

## **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 June 2012.

#### **PROGRESS UPDATE**

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

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

- New World Harbour Race 2012 & 5<sup>th</sup> Asian Open Water Swimming Championships;

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

- 8<sup>th</sup> Club Crew World Championships cum Hong Kong International Dragon Boat Races (maximum \$3 million);
- Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2012 (maximum \$1 million); and
- Hong Kong Cricket Sixes 2012 (maximum \$1 million).

3. Since the launch of the “M” Mark in 2004, we have granted 62 events “M” Mark status, 32 of which have received funding totalling **\$55.03 million**. Details are at the **Annex**.

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

4. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. Since June, we have received sponsorship for –

- HKFC Citibank International Soccer Sevens (300 tickets)
- 8<sup>th</sup> Club Crew World Championships cum Hong Kong International Dragon Boat Races (385 tickets)
- HKJC Charities Trust Challenge Cup, Kitchee v Arsenal (500 tickets)

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

- Hong Kong Red Cross John F. Kennedy Centre
- Hong Chi Association
- Hong Kong Rehabilitation Power
- Salvation Army
- Caritas Hong Kong
- Caritas Integrated Family Service Centre – Tin Shui Wai
- Hong Kong Single Parents Association

#### **Promotion of “M” Mark events**

6. We have taken the following measures to promote the “M” Mark -

- a) Distributing promotional materials through the SF&OC, District Offices, LCSD, the HKSI and the HK Tourism Board;
- b) Making the “M” Mark website more user-friendly; and
- c) Broadcasting Announcements in the Public Interest (API) during the periods when “M” Mark events are being staged.

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

7. The 6<sup>th</sup> GOS TV series, “the Olympic Dream”, was broadcast from 6 May to 24 June on TVB Jade Channel, with the English version broadcast from 2 June to 21 July on ATV World Channel. We are working with RTHK on the production of the 7<sup>th</sup> series.

#### **ADVICE SOUGHT**

8. Members are invited to note progress.

**Sports Commission Secretariat  
October 2012**