

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 January 2013.

PROGRESS UPDATE

“M” Mark event applications and funding position

2. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 67 events, 32 of which have received funding totalling **\$55.03 million**. In January 2013, the Sports Commission agreed that an extra \$28 million should be earmarked from the Arts and Sport Development Fund to support the “M” Mark System up to the end of 2014.

Sponsorship for tickets for people from less privileged backgrounds

3. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. For recent events, we have received sponsorship for –

- The Longines Hong Kong Masters 2013 (250 tickets)
- The Cathay Pacific/HSBC Hong Kong Rugby Sevens 2013 (250 tickets)

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

Promotion of “M” Mark events

4. We have taken the following measures to promote the “M” Mark -
- (a) We arranged 24 exhibitions at government offices, event venues and shopping malls from 18 February to 31 March;

- (b) We have distributed “M” Mark calendars and posters to the public through the Sports Federation & Olympic Committee of Hong Kong, China, the Hong Kong Sports Institute, District Offices, LCSD sports venues and visitor centres of the Hong Kong Tourism Board; and
- (c) We have revamped the “M” Mark website to make it easier for people with disabilities to browse the website.

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

5. Radio Television Hong Kong has started work on the 7th series.

Improvements to the “M” Mark System

6. The MSEC has endorsed changes to the “M” Mark System, including the following –

- (a) *Funding for world championships and one-off competitions*
 - World Championships and one-off competitions can receive up to \$5 million in their first year, but will be subject to a cumulative ceiling of \$7 million for the first three years.
- (b) *Application Cycle*
 - The MSEC Vetting Panel will meet quarterly to vet applications with funding requirements.
- (c) *Number of events by the same “national sports association” that may be supported under the “M” Mark scheme*
 - “M” Mark support would be provided to each “national sports association” (NSA) for up to one sustainable event and one World Championships in the same year.

KEY ACTION ITEMS PLANNED

7. The MSEC has identified key action items for 2013, including the following –

- hosting an awards luncheon to recognise the contributions of “M” Mark event organisers and sponsors;

- identifying potential new “M” Mark events and continuing to work with NSAs to attract international sports events to Hong Kong;
- collaborating with RTHK on the 7th series of GOS focusing on the development of athletes in schools;
- encouraging the business sector to sponsor tickets so that more people from less privileged backgrounds can attend “M” Mark events; and
- monitoring the implementation of the Kai Tak sports complex.

ADVICE SOUGHT

8. Members are invited to note this report.

**Sports Commission Secretariat
April 2013**