

SPORTS COMMISSION

Progress Report of the Major Sports Events Committee

INTRODUCTION

This paper reports on the work of the Major Sports Events Committee (MSEC) since the last update to the Sports Commission (SC).

PROGRESS UPDATE

Setting up of the Vetting Panel and Advisory Panel

2. As in previous terms, the MSEC has set up a Vetting Panel and an Advisory Panel, the membership lists of which are at **Annexes I and II** respectively. The Vetting Panel will assess “M” Mark event applications and make recommendations to the MSEC. The Advisory Panel will provide advice on organisation, sponsorship, marketing and promotion strategies to “M” Mark events.

“M” Mark applications and funding position

3. Since the last update, the MSEC has considered applications for “M” Mark status (without funding support) in respect of the following three events –

- (a) Karp Group Hong Kong Cricket Sixes 2011;
- (b) Standard Chartered Hong Kong Marathon 2012; and
- (c) YONEX-SUNRISE Hong Kong Open 2011 (Badminton)

The committee has also considered applications for “M” Mark status with funding support in respect of the following two events -

- (a) FIVB Volleyball World Grand Prix – Hong Kong 2011; awarded “M” Mark status and matching funding capped at \$1.5 million; and

- (b) Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2011; awarded “M” Mark status and matching funding capped at \$1 million.

4. Since the launch of the “M” Mark Scheme in November 2004, 54 major sports events have obtained “M” Mark status. Of these, 26 have received cumulative funding of **\$45.63 million**. Details of the events supported and the estimated commitment for 2011 are at **Annex III**.

Sponsorship for people from less privileged backgrounds

5. The MSEC seeks sponsorship from the corporate sector for tickets to enable people from less privileged backgrounds to enjoy “M” Mark events. Since the last update, we have received sponsorship for -

- 2 020 tickets to the FIVB Volleyball World Grand Prix – Hong Kong 2011;
- 100 tickets to the Karp Group Hong Kong Cricket Sixes 2011;
- 20 tickets to the World Tenpin Bowling Championships for Women 2011; and
- 2 000 tickets to the 5th Hong Kong DanceSport Festival.

6. On the recommendation of the Social Welfare Department and the Race Relations Unit of the Home Affairs Department, we have passed the 4 140 tickets to the following non-government organisations -

- Hong Kong Rehabilitation Power
- Hong Kong Children and Youth Service
- YMCA
- Po Leung Kuk
- Ethnic minority support groups such as the HK Integrated Nepalese Society, Pakistan Islamic Welfare Union and HOPE Support Service Centre for Ethnic Minorities

Branding of “M” Mark Events

7. We have implemented the following measures to enhance brand recognition of the “M” Mark -

- (a) since 2009, 261 exhibitions have taken place at Leisure and Cultural Services Department (LCSD) venues and schools;
- (b) we have distributed 15 000 folders bearing the “M” Mark logo to primary and secondary school students;
- (c) we have set up a new section on the "M" Mark website (“Member Zone”) for members of the Core Sponsor Group or “national sports associations” (NSAs) to retrieve information about staging major sports events;
- (d) we are developing a smart phone application on "M" Mark events to provide easier access to event information;
- (e) we will arrange more frequent broadcasts of the Announcement in the Public Interest on the “M” Mark Scheme near the time of “M” Mark events; and
- (f) we are promoting “M” Mark events through programmes such as “Sports World” on TVB Jade Channel and “十項全能” on Radio Television Hong Kong (RTHK).

Revised Terms and Conditions for “M” Mark Events

8. At its last meeting held on 9 September, the MSEC endorsed a proposal to revise the terms and conditions for “M” Mark Events. The proposed revisions include proper acknowledgment of the support of the MSEC by event organisers; promotion of the Brand Hong Kong signature through “M” Mark Events and arrangements for advance payment to organisers of “M” Mark events eligible for direct funding.

TV programmes to promote sport in the community – The sixth series of ‘Glamour of Sport’ (GOS)

9. The MSEC has endorsed RTHK’s proposal for the theme for the sixth GOS series, namely the London 2012 Olympic and Paralympic Games.

Funding support for Major National Championships in Hong Kong

10. In June 2011, the SC endorsed a proposal to provide funding to NSAs to organise national level championships sanctioned by the State

Sports General Administration of China. The MSEC has endorsed levels of funding support for such events of up to \$0.5 million for smaller events and up to \$0.8 million for large events. We anticipate that up to two national championships will be held in Hong Kong in the coming year.

ADVICE SOUGHT

11. Members are invited to note the progress update above

**Sports Commission Secretariat
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