

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 July 2015.

PROGRESS UPDATE

“M” Mark event applications and funding position

2. We have reviewed the “M” Mark System and decided that only “national sports associations” are eligible to apply for “M” Mark.

3. Since the last update, the MSEC has endorsed the granting of “M” Mark status without funding support for -

- Hong Kong Marathon 2016;
- Hong Kong Sevens 2016; and
- Hong Kong Masters 2016.

4. The committee also endorsed the application of 2015-2016 UCI Track Cycling World Cup – Hong Kong for “M” Mark status with funding support.

5. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 103 events, 46 of which received total funding support of **\$92.99 million**.

The 100th “M” Mark Event – 2015/16 UCI Track Cycling World Cup Hong Kong

6. Being the 100th “M” Mark event, the 2015/16 UCI Track Cycling World Cup Hong Kong is allowed to use a specially designed “M” Mark logo to publicise the event and a plaque was presented to the Cycling

Association of Hong Kong, China at the Press Conference held on 19 September 2015 to mark this milestone.

Sponsorship for people from less privileged backgrounds

7. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. For the four recent “M” Mark events, we received sponsorship for **3 699 tickets** for the FIVB Volleyball World Grand Prix – Hong Kong 2015, Prudential Hong Kong Tennis Open 2015, UBS Hong Kong Open (Golf) Championship 2015 and YONEX-SUNRISE Hong Kong Open Badminton Championships 2015. Working with the Social Welfare Department and event organisers, we distributed the tickets to 50 non-governmental organisations.

Promotion of “M” Mark events

8. The following measures were taken to promote the “M” Mark and “M” Mark events in 2015 –

- (a) to broadcast a new set of TV and radio announcement in the public interest in June 2015, prior to and after the staging of “M” Mark events;
- (b) to stage the “M” Mark roving exhibition at local secondary schools as well as competition venues of “M” Mark events from November 2015 to March 2016; and
- (c) to produce a “M” Mark Events Calendar 2016 for promotional purpose.

ADVICE SOUGHT

9. Members are invited to note the progress update.

**Sports Commission Secretariat
December 2015**