

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 August 2018.

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 -

- Prudential Hong Kong Tennis Open 2018;
- YONEX-SUNRISE Hong Kong Open Badminton Championships 2018 part of the HSBC BWF World Tour Super 500;
- Honma Hong Kong Open (Golf) 2018;
- Standard Chartered Hong Kong Marathon 2019;
- LONGINES Masters of Hong Kong 2019; and
- Cathay Pacific/HSBC Hong Kong Sevens 2019

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

- Everbright Sun Hung Kai Hong Kong Squash Open 2018 (maximum grant of \$1.5 million);
- 2018 CGSE • Million Tinkle World Men Championships (maximum grant of \$5.53 million); and
- 2018/19 TISSOT UCI Track Cycling World Cup Hong Kong, China (maximum grant of \$3 million);

4. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 140 events, 59 of which received total funding support of **\$127.31 million**. Details are at **Annex A**.

Sponsorship for people from less privileged backgrounds

5. The MSEC seeks sponsorship from the commercial sector and event organisers for providing free tickets to students and people with less privileged backgrounds. For the recent “M” Mark events, we received sponsorship for **4 839 tickets**, details are as follows-

Event	Number of free tickets given out through MSEC Secretariat / Event Organiser
Prudential Hong Kong Tennis Open 2018	414
YONEX-SUNRISE Hong Kong Open Badminton Championships 2018 part of the HSBC BWF World Tour Super 500	1 200
Everbright Sun Hung Kai Hong Kong Squash Open 2018	100
Honma Hong Kong Open (Golf) 2018	300
2018/19 TISSOT UCI Track Cycling World Cup Hong Kong, China	1 400
LONGINES Masters of Hong Kong 2019	1 425
Total:	4 839

6. Having worked with the event organisers, we distributed the tickets to 106 numbers of non-governmental organisations and schools as listed at **Annex B**.

Promotion of “M” Mark events

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

- (a) placing advertisements on bus bodies, erecting posters, banners and giant wall banners at venues of the Leisure and Cultural Services Department to promote “M” Mark events;
- (b) producing a new sports information kit for World Men (tenpin bowling) Championships;

- (c) setting up an exclusive page for “M” Mark events on Sportsroad and Sportsoho website. They will promote the “M” Mark events through their social media platform, i.e. Facebook and Instagram page; and
- (d) staging nine exhibitions at “M” Mark events venues from October 2018 to February 2019.

Major Sports Events Matching Grant Scheme (the new Scheme)

8. In the 2018-19 Budget, the Financial Secretary announced that \$500 million would be allocated for a new Major Sports Events Matching Grants Scheme (the Scheme). The Scheme will enhance the existing matching grant system for "M" Mark events and Major Local International Events, Local International Events and introduce a matching grant system for LIEs.

9. The Finance Committee of the Legislative Council has endorsed the new Scheme on 4 January 2019 which will be launched in April 2019. The proposed enhancement of the “M” Mark system are set out below –

- (a) *Increase in matching fund under the “M” Mark System* - to provide better support and to simplify the funding arrangements, the ceiling of matching fund will be standardised to \$10 million for each event under the new Matching Grant Scheme as well as abolished the sliding scale mechanism for the funding amount under the “M” Mark System;
- (b) *Expansion of the scope of funding under the “M” Mark System* - to bring more high-level competitions to Hong Kong to benefit the local community, the funding scope of the “M” Mark System will expand to cover competitions that are organised by “national sports associations” (NSAs), involve world-class athletes and can attract a huge audience. With reference to the attendance rate for similar events, we consider that the minimum requirement for exhibition matches held in a football stadium should attract at least 15 000 paid admissions per match day, whereas events held in other venues should attract at least 8 000 accumulated paid admissions per event; and
- (c) *Enhancements to the use of event surplus* - to enhance the flexibility in the use of such surplus, the respective NSA will be required under the new Scheme to retain only 25% of the total

amount of cash funding¹ as reserve fund for organising future “M” Mark events. Any surplus that exceeds the 25% requirement may be deployed by the NSA for sports development projects subject to the approval of the Home Affairs Bureau (HAB). To obtain the HAB’s approval, the NSA must submit a proposal to set out how it plans to make use of the surplus (after deducting the reserve fund). This arrangement will increase the flexibility in the use of event surplus to develop respective sports and encourage NSAs to seek commercial sponsorships more actively. All reserve fund must be returned to the Government if the respective NSA does not organise any “M” Mark event in four consecutive years (as opposed to two years at present).

ADVICE SOUGHT

10. Members are invited to note the progress update.

**Sports Commission Secretariat
March 2019**

¹ Cash funding excludes venue subsidy by the Leisure and Cultural Services Department (i.e. notional venue charges), reimbursement of direct grant for marketing and venue subvention.

Financial Position for “M” Mark Events
(as at 31 March 2019)

Annex A to Paper No. SC 8/2019
(For internal reference only)

I. Approved Events in 2018 and 2019

No.	Event Name	Organiser	Date	Approved Funding Support	Actual Funding Disbursed	Balance of Seed Fund
Year 2018 (12 events)						
1	Volvo Ocean Race – Hong Kong Stopover 2018 <i>(new event)</i>	Hong Kong Sailing Federation	17-31 January 2018	Applied “M” Mark status only	N.A	
2	Standard Chartered Hong Kong Marathon 2018*	Hong Kong Amateur Athletic Association Limited	21 January 2018	Applied “M” Mark status only	N.A	
3	Longines Masters of Hong Kong 2018*	Hong Kong Equestrian Federation	9-11 February 2018	Applied “M” Mark status only	N.A	
4	Cathay Pacific / HSBC Hong Kong Sevens 2018*	Hong Kong Rugby Union	6-8 April 2018	Applied “M” Mark status only	N.A	
5	FIVB Volleyball Nations League 2018 – Hong Kong presented by China Life (Overseas)*	Volleyball Association of Hong Kong, China	29 – 31 May 2018	\$3.80 million (\$3.00 million matching fund and \$0.80 million direct grant for marketing)	\$3.65 million (\$2.85 million matching fund and \$0.8 million direct grant for marketing)	
6	2018 CCB (Asia) Hong Kong International Dragon Boat Races*	Hong Kong China Dragon Boat Association	22 – 24 Jun 2018	Applied “M” Mark status only	N.A	
7	Prudential Hong Kong Tennis Open 2018*	Hong Kong Tennis Association Limited	6- 14 Oct 2018	Applied “M” Mark status only	N.A	
8	New World Harbour Race 2018*	Hong Kong Amateur Swimming Association	21 Oct 2018	Applied “M” Mark status only	N.A	
9	YONEX-SUNRISE Hong Kong Open Badminton Championships 2018 part of the HSBC BWF World Tour Super 500*	Hong Kong Badminton Association	13 – 18 Nov 2018	Applied “M” Mark status only	N.A	
10	Everbright Sun Hung Kai Hong Kong Squash Open 2018*	Hong Kong Squash	19-25 Nov 2018	\$1.50 million (matching fund)	\$1.50 million (matching fund)	

No.	Event Name	Organiser	Date	Approved Funding Support	Actual Funding Disbursed	Balance of Seed Fund
11	Honma Hong Kong Open 2018*	Hong Kong Golf Association Limited	22-25 Nov 2018	Applied "M" Mark status only	N.A	
12	2018 CGSE• Million Tinkle World Men Championship (new event)	Hong Kong Tenpin Bowling Congress Limited	23 Nov – 5 Dec 2018	\$5.53 million (\$2.00 million matching fund, \$2.73 million direct grant and \$0.80 million direct grant for marketing)	\$3.56 million (\$1.40 million matching fund, \$1.36 million direct grant and \$0.80 million direct grant for marketing) Remaining \$1.37 million direct grant and \$0.60 million matching fund are pending for scrutiny of the statement of account to be submitted	
Year 2019 (4 events)						
1	2018/19 TISSOT UCI Track Cycling World Cup Hong Kong, China*	The Cycling Association of Hong Kong, China Limited	25-27 January 2019	\$3.00 million (matching fund)	\$2.75 million (matching fund) Remaining \$0.25 matching fund is pending for scrutiny of the documentary proof to be submitted	
2	Standard Chartered Hong Kong Marathon 2019*	Hong Kong Amateur Athletic Association Limited	17 February 2019	Applied "M" Mark status only	N.A	
3	Longines Masters of Hong Kong 2019*	Hong Kong Equestrian Federation	15-17 February 2019	Applied "M" Mark status only	N.A	
4	Cathay Pacific / HSBC Hong Kong Sevens 2019*	Hong Kong Rugby Union	5-7 April 2019	Applied "M" Mark status only	N.A	
<i>(B) Sub-Total for 2018 to 2019</i>				\$13.83 million	\$11.46 million	
<i>(A) Total for Years from 2005 to 2019</i>				\$127.31 million	\$110.78 million	
Balance from seed fund (i.e. \$118 million – \$109.42 million)						\$8.58 million

II. Estimated Commitment for 2019

No.	Event Name	Organiser	Date	Estimated Funding Requirement / Remarks
Year 2019				
5	FIVB Volleyball Nations League Hong Kong 2019*	Volleyball Association of Hong Kong, China	4-6 June 2019	Applied for “M” Mark status only
6	Seamaster 2019 ITTF World Tour - Hang Seng Hong Kong Open (Table Tennis) <i>(new event)</i>	Hong Kong Table Tennis Association	4-9 June 2019	\$5.00 million
7	2019 CCB (Asia) Hong Kong International Dragon Boat Races*	Hong Kong China Dragon Boat Association	14-16 June 2019	Applied for “M” Mark status only
<i>(C) Sub-Total estimated commitment for 2019</i>				\$5.00 million

*Remarks: sustainable events

III. Summary of Financial Position for Approved Events and Estimated Commitment

	<u>Approved Funding Support</u>	<u>Funding Approved but not used</u>	<u>Funding Reserved</u>	<u>Actual Funding Disbursed</u>
<i>(A) Total for Years from 2005 to 2017 (140 events)</i>	\$113.48 million	\$14.16 million	Nil	\$99.32 million
<i>(B) Sub-Total for 2018 to 2019 Approved Events (16 events)</i>	\$13.83 million	\$0.15 million	\$2.22 million	\$11.46 million
<i>(C) Sub-Total Estimated Commitment for year 2019 (3 events)</i>	N.A.	N.A.	N.A.	N.A.
GRAND TOTAL	\$127.31 million	\$14.31 million	\$2.22 million	\$110.78 million

**Non-Governmental Organisations / Schools Receiving
Complimentary Tickets Supported by Sponsors**

Prudential Hong Kong Tennis Open 2018

1. 灣仔社區中心
2. 香港東區婦女福利會楊樹章耆英中心
3. 仁愛堂田家炳銅鑼灣長者活動中心
4. 聖雅各福群會灣仔長者地區中心
5. 莊重文敬老中心
6. 旺角區文娛康樂體育會有限公司
7. 香港婦聯
8. 青鋒社有限公司

**YONEX-SUNRISE Hong Kong Open Badminton Championships 2018 part of
the HSBC BWF World Tour Super 500**

9. 香港遊樂場協會旺角青少年綜合服務中心
10. 旺角綜合家庭服務中心
11. 九龍城長者中心
12. 明愛九龍社區中心
13. 白普理日間訓練中心
14. 油麻地頤老中心
15. 賽馬會農圃道青年空間
16. 賽馬會大角咀綜合服務中心
17. 盧邱玉霜耆暉中心
18. 馬頭圍綜合家庭服務中心
19. 佐敦家庭支援及服務中心
20. 油麻地綜合家庭服務中心
21. 尖沙咀街坊福利會
22. 香港聖公會樂民郭鳳軒綜合服務中心
23. 黃埔綜合青少年服務中心
24. 香港聖公會樂民郭鳳軒綜合服務中心
25. 鄭裕彤敬老中心

26. 香港聖公會樂民郭鳳軒綜合服務中心

Cathay Pacific Sun Hung Kai Financial Hong Kong Squash Open 2018

27. 香港東區分會[北角綜合家庭服務中心]

28. 愛秩序灣循道衛理中心

29. 大坑青年中心

30. 柴灣會所賽馬會綜合青少年服務中心

Honma Hong Kong Open (Golf) 2018

31. 白普理上水家庭中心

32. 明愛樂晴軒

33. 秀群松柏社區服務中心

34. 匡智粉嶺綜合復康中心

35. 粉嶺家長資源中心

36. 天平中心

2018/19 UCI Tissot UCI Track Cycling World Cup - Hong Kong, China

37. 香港中華基督教青年會

38. 香港國際社會服務社

39. 香港青少年服務處賽馬會麗城綜合青少年服務中心

40. 九龍城區體育會

41. 秀茂坪少年警訊

42. 賽馬會體藝中學

43. 圓玄學院第三中學

44. 樂善堂梁值偉紀念中學

45. 樂善堂王仲銘中學

46. 何玉清中學

47. 可藝中學

48. 香港中國婦女會馮堯敬紀念中學

49. 佛教覺光法師中學

50. 台山商會中學

51. 卜維廉中學

52. 興德學校

53. 新民書院

54. 救恩書院
55. 樂善堂楊葛小琳中學
56. 金巴崙長老會耀道中學
57. 靚次伯中學
58. 瑪利諾中學
59. 顧超文中學
60. 靈風中學
61. 五育中學
62. 沙田崇真學校
63. 循理小學
64. 美林小學
65. 浸信會呂明才小學
66. 寶覺小學
67. 香港浸會大學附屬學校王錦輝中小學
68. 東莞工商總會張煌偉小學
69. 博愛醫院陳國威小學
70. 慈航學校
71. 愛秩序灣官立小學
72. 基督教粉嶺神召會小學
73. 南區官立小學
74. 海壩街官立小學
75. 勵志會梁李秀娛紀念小學
76. 馬鞍山聖若瑟小學
77. 元朗官立小學
78. 聖公會置富始南小學
79. 香港中文大學體育部

Longines Masters of Hong Kong 2019

80. 香港專業教育學院柴灣分校
81. 香港專業教育學院黃克競分校
82. 海壩街官立小學
83. 九龍塘學校(中學部)
84. 播道書院
85. 香港城市大學專上學院

86. 聖公會阮鄭夢芹小學
87. 慈雲山天主教小學
88. 道教青松小學
89. 青年學院(蔡芳)
90. 香港浸會大學體育及運動學系
91. 香港中文大學和聲書院
92. 香港公開大學
93. 德瑞國際學校
94. 伯裘書院
95. 宏信書院
96. 香港遊樂場協會
97. 明愛天水圍綜合家庭服務中心
98. 安徒生會南丫島中心
99. 觀塘民聯會翠屏互助幼兒中心暨課餘托管中心
100. 社區福利署東元朗綜合家庭服務中心
101. 東華三院一映誌高
102. 救世軍隆亨青少年中心
103. 九龍婦女聯會劉舜雯富昌婦女服務中心
104. 東華三院賽馬會大角咀綜合服務中心
105. 離島婦聯有限公司
106. 工聯會