

CONFIDENTIAL

Paper No. SC 06/2013
(For information on 28 January 2013)

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 October 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 events –

- UBS Hong Kong Golf Open Championship 2012;
- YONEX-SUNRISE Hong Kong Badminton Open 2012;
- Standard Chartered Hong Kong Marathon 2013;
- Longines Hong Kong Equestrian Masters 2013; and
- Cathay Pacific/HSBC Hong Kong Rugby Sevens 2013.

3. Since the launch of the “M” Mark in 2004, we have granted 67 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 October, we have received sponsorship for –

- The 6th Hong Kong DanceSport Festival - 2012 WDSF World Cup Standard (1615 tickets)
- Karp Group Hong Kong Cricket Sixes 2012 (100 tickets)
- UBS Hong Kong Golf Open Championship 2012 (280 tickets)
- YONEX-SUNRISE Hong Kong Badminton Open 2012 (800 tickets)

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

- Salvation Army
- Caritas Hong Kong
- Po Leung Kuk
- Tung Wah Group of Hospitals
- Heep Hong Society
- Jockey Club Fanling Children and Youth Integrated Services Centre
- St. James' Settlement – Wan Chai District Elderly Community Centre
- Wan Chai Methodist Centre for the Seniors

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) Creating the applications for “smart” ‘phone users; and
- c) Refreshing the “M” Mark printed advertisement.

7. The M Mark Events applications for “smart” ‘phones are now available from the respective “apps” stores.

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

8. A working group under the MSEC met the Radio Television Hong Kong to discuss the 7th GOS TV series which will focus on the grooming of talented athletes in schools.

ADVICE SOUGHT

9. Members are invited to note the progress update.

Sports Commission Secretariat
January 2013