

## **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 April 2013.

#### **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 –

- World Masters Squash Championships 2014
- New World Harbour Race 2013
- Hong Kong Open Golf Championship 2013
- Hong Kong International Dragon Boat Races 2013

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

- 2013 WDSF Grand Slam Hong Kong (dancesport) (maximum grant of \$3.59 million)
- FIVB Volleyball World Grand Prix – Hong Kong 2013 presented by Watsons (maximum grant of \$1.7 million)

3. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 73 events, 34 of which have received funding totalling **\$60.32 million**.

##### **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. For recent events, we have received sponsorship for –

- GAC Group 26<sup>th</sup> Table Tennis Asian Cup 2013 (300 tickets)
- 2013 WDSF Grand Slam Hong Kong (dancesport) (600 tickets)

5. As recommended by the Social Welfare Department, we distributed these tickets to twelve non-governmental organizations.

### **Promotion of “M” Mark events**

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

- (a) We arranged exhibitions at 39 shopping malls and “M” Mark events venues between February and September 2013; and
- (b) We have produced new “M” Mark events leaflets for distribution to the public.

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

7. Filming for the new series is in progress.

### **Awards to recognise “M” Mark Event Organisers and Sponsors**

8. The MSEC has set up a working group to consider recognising “M” Mark event organisers and sponsors by way of an awards presentation. Such an event will also help to raise awareness of the “M” Mark scheme and of major sports events taking place in Hong Kong. The working group has initially proposed that eight categories of award be presented to event organisers (i.e. the “national sports associations”) and/or sponsors of “M” Mark events held between October 2013 and September 2014.

9. The working group proposes to form a Judging Panel for the purpose of deciding on award recipients.

10. The MSEC will further discuss the proposed arrangements for the awards at its meeting on 18 September 2013.

**ADVICE SOUGHT**

11. Members are invited to note the progress update.

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**Sports Commission Secretariat  
August 2013**