

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 August 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 –

- YONEX-SUNRISE Hong Kong Badminton Open 2013
- Standard Chartered Hong Kong Marathon 2014
- Cathay Pacific/HSBC Hong Kong Sevens 2014 (Rugby)

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

- Hong Kong Cricket Sixes 2013 (maximum of \$1 million)
- Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2013 (maximum of \$1 million)
- Hong Kong Golf Open Championship 2013 (maximum of \$3 million)

The Hong Kong Cricket Association (HKCA) subsequently cancelled the Cricket Sixes 2013 due to lack of funding support.

3. Since the launch of the “M” Mark in 2004, we have granted a total of 78 events “M” Mark status, 36 of which were approved for funding support totalling **\$65.32 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 –

- FIVB Volleyball World Grand Prix – Hong Kong 2013 (2 364 tickets)
- YONEX-SUNRISE Hong Kong Open Badminton 2013 (1 000 tickets)

5. As recommended by the Social Welfare Department, we distributed the tickets to the 24 non-governmental organisations.

Promotion of “M” Mark events

6. Measures taken in recent months to promote the “M” Mark include-

- (a) arranging exhibitions at 23 shopping malls and “M” Mark event venues between July and December 2013;
- (b) producing the “M” Mark calendar 2014 for distribution to the public through the SF&OC, District Offices, LCSD, HKSI and the Hong Kong Tourism Board; 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 7th GOS TV series was broadcast on TVB “Jade” channel at 7:00 pm every Sunday from 29 September to 17 November.

Awards to recognise “M” Mark Event Organisers and Sponsors

8. On 18 September 2013, MSEC members discussed a proposal to organise an Awards Presentation to recognise “M” Mark event organisers and sponsors. A Working Group on the Awards Presentation has subsequently recommended that there should be eight categories of awards, and that “M” Mark events held between 1 January and 31 December 2014

should be eligible for assessment. The Awards Presentation Ceremony should be held in the first quarter of 2015.

ADVICE SOUGHT

9. Members are invited to note the progress update.

**Sports Commission Secretariat
December 2013**