

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 2016.

PROGRESS UPDATE

“M” Mark event applications and funding position

2. We have reviewed the “M” Mark system and decided to provide \$0.8 million direct grant for marketing expenses to one-off Championships to enhance publicity effort of “M” Mark events and waive the minimum number of participating countries / regions for final tournament of one-off Championships.

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

- (a) Hong Kong International Dragon Boat Races;
- (b) Hong Kong Tennis Open 2016;
- (c) Harbour Race 2016;
- (d) Hong Kong Open Badminton Championships 2016;
- (e) Hong Kong Open (Golf) 2016; and
- (f) Masters of Hong Kong 2017 (Equestrian)

4. The committee also endorsed the following applications for “M” Mark status with funding support –

- (a) The 9th Hong Kong DanceSport Festival – WDSF GrandSlam Hong Kong 2016 (maximum grant of \$1.5 million);
- (b) FIVB Volleyball World Grand Prix – Hong Kong 2016 (maximum grant of \$1.5 million); and
- (c) Hong Kong Squash Open 2016 (maximum grant of \$1.5 million).

5. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 112 events, 49 of which received total funding support of **\$97.49 million**.

Sponsorship for people from less privileged backgrounds

6. The MSEC seeks sponsorship from the commercial sector and event organisers for free tickets for people from less privileged backgrounds. For the recent “M” Mark events, we received sponsorship for **3 318 tickets** for the Cathay Pacific/HSBC Hong Kong Sevens 2016, 9th Hong Kong DanceSport Festival - WDSF GrandSlam Hong Kong 2016, FIVB Volleyball World Grand Prix - Hong Kong 2016 presented by Watsons, Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2016 and Prudential Hong Kong Tennis Open 2016.

7. Working with the Social Welfare Department and event organisers, we distributed the tickets to 46 non-governmental organisations and 10 ethnic minorities groups.

Promotion of “M” Mark events

8. Other than the on-going measures, the following new initiatives will be implemented to promote the “M” Mark and “M” Mark events –

- (a) to produce sport information kits to increase spectators’ understanding of and interest in individual “M” Mark events and the sports concerned, in particular to those audience from non-governmental organisations receiving free tickets;
- (b) to put up advertisements on buses to increase visibility of “M” Mark events throughout the territory;
- (c) to promote local athletes who will be taking part in “M” Mark events through other multi-media channels, such as Sportsroad, an online sports media or RoadShow;
- (d) to display “M” Mark branding publicity banners at LCSD leisure venues in 18 districts and erect giant wall banners on the outer walls of LCSD leisure and cultural venues; and
- (e) to update the Announcement in the Public Interest (APIs) to

This is the version of the original paper which has been edited for length.

cover the current lists of “M” Mark events.

ADVICE SOUGHT

9. Members are invited to note the progress update.

**Sports Commission Secretariat
November 2016**