

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 2016.

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 -

- Hong Kong Marathon 2017; and
- Hong Kong Sevens 2017

3. The committee also endorsed the application of 2017 UCI Track Cycling World Championships with a maximum of \$6 million in matching funding, a one-off \$0.8 million direct grant for marketing as well as LCSD notional venue charges of about \$4.86 million.

4. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 115 events, 50 of which received total funding support of **\$104.29 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 less privileged backgrounds. For the recent “M” Mark events, we received sponsorship for **4 580 tickets** for the YONEX-SUNRISE Hong Kong Open Badminton Championships 2016 (part of the MetLife BWF World Superseries), UBS Hong Kong Open (Golf) 2016 and Longines Masters of Hong Kong 2017.

6. Working with the Social Welfare Department and event organisers, we distributed the tickets to 48 non-governmental organisations, 10 ethnic minorities groups, 26 primary and secondary schools and 11 universities.

Promotion of “M” Mark events

7. Other than the on-going measures, the following new initiatives have been implemented in the first quarter of 2017 to promote the “M” Mark branding and “M” Mark events –

- (a) sport information kits for equestrian and marathon have been produced to enhance spectators’ understanding of and interest in individual “M” Mark events;
- (b) bus body advertisement was launched in February onwards to increase visibility of the “M” Mark events throughout the territory;
- (c) interviews with athletes from “M” Mark events as well as MSEC Chairman were published on the Sportsroad website in order to show support to our local athletes;
- (d) “M” Mark branding giant wall banners were erected at the outer wall of LCSD venues; and
- (e) the revised Announcements in the Public Interest (API) will be broadcast in local TV and radio stations to promote the upcoming “M” Mark events.

Mega Events Fund

8. Following the expiry of the Mega Events Fund by end of March 2017, the Tourism Commission, supported by the Hong Kong Tourism Board (HKTB), will adopt a new multi-pronged strategy for supporting the staging of events with tourism merits. Three current “M” Mark events, namely Hong Kong International Dragon Boat Races, Hong Kong Tennis Open and Hong Kong Open (Golf) will continue to receive funding support through HKTB in 2017/18.

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

ADVICE SOUGHT

9. Members are invited to note the progress update.

**Sports Commission Secretariat
March 2017**