

# CONFIDENTIAL

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## 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) in February 2012.

#### PROGRESS UPDATE

##### “M” Mark event applications and funding position

2. Since the last update, the MSEC has endorsed an application for “M” Mark status without funding support for the following event –

- Cathay Pacific /HSBC Hong Kong Sevens 2012 (Rugby);

The committee also endorsed three applications for “M” Mark status with funding support for -

- Hong Kong BMX Golden League (matching funding capped at \$1.9 million and a \$0.5 million direct grant for marketing);
- 2012 HKFC Citibank International Soccer Sevens (matching funding capped at \$1 million); and
- The 6<sup>th</sup> Hong Kong DanceSport Festival – 2012 WDSF World Cup Standard (matching funding capped at \$1 million).

3. Since the launch of the “M” Mark System in 2004, we have granted 58 events “M” Mark status, 29 of which have received funding totalling **\$50.03 million**. Details of these events and the estimated commitment for 2012 are at the **Annex**.

##### Sponsorship for people from less privileged backgrounds

4. The MSEC seeks sponsorship from the commercial sector for free

tickets to enable people from less privileged backgrounds to enjoy “M” Mark events. Since February 2012, we have received sponsorship for 100 tickets to the Cathay Pacific / HSBC Hong Kong Sevens 2012 (Rugby). As recommended by the Social Welfare Department, we distributed these tickets to the following non-governmental organisations -

- Operation Breakthrough
- Chun Tok School
- Lutheran School for the Deaf
- Po Leung Kuk
- Society for Protection of Children
- Tuen Mun Boys’ Home

### **Promotion of “M” Mark events**

5. We have taken the following measures to promote recognition of the “M” Mark and the events supported by the brand -

- a) Since 2009, we have organised 280 roving exhibitions on “M” Mark events at LCSD venues, primary and secondary schools, tertiary institutions and “M” Mark events venues;
- b) We continue to distribute “M” Mark promotional materials such as calendar cards, posters and leaflets to the public through the Sports Federation & Olympic Committee of Hong Kong, China, district offices of the Home Affairs Department, Leisure and Cultural Services Department venues, the Hong Kong Sports Institute and the Hong Kong Tourism Board;
- c) We have revamped the “M” Mark website to make it easier for users of mobile devices to browse the site and we are developing a smart phone “app” to facilitate access to information on “M” Mark events; and
- d) We have updated the Announcement in the Public Interest (API) and continue to run this during the periods when “M” Mark events are being staged.

### **The TV series: “The Glamour of Sport” (GOS)**

6. The 6th GOS TV series focuses on athletes’ preparations for the London 2012 Olympic and Paralympic Games. The first episode was broadcast on TVB Jade channel at 7:00pm on Sunday 6 May 2012.

## **Improvements to the “M” Mark System**

7. To strengthen support for organisers of major sports events, the MSEC has endorsed proposals to extend funding support for “M” Mark events beyond eight years, and to maintain the funding level at up to \$1 million per annum starting from the seventh year of the event. The proposals are presented in SC Paper 11/2012.

## **KEY ACTION ITEMS PLANNED**

8. The MSEC has identified the following key action items for 2012 -

- strengthen funding support for “M” Mark events;
- fine-tune the “M” Mark support package to enhance promotion and publicity for “M” Mark events;
- identify potential new “M” Mark events, including regional and world championships, and encourage NSAs to bid to host such events;
- collaborate with RTHK on the production of the 6<sup>th</sup> series of GOS focusing on athletes’ preparation for the London 2012 Olympic and Paralympic Games; and
- monitor the planning of the Multi-purpose Sports Complex at Kai Tak, which will offer new venues for major sports events.

## **ADVICE SOUGHT**

9. Members are invited to note the progress update and key action items planned for 2012.

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**Sports Commission Secretariat  
May 2012**