

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 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 -

- Standard Chartered Hong Kong Marathon 2015;
- Cathay Pacific/HSBC Hong Kong Sevens 2015; and
- YONEX-SUNRISE Hong Kong Open Badminton Championships 2014 - part of the METLIFE BWF World Superseries (with subvention of LCSD venue charges)

3. The committee also endorsed an application for “M” Mark status with funding support for -

- 2014 Hong Kong Open Golf Championship (with a maximum grant of \$4.8 million, including an \$800,000 one-off grant for marketing the event).

4. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 90 events, 42 of which received total funding support of just under **\$84.2 million**.

Sponsorship for people from less privileged backgrounds

5. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from economically less privileged backgrounds. For recent events, we have received sponsorship for the FIVB Volleyball World Grand Prix - Hong Kong 2014 (1 580 tickets), the Prudential Hong Kong Tennis Open 2014 (710 tickets) and the 2014 Hong

Kong Open Golf Championship (400 tickets). As recommended by the Social Welfare Department, we have worked with the event organisers and distributed the tickets to 36 non-governmental organisations (NGOs).

Promotion of “M” Mark events

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

- (a) organised an “M” Mark events roving exhibition at Leisure and Cultural Services Department (LCSD) leisure venues, from 13 July to 15 November 2014. The exhibition also featured at other venues that hosted “M” Mark events; and
- (b) issued e-newsletters to the public more frequently to mark the 10th Anniversary of the “M” Mark.

TV series: “*Glamour of Sport*”

7. The 8th series of “*Glamour of Sport*”, entitled “Strive for the Best at the Incheon Asian Games” (拚戰仁川亞運), was broadcast every Tuesday from 7:00 pm to 7:30 pm from 23 September to 28 October 2014 on TVB Jade and RTHK 31.

8. We have sent posters for the series to MSEC members, LCSD, primary and secondary schools, “national sports associations”, the Sports Federation & Olympic Committee of Hong Kong, China and the Hong Kong Sports Institute.

Hong Kong “M” Mark Sports Event Awards

9. The Judging Panel under the Working Group on the Hong Kong “M” Mark Sports Event Awards is scheduled to have its second assessment meeting on 28 November 2014 to assess the nominations of “M” Mark events held between May and August 2014.

ADVICE SOUGHT

10. Members are invited to note the progress update.

**Sports Commission Secretariat
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