

## **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 October 2011.

#### **PROGRESS UPDATE**

##### **Setting up of the Advisory Panel and Vetting Panel**

2. The MSEC has set up an Advisory Panel and a Vetting Panel, (membership of the panels is at **Annexes I and II** respectively). The Advisory Panel will provide advice to event organisers on the organisation, sponsorship and promotion of “M” Mark events. The Vetting Panel will assess “M” Mark applications and make recommendations to the MSEC. The first meetings of the panels took place in January 2012.

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

3. Since the launch of the “M” Mark Scheme in 2004, we have granted 54 events “M” Mark status, 26 of which have received funding support totalling **\$45.63 million**. Details of these events and the estimated commitment for 2012 are at **Annex III**.

##### **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 October 2011, we have received sponsorship for -

- 820 tickets to the YONEX-SUNRISE Hong Kong Open 2011
- 200 tickets to the UBS Hong Kong Open Championship 2011.

5. As recommended by Social Welfare Department, we distributed these sponsored tickets to the following non-governmental organisations -

- Jockey Club Yung Shing Lutheran Integrated Service Centre
- Fanling Integrated Family Service Centre
- Lok Sin Tong Benevolent Society
- Jordan Valley Kai Fong Welfare Association

### **Branding of “M” Mark events**

6. We have taken the following measures to improve recognition of the “M” Mark -

- (a) arranged regular exhibitions at Leisure and Cultural Services Department (LCSD) venues, schools and tertiary institutions and widely distributed “M” Mark calendars and posters;
- (b) placed advertisements for “M” Mark events in LCSD Community Recreation & Sports Programme booklets;
- (c) revamped the “M” Mark website and developed a smart phone application to provide easier access to event information;
- (d) arranged frequent broadcasts of the Announcement in the Public Interest (API) on the “M” Mark Scheme near the time of “M” Mark events; and
- (e) promoted “M” Mark events through programmes such as TVB Jade’s “Sports World” and RTHK’s “十項全能”.

### **The sixth series of ‘Glamour of Sport’ (GOS)**

7. The main theme of the sixth series of GOS will be the Olympic Games. The series is scheduled for broadcast in May and June 2012.

### **ADVICE SOUGHT**

8. Members are invited to note progress as summarised above.

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**Sports Commission Secretariat  
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