revive the economy following the Sars outbreak.

Harbour Fest, organised by AmCham with the financial backings of InvestHK - the government's investment promotional arm - will take place at the Tamar site from October 17 to November 3. Other confirmed performers in-



clude Santana, Westlife and Craig David. The Rolling Stones are scheduled to perform on November 7 and 9.

The government has agreed to cover the event's losses - estimated at \$30 million to \$80 million.

Chairman of the Legco panel, Ambrose Lau Hon-chuen, said some legislators were unhappy that the government had so far failed to honour its promise to report on the use of the \$1 billion post-Sars fund, made when Legco approved it in May.

Mr Lau said they also wanted to address public concerns about Harbour Fest at the meeting, including doubts about whether the shows could help revive the econo-

my. "The choice of holding the Real Madrid match [also part of the post-Sars campaign] was obvious to me as it's the world's top soccer team. But I can't understand this choice [the Harbour Fest]. The government should explain," he said.

Mr Thompson, meanwhile, dismissed suggestions that Harbour Fest's international performers were being paid more than normal. "That's absolutely a lie. We have checked with our professional sources to find out the proper fee for each artist. Nobody is getting more than they normally do."

He said a detailed report on Harbour Fest costs would be submitted to the government, but artists' fees were confidential and

could not be made public. The *Sunday Morning Post* has reported that the Rolling Stones were offered US\$5 million to perform.

Mr Thompson said they had already scaled down the event by cutting the performances from 19 to 17 to save money.

He said he was disappointed by criticism of the event. "We did it for

good reasons for Hong Kong but no one seems to be accepting it ... People have the right to make criticisms. It's our job to convince them this is good for Hong Kong and the money will be wisely spent.

"We'll win them over. The event will be successful."

# 市價8千萬邀巨星

## 美商會稱如門票售罄 當局資助低至2千萬



◆俄國女子組合成為時下年輕人的新偶像。稍後也會應邀來港表演。(資料圖片)

【本報訊】(記者 李少文)「維港巨星匯」近日因政府為節目「包底」而惹來不少爭議，主辦機構美國商會主席詹康信在接受本報專訪時表示，8千萬元其實包括了所有表演者的酬金，當中15至16位來自外地，而且全是以市價成交；雖然他不肯透露The Rolling Stones的實際收費，但就表示如樂隊的兩場表演門票售罄，收入將可抵消支出。

對「維港巨星匯」受到這麼多批評，他坦言感到不高興，對其中一些過分的言論更感到憤怒，例如有指迪士尼是借助這次活動作免費宣傳等；雖然現時已找到佳能和花旗銀

行等贊助商，但近期的負面報道的確影響了他們找贊助商。

詹康信坦言，是次匯演門票所有收益均撥歸特區政府，演唱會製成影像光碟後，版權也屬政府所有，美商會「一個仙收入也沒有」，即使是他自己也要購票進場；但最使他不滿意的，是中西區區議會竟然要收他們2百萬元場租，籃球表演也因警方反對封路而取消。

### 承辦商會不收分毫

「維港巨星匯」為期整整1個月，由多個演唱會組成，整個活動耗資1億3千萬元，當中6至7成為表演者酬金，換句話說，即是政府包底的8千萬元。美商會將於本周稍後時間或下周初宣布更多的

表演者，當中包括了俄羅斯女子組合L.A.T.u；同時還會公布兩個新表演項目：全亞洲巨星夜(All Asian Star Night)和流行女歌手之夜(Pop Princess Night)的詳情。

### 稍後公布表演名單

詹康信稱，邀請外地巨星來港只表演一至兩場非常困難，如Bruce Springsteen雖有興趣來港，但只有10月頭一個星期有檔期，惜表演場地仍未準備好；選擇The Rolling Stones，是因為他們是票房保證，有信心單以門票收益便可抵消他們的酬金。

# 投資推廣署 失當



特區政府以1億3000萬元舉辦十多場「維港巨星匯」演唱會，圖以振興香港旅遊業，但演唱會能否吸引大批遊客來港實在成疑；由於成本奇高，政府更要以最高上限8000萬港元替籌辦機構「包底」。面對財赤困境，但負責是次活動的投資推廣署，以巨款補貼演唱會，且一直未公開公帑如何運用，實有黑箱作業之嫌。

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## 黑箱作業 包底補貼 物非所值

# 用公帑1億3000萬搞巨星匯演



「維港巨星匯」以高於市價三倍邀請美國老牌搖滾樂隊Rolling Stones來港表演，該搖滾費公帑，備受爭議。

### 活動後兩個月始交代

#### 投資推廣署

投資推廣署回應本報查詢時表示，署長盧維思將於10月11日在立法會的財經事務委員會特別會議上，討論「重建香港經濟活力的活動」（包括維港巨星匯）的最新情況，至於「維港巨星匯」之帳目，在該活動完成後兩個月，活動的主辦機構美國商會，需向政府提交一份經獨立核數師核實的帳目，列明各項開支及收入的詳情，當中包括所有歌手來港演唱的酬金總額。



### 投資推廣署三大失當

- 浪費公帑**  
以1億3000萬搞連場演唱會，並以最高上限8000萬「包底」，在現時財赤困境下，政府要大幅削減各項開支，卻以高成本開演唱會，浪費公帑。
- 物非所值**  
活動原意為吸引遊客來港，但香港過半遊客來自內地，這批外國歌手對他們吸引力有限，至於外國遊客又能否消化十多萬張演唱會門票。
- 黑箱作業**  
如何運用這億公帑及如何批出各合約，投資推廣署從無向公眾交代。

港府一擲1億3000萬公帑作為舉辦「維港巨星匯」演唱會的經費，更以最高上限8000萬元作為「包底」費，以封籌辦機構本之門，如此振興香港，豪氣實教人側目。

負責今次活動的投資推廣署署長盧維思曾在記者會上所言，花這億元是物有所值，除了十多場音樂會吸引遊客，還包括製作一小時特輯安排於聖誕節在美國ABC電視台全國播放，宣傳香港；而8000萬元「包底」費，是假設若匯演門票只賣出五成計算，每場1萬3000張門票銷售理想，政府補貼金額愈低。

不過，即使門票售出九成，政府亦要補貼近三千萬元。換言之，補貼是無可避免，但究竟有多少遊客因此來香港？綜觀被邀歌手，如Rolling Stones、Prince、Santana、Gipsy Kings、Westlife、Air Supply、T.A.T.u.等，大部分都是西方老牌，現時香港遊客主要是來自內地，佔整體一半以上，這批外國歌手能否吸引他們入場？而外國遊客又會否因此蜂湧來港，消化十多萬張門票？這一切都令人懷疑。

### 如何花錢 全不公開

至於這批著名歌手在港的受歡迎程度，肯定不及皇馬球隊。今年8月，皇馬2000萬元被邀來港，全場爆滿加上無數贊助商，最後「埋單」，政府也要補貼82萬元。若以現時11場演唱會共14萬3000張門票計算，每張門票要清一色賣909元才能「回本」，但現時只有少部分門票售價超900元，而大部分則500元以下。

事實上，這批歌星當中以Rolling Stones最紅，可說由上世紀60年代從英國紅遍全球，今年4月，他們本打算到北京及上海各演一場，曾引來轟動，最後因沙士爆發臨時取消。

無疑，Rolling Stones對國內遊客有一定吸引力，數月前計劃到中國演出時，門票最高定價3000元人民幣一張，高於香港門票三倍有多，即使如此，當時國內主辦單位也預計總票房收入為2000萬元。這數字，僅是港府預算補貼的四分之一。

至於Prince、Santana、Air Supply，雖是國際知名老牌組合，可是，國內遊客對其認識遠不及Rolling Stones，而Gipsy Kings是80年西班牙家族樂團，對國內人而言，算得上是冷門；另外，較新的組合Westlife，則是由五位愛爾蘭的青年於98年組成，而T.A.T.u.更

是一隊俄羅斯新興的少女組合，即使香港人對他們的認識也不深。

「維港巨星匯」在10月17日至11月9日舉行，假設到時來港的旅客如「十一黃金周」超過26萬（最理想預計），以14萬3000張門票計算，若一半已為港人消化，亦需平均每4名旅客有1人入場，才得以爆滿。

立法會議員單仲偕坦言用1億3000萬公帑搞連場演唱會實在不值，他還反問為何要搞演唱會。「若政府只是以資助或是提供場地、配套等，還可以接受，但現時要出製作費，又要包底，成本實在太高！」

第一場演唱會將於下月中開鑼，可說是米已成炊，但這億公帑究竟如何用法？直至現時為止，公眾包括立法會議員也無從得知。因為投資推廣署一直以商業合約規條為由，拒絕公開來港歌手的邀請金。至於其他使費，如公關、廣告、布置場地、歌手來港的交通食宿費等，公眾一概不知，甚至聘請哪一間公關公司、廣告公司、保安公司等，公眾更無從得知。

立法會議員蔡素玉說：「佢（投資推廣署署長盧維思）應該公開報目，而且係詳細列明每個細項，管理公司用了多少錢，中間人又付了多少錢，應該一清二楚向公眾解釋，即使基於商業保密，不能公開歌手的價錢，至少也讓議員知道。還有，主辦機構（美國商會）如何批出合約，批了給哪些公司，也應該交代，不可以黑箱作業。」



早前邀請皇馬來港，引起一陣熱潮，反應奇佳。