

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 December 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 to the Longines Hong Kong Masters 2014 and the 2014 Hong Kong International Dragon Boat Races. The committee also endorsed application for “M” Mark status with funding support for the Chinese Gold & Silver Exchange Society World Youth Tenpin Bowling Championships 2014.

3. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 81 events, 38 of which received funding support totalling **\$68.79 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 –

- Hong Kong Open Championship 2013 (Golf) (280 tickets)
- Cathay Pacific/HSBC Hong Kong Sevens 2014 (Rugby) (452 tickets)

5. As recommended by the Social Welfare Department, we or the event organisers distributed the tickets to sixteen non-governmental organisations.

Promotion of “M” Mark events

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

- (a) distributing “M” Mark 2014 calendars and posters to the public through Sports Federation & Olympic Committee of Hong Kong, China, District Offices of Home Affairs Department, Leisure and Cultural Services Department, Hong Kong Sports Institute and schools;
- (b) refreshing the “M” Mark printed advertisement for the 10th Anniversary of the “M” Mark System; and
- (c) issuing e-newsletters to the public.

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

7. The evaluation meeting of GOS VII and the 1st pre-production meeting for GOS VIII were held on 24 Jan 2014. The proposed theme for GOS VIII is the “2014 Incheon Asian Games”.

Improvements to the “M” Mark System

8. On 18 February, the MSEC endorsed several measures to increase support for “M” Mark events. Details are in Paper No. SC 3/2014 under agenda item 3 of the SC meeting.

Work Plan For 2014

9. The MSEC has identified key action items for 2014 –
- project further the profile of the “M” Mark and mark its 10th anniversary by launching the Hong Kong “M” Mark Sports Event Awards to recognise event organisers and sponsors;
 - identify potential new “M” Mark events and continue to collaborate with NSAs to attract international sports events to Hong Kong;
 - collaborate with Radio Television Hong Kong on the production of the 8th TV Series of GOS with the focus on the 2014 Incheon Asian Games;

- encourage the business sector to sponsor more people from less privileged backgrounds to attend major sports events; and
- continue to review the progress of the Kai Tak Multi-purpose Sports Complex.

Hong Kong “M” Mark Sports Event Awards

10. The latest progress with the Hong Kong “M” Mark Sports Event Awards is as follows –

- (a) “M” Mark event organisers have been invited to submit nominations for Awards in December 2013;
- (b) publicity has been launched to promote the Awards;
- (c) Judging Panel members were briefed on 15 January 2014; and
- (d) a Meet-the-Press function was held on 7 February 2014.

ADVICE SOUGHT

11. Members are invited to note the progress update.

**Sports Commission Secretariat
March 2014**