

## **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 November 2010.

#### **PROGRESS UPDATE**

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

2. The MSEC has approved “M” Mark status without funding support for the “Cathay Pacific/Credit Suisse Hong Kong Sevens 2011”.

3. Since the launch of the “M” Mark System in November 2004, 47 major sports events have been awarded “M” Mark status, of which 23 received funding support. The cumulative funding disbursed to “M” Mark events is **\$32.54 million**. Details of the events supported so far and the estimated commitment for 2011 are at the **Annex**.

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

4. The MSEC continues to seek sponsorship for tickets to allow people from less privileged backgrounds to enjoy major sports events. Since the last update, we have received sponsorship for -

- 500 tickets to the YONEX-SUNRISE Hong Kong Open Badminton Super Series 2010; and
- 100 tickets to the Cathay Pacific/Credit Suisse Hong Kong Sevens 2011 (Rugby)

5. On the recommendation of the Social Welfare Department, we passed the 600 tickets to the following organisations for distribution -

- Baptist Oi Kwan Social Service

- St. James' Settlement
- Hong Kong PHAB Association
- Hong Kong Society for the Deaf

### **Branding of “M” Mark Events**

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

- (a) two series of roving exhibitions in more than 50 LCSD venues and 100 schools to showcase “M” Mark events in 2010-11;
- (b) the production of “M” Mark event stationery - including poster-sized event calendars, pocket-sized and desk-top event calendars, mouse pads and plastic folders for distribution to the sports community and members of the public;
- (c) requests to Core Sponsor Group (CSG) members to create hyperlinks from their websites to the “M” Mark’s dedicated website; and
- (d) a workshop for “national sports associations” (NSAs) and CSG members to facilitate networking and experience sharing.

In addition, six more companies joined the CSG in 2010.

### **“M” Mark APIs and the 5<sup>th</sup> season of “The Glamour of Sport”**

7. TV and radio Announcements in the Public Interest (APIs) to promote the “M” Mark have been broadcast since December 2010. The 5<sup>th</sup> season of the TV Series “The Glamour of Sport” will be produced for broadcast from July to September in 2011

### **Enhanced Support for “M” Mark Events – Assessment Criteria**

8. At the meeting on 30 November 2010, the SC endorsed a proposal to increase funding for “M” Mark events. The MSEC has since drawn up detailed procedures for assessing whether an “M” Mark event would be eligible to receive funding in its seventh and eighth years; and a supplementary funding scheme for supporting one-off world championships. The proposals were endorsed by the MSEC on 9 March 2011 and are presented in SC Paper 4/2011.

## **Revised Application Guidelines for Major Sports Events**

9. The MSEC also endorsed at its last meeting a proposal to streamline application procedures for “M” Mark events with a view to reducing event organisers’ workload. To help organisers prepare applications, the MSEC Secretariat has designed an “Event Information” sheet and a budget template showing the standard information required and definitions of the budget items. We will upload the new “M” Mark event application guidelines onto the MSEC website for implementation with immediate effect.

## **Funding for Major Local International Events**

10. Under the current assessment system, Major Local International Events (MLIE) receive funding at two levels. Events with scores of 20 to 28 are entitled to a maximum grant of \$0.35 million, whilst events that score above 28 may receive up to \$0.65 million. At its last meeting, the MSEC agreed to increase the maximum subvention level for MLIE to \$0.5 million for events with scores of 20 to 28 marks, and to \$0.8 million for events that score higher. These increased levels of funding will take effect from 2011-12.

## **KEY ACTION ITEMS PLANNED**

11. The MSEC has identified the following key action items for 2011-

- Develop a core “M” Mark support package to provide better publicity opportunities for event organisers and establish connections to District Councils, schools, Non-Governmental Organisations and government departments to promote events;
- Draw up a list of potential new “M” Mark events, including regional and world championships and encourage NSAs to bid to host such events;
- Organise seminars on event marketing, increasing the entertainment value of events and better understanding the needs of the business sector to encourage NSAs to upgrade event management; and
- Stimulate greater interest in event sponsorship, for example, by finding ways for potential new sponsors to “try out” sponsorship of smaller events with lower levels of financial

commitment.

**ADVICE SOUGHT**

12. Members are invited to note the progress update and key action items planned for 2011.

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**Sports Commission Secretariat  
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