

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 2017.

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 International Dragon Boat Races 2017;
- Hong Kong Tennis Open 2017; and
- Harbour Race 2017

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

- The 10th Hong Kong DanceSport Festival – WDSF GrandSlam Hong Kong 2017 (maximum grant of \$1.5 million);
- FIVB Volleyball World Grand Prix – Hong Kong 2017 (maximum grant of \$1.5 million);
- Hong Kong Squash Open 2017 (maximum grant of \$1.5 million); and
- ICF Canoe Ocean Racing World Championships – Hong Kong 2017 (maximum grant of \$4.69 million)

4. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 122 events, 54 of which received total funding support of **\$113.48 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 **2 995 tickets** for the Cathay Pacific/HSBC Hong Kong Sevens 2017, 2017 UCI Track Cycling World Championships presented by Tissot, the 10th Hong Kong DanceSport Festival - WDSF GrandSlam Hong Kong 2017 and FIVB Volleyball World Grand Prix - Hong Kong 2017 presented by A.S. Watson Group.

6. Working with the Home Affairs Department and event organisers, we distributed the tickets to 82 non-governmental organisations.

Promotion of “M” Mark events

7. The following measures were taken to promote the “M” Mark and “M” Mark events -

- (a) sport information kits for rugby seven, track cycling, dragon boat, dancesport and volleyball were produced to enhance spectators’ understanding of and interest in individual “M” Mark events;
- (b) advertisement on KMB bus body was placed from March to April, an extension of advertising coverage on Citybus & New World First Bus and trams will be launched in October onwards to increase visibility of the “M” Mark events throughout the territory;
- (c) “M” Mark branding banners were erected at the outer wall of Hong Kong Squash Centre, Argyle Street Playground and LCSD venues in 18 districts; and
- (d) “M” Mark mobile applications were enhanced by including push notification, share and photo-taking functions, which helps to provide updated ticketing and event information to users.

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

ADVICE SOUGHT

8. Members are invited to note the progress update.

**Sports Commission Secretariat
September 2017**