

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 November 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 -

- Longines Hong Kong Masters 2015; and
- Hong Kong International Dragon Boat Races 2015

3. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 92 events, 42 of which received total funding support of about **\$84.2 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. We have recently received sponsorship of 1 000 tickets from the YONEX-SUNRISE Hong Kong Open Badminton Championships 2014. As recommended by the Social Welfare Department, we distributed the tickets to the 24 non-governmental organisations.

Promotion of “M” Mark events

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

- (a) distribution of “M” Mark calendar posters to the Sports Federation & Olympic Committee of Hong Kong, China, Home Affairs

Department Offices, leisure venues and libraries of the Leisure and Cultural Services Department, the Hong Kong Sports Institute and schools ; and

- (b) production of a new “M” Mark TV and radio announcement in the public interest.

TV series: “*Glamour of Sport*”

6. The last episode of 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 on 4 November 2014. The English language version of the series will be broadcast from 2 April to 7 May 2015 every Thursday from 7:00 pm to 7:30 pm on TVB Pearl.

7. A new sports-themed TV programme will be produced in 2015 to further promote interest in sport in Hong Kong.

Hong Kong “M” Mark Sports Event Awards

8. The Presentation Ceremony for the Hong Kong “M” Mark Sports Event Awards (the Ceremony) will be held on 19 March 2015 at 12 noon at the Conference Hall of the Central Government Offices at Tamar. We will invite “M” Mark event organisers and their sponsors to the Ceremony to receive the awards and appreciation certificates. We shall also issue invitations to Members of the SC and the three sub-committees, as well as other representatives from the sports sector.

ADVICE SOUGHT

9. Members are invited to note the progress update.

**Sports Commission Secretariat
February 2015**