

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 March 2014.

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 New World Harbour Race 2014. The committee also endorsed applications for “M” Mark status with funding support for -

- The 7th Hong Kong DanceSport Festival – WDSF GrandSlam Hong Kong 2014 (maximum grant of \$1 million);
- FIVB Volleyball World Grand Prix – Hong Kong 2014 (maximum grant of \$3.3 million);
- Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2014 (maximum grant of \$1.5 million); and
- Hong Kong Tennis Open 2014 (maximum grant of \$4.8 million)

3. Since the launch of the “M” Mark in 2004, we have granted a total of 86 events “M” Mark status, 41 of which were approved for funding support totalling **\$79.39 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 The 7th Hong Kong DanceSport Festival – WDSF GrandSlam Hong Kong 2014 (831 tickets).

As recommended by the Social Welfare Department, we have worked with the event organisers and distributed the tickets to 14 non-governmental organisations (NGOs).

Promotion of “M” Mark events

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

- (a) staging “M” Mark events roving exhibition at leisure venues of the Leisure and Cultural Services Department from 13 July to 15 November 2014; and
- (b) issuing e-newsletters to the public more frequently to celebrate the 10th Anniversary of the “M” Mark System.

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

6. The 8th GOS series will consist of six episodes focused on the 2014 Incheon Asian Games, which will be broadcast from 23 September 2014 onwards on every Tuesday from 7:00 pm to 7:30 pm on TVB Jade and RTHK 31. The English version of the same series will be broadcast from 2 April 2015 onwards on every Thursday on TVB Pearl. Exact broadcasting time to be confirmed.

Review of the “M” Mark System

7. The MSEC has endorsed on 8 July 2014 a series of enhanced monitoring measures on achievement of “M” Mark objectives, assessment of applications, and monitoring and evaluation of events to enhance the effectiveness of the “M” Mark System.

Tax Exemption or Deduction Arrangements for Sports Events of “National Sports Associations”

8. The MSEC has discussed the arrangements for tax exemption or deduction for commercial sponsorship and event-related profits for sports events organised by “national sports associations” (NSAs) in Hong Kong. It was found that the existing Inland Revenue Ordinance provides for exemption from or deduction of tax on commercial sponsorship and/or profits arising from the organisation of sports events.

Hong Kong “M” Mark Sports Event Awards

9. The 1st meeting of the Judging Panel under the Working Group on the Hong Kong “M” Mark Sports Event Awards (the Awards) was held on 13 June 2014 to review the nominations. The 4th meeting of the Working Group was held on 14 July 2014 to discuss the detail arrangements of the Awards Presentation Ceremony.

ADVICE SOUGHT

10. Members are invited to note the progress update.

**Sports Commission Secretariat
August 2014**