

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 2019.

PROGRESS UPDATE

“M” Mark event applications and funding position

2. Between March 2019 and October 2019, the MSEC has endorsed the granting of “M” Mark status to the following events -

(a) Without funding support

- 2019 CCB (Asia) Hong Kong International Dragon Boat Races
- Hong Kong Open (Golf) 2019

(b) With funding support

- FIVB Volleyball Nations League Hong Kong 2019
(maximum grant of \$4 million)
- Seamaster 2019 ITTF World Tour – Hang Seng Hong Kong Open
(maximum grant of \$5 million)
- Kitchee vs Manchester City – Jockey Club Kitchee Centre Cup
(maximum grant of \$11 million)
- New World Harbour Race 2019
(maximum grant of \$3 million)
- Prudential Hong Kong Tennis Open 2019
(maximum grant of \$10 million)
- YONEX-SUNRISE Hong Kong Open Badminton Championships 2019 part of the HSBC BWF World Tour Super 500
(maximum grant of \$4.8 million)
- 2019 World Rowing Coastal Championships presented by Dah Sing Bank
(maximum grant of \$11.995 million)

- Everbright Sun Hung Kai Hong Kong Squash Open 2019 (maximum grant of \$4 million)
- 2019-2020 TISSOT UCI Track Cycling World Cup Hong Kong, China (maximum grant of \$3.5 million)

3. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 151 events, 68 of which received total funding support of **\$184.61 million**. A list of “M” Mark events in 2018 - 2019 is at **Annex A**.

Sponsorship for people from less privileged backgrounds

4. 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 **1 097 tickets** as follows -

Event	Number of free tickets given out through MSEC Secretariat or Event Organiser
Cathay Pacific/HSBC Hong Kong Sevens 2019	182
FIVB Volleyball Nations League Hong Kong 2019	440
Seamaster 2019 ITTF World Tour – Hang Seng Hong Kong Open	375
Kitchee vs Manchester City - Jockey Club Kitchee Centre Cup	100
Total:	1 097

5. With support of the event organisers, we distributed the tickets to 31 numbers of non-governmental organisations and schools as listed at **Annex B**.

Postponement / Cancellation of “M” Mark event

6. In view of recent situation in Hong Kong, the following events have been postponed / cancelled –

- (a) 2019 CCB(Asia) Hong Kong International Dragon Boat Races (cancelled);
- (b) Prudential Hong Kong Tennis Open 2019 (postponed);
- (c) 2019 Everbright Sun Hung Kai Hong Kong Squash Open (cancelled); and
- (d) New World Harbour Race 2019 (cancelled).

Promotion of “M” Mark events

7. We have been promoting the “M” Mark Scheme since its launch in 2004. The local publicity measures are set out at **Annex C**.

8. At the 36th MSEC meeting held on 16 September 2019, Members discussed the measures to enhance promotion of the “M” Mark Scheme and agreed to engage a public relations consultant to work out a recommended strategy for promotion in and outside Hong Kong with support from the Information Services Department.

Handling of Application for Use of Event Surplus/Reserve Fund

9. At the 36th MSEC meeting, Members discussed the guidelines governing the use of event surplus / reserve fund (the Fund) on personnel and office expenses by ‘national sports associations’ (NSAs) as follows-

- (a) the pay package of the additional staff employed by the Fund should not be more favourable than the equivalent posts subvented by the Leisure and Cultural Services Department (LCSD);
- (b) the conditions for incentive plan to staff should make reference to similar rules under the Sports Subvention Scheme administered by LCSD; and
- (c) the NSAs may use the Fund to pay for office rental and should not be allowed to use the Fund to purchase an office because it is not a “sports development project” as approved by LegCo.

ADVICE SOUGHT

10. Members are invited to note the progress update.

**Sports Commission Secretariat
October 2019**

Financial Position for “M” Mark Events
(as at 15 October 2019)

I. Approved Events in 2018 and 2019

No.	Event Name	Organiser	Date	Approved Funding Support	Actual Funding Disbursed
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	\$3.8 million (\$3 million matching fund and \$0.8 million direct grant for marketing)	\$2.91 million (\$2.85 million matching fund and \$0.06 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

No.	Event Name	Organiser	Date	Approved Funding Support	Actual Funding Disbursed
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	\$1.5 million (matching fund)	\$1.5 million (matching 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 million matching fund, \$2.73 million direct grant and \$0.8 million direct grant for marketing)	\$3.63 million (\$1.47 million matching fund, \$1.36 million direct grant and \$0.8 million direct grant for marketing) Remaining \$1.37 million direct grant are pending for scrutiny of the statement of account to be submitted
<i>Sub-Total for 2018</i>				\$10.83 million	\$8.04 million
<i>Total for Years from 2005 to 2018</i>				\$124.31 million	\$107.36 million
Year 2019 (15 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 million (matching fund)	\$2.96 million (matching fund)
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

No.	Event Name	Organiser	Date	Approved Funding Support	Actual Funding Disbursed
4	Cathay Pacific / HSBC Hong Kong Sevens 2019	Hong Kong Rugby Union	5 - 7 April 2019	Applied "M" Mark status only	N.A
5	FIVB Volleyball Nations League Hong Kong 2019	Volleyball Association of Hong Kong, China	4 - 6 June 2019	\$4 million (matching fund)	\$2.34 million (matching fund)
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 million (\$4 million of matching fund and \$1 million of direct grant for marketing)	\$3.25 million (matching fund) Remaining \$1.75 million of matching fund and \$1 million of direct grant for marketing are pending for scrutiny of the documentary proof to be submitted)
7	2019 CCB (Asia) Hong Kong International Dragon Boat Races [#]	Hong Kong China Dragon Boat Association	14 - 16 June 2019	Applied "M" Mark status only	N.A Event cancelled
8	Kitchee vs Manchester City – Jockey Club Kitchee Centre Cup (<i>Exhibition Match</i>)	Hong Kong Football Association	24 July 2019	\$11 million (\$10 million of matching fund and \$1 million of direct grant for venue hiring)	\$4.19 million (matching fund) Remaining \$5.81 million of matching fund and \$1 million of direct grant for venue hiring are pending for scrutiny of the documentary proof to be submitted
9	New World Harbour Race 2019 [#]	Hong Kong Amateur Swimming Association	27 October 2019	\$3 million (matching fund)	Event cancelled
10	YONEX-SUNRISE Hong Kong Open Badminton Championships 2019 part of the HSBC BWF World Tour Super 500	Hong Kong Badminton Association	12 - 17 November 2019	\$4.8 million (matching fund)	Pending for scrutiny of the documentary proof to be submitted
11	Hong Kong Open 2019	Hong Kong Golf Association Limited	28 November - 1 December 2019	Applied "M" Mark status only	N.A

No.	Event Name	Organiser	Date	Approved Funding Support	Actual Funding Disbursed
12	2019 World Rowing Coastal Championships presented by Dah Sing Bank <i>(new event)</i>	Hong Kong, China Rowing Association	1 - 3 November 2019	\$11.995 million (\$4 million of matching fund, \$6 million of direct grant, \$1 million of direct grant for marketing and \$995,000 direct grant for venue hiring)	Pending for scrutiny of the documentary proof to be submitted
13	2019-2020 TISSOT UCI Track Cycling World Cup Hong Kong, China	The Cycling Association of Hong Kong, China Limited	29 November - 1 December 2019	\$3.5 million	Pending for scrutiny of the documentary proof to be submitted
14	Prudential Hong Kong Tennis Open 2019 [#]	Hong Kong Tennis Association Limited	TBC	\$10 million	Event to be postponed
15	Everbright Sun Hung Kai Hong Kong Squash Open 2019 [#]	Hong Kong Squash	2 - 8 December 2019	\$4 million	Event cancelled
<i>(B) Sub-Total for 2019</i>				\$60.3 million	\$12.74 million
<i>(A) Total for Years from 2005 to 2019</i>				\$184.61 million	\$118.74 million

[#]: The events were cancelled or postponed due to the recent public activities

II. Summary of Financial Position for**Approved Events and Estimated Commitment**

	Approved Support	Funding	Funding Approved but not used	Funding Reserved	Actual Funding Disbursed
(A) Total for Years from 2005 to 2018 (136 events)	\$124.31 million		\$15.58 million	\$1.37 million	\$107.36 million
(B) Sub-Total for 2019 Approved Events (15 events)	\$60.3 million		\$5.7 million	\$41.86 million	\$12.74 million
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GRAND TOTAL	\$184.61 million		\$17.28 million	\$43.23 million	\$120.1 million

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

Cathay Pacific/HSBC Hong Kong Sevens 2019

1. 思拔中心
2. 香港青年協會
3. 香港聾人福利促進會
4. Operation Breakthrough

FIVB Volleyball Nations League Hong Kong 2019

5. 九龍耆樂警訊
6. 精英運動員協會
7. 北區居民協會
8. 沙田婦女會
9. 心意習
10. 九龍城區康體會
11. 青衣居民聯會
12. 荃灣各界協會
13. 摩星嶺街坊福利會
14. 青嶺
15. 山水摯友

Seamaster 2019 ITTF World – Hang Seng Hong Kong Open

16. 聖公會基恩小學
17. 港九街坊婦女會孫方中小學
18. 中華傳道會劉永生中學
19. 將軍澳天主教小學
20. 喇沙書院
21. 禮賢會彩雲綜合青少年服務中心
22. 康城青年空間 - 香港青年協會

23. 黑暗中對話體驗館
24. 聖雅各福群會
25. 香港殘疾人奧委會暨傷殘人士體育協會
26. 505 - Milk Magazine
27. 小童群益會
28. 香港撒瑪利亞防止自殺會
29. 基督教服務處

Kitchee vs Manchester City - Jockey Club Kitchee Centre Cup

30. 和富慈善基金
31. 香港失明人協進會

**Existing Measures to Promote
“M” Mark branding and the approved “M” Mark events**

- (a) establish a webpage for the Scheme and “M” Mark events;
- (b) produce exhibition panels and organise roving exhibitions at primary schools, secondary schools, tertiary institutes and “M” Mark events venues on rotation basis;
- (c) introduce all the “M” Mark events on the webpages of the Hong Kong Tourism Board;
- (d) display “M” Mark logo and MSEC logo in all publicity materials for “M” Mark events such as printed leaflets, banners, A-board, etc.;
- (e) cover some “M” Mark events at TVB’s “Sports: A New Horizon” (體育新世界) and broadcast “M” Mark API;
- (f) produce event calendar to cover all “M” Mark events and place advertisements on bus bodies and erect banners and giant wall banners at LCSD venues; and
- (g) cooperate with multi-media companies including Sportsroad and Sportsoho to set up an exclusive page on their websites, and to produce tailor-made video, advertorials and printed advertisements for promoting “M” Mark events.