

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 October 2019.

PROGRESS UPDATE

“M” Mark event applications and funding position

2. Between October 2019 and March 2020, the MSEC has endorsed the granting of “M” Mark status to the following events -

(a) Without funding support

- Standard Chartered Hong Kong Marathon 2020

(b) With funding support

- LONGINES Masters of Hong Kong 2020
(maximum grant of \$1 million for venue hiring)
- 2020 ITTF World Tour – Hang Seng Hong Kong Open
(maximum grant of \$5 million)

3. Since the launch of the “M” Mark in 2004, we have granted “M” Mark status to 154 events, 70 of which received total funding support of **\$190.61 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 **2 546 tickets** as follows -

Event	Number of free tickets given out through MSEC Secretariat or Event Organiser
YONEX-SUNRISE Hong Kong Open Badminton Championships 2019	1 766
2019-2020 Tissot UCI Cycling World Cup, Hong Kong, China.	250
Hong Kong Open (Golf)	530
Total:	2 546

5. With support of the event organisers, we distributed the tickets to 26 numbers of non-governmental organisations and schools as listed at **Annex B**.

Postponement / Cancellation of “M” Mark event

6. Owing to the social incidents in the second half of 2019 and the recent epidemic in Hong Kong, the following events have been cancelled or postponed -

- (a) 2019 CCB(Asia) Hong Kong International Dragon Boat Races (cancelled);
- (b) Prudential Hong Kong Tennis Open 2019 (cancelled);
- (c) New World Harbour Race 2019 (cancelled);
- (d) 2019 Everbright Sun Hung Kai Hong Kong Squash Open (cancelled);
- (e) Standard Chartered Hong Kong Marathon 2020 (cancelled);
- (f) LONGINES Masters of Hong Kong 2020 (cancelled);
- (g) 2020 ITTF World Tour – Hang Seng Hong Kong Open (postponed)¹;

¹ For the purpose of this paper, this event is regarded as a “M” Mark event given MSEC’s support. The organiser has announced its postponement before the event is considered and approved by the

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. To further enhance the public awareness and build up the image of the “M” Mark Scheme, Members endorsed to engage a consultant to conduct a study on the overall strategy to enhance promotion of the “M” Mark Scheme at the 36th MSEC meeting. The procurement exercise for the consultancy service is underway.

Special Support Measures for “M” Mark Events in the Light of the Recent Social Situation

9. At the 37th MSEC meeting, Members discussed and endorsed the special one-off measures to support “M” Mark events scheduled in the second half of 2019 in the light of the social situation as well as encourage the hosting of new “M” Mark events as follows-

- (a) **for “M” Mark events cancelled / postponed:** to provide a special direct grant of a maximum of \$2 million or 85% of eligible expenditure items (whichever is the less) that had been reasonably incurred or committed for each event, such as venue charges paid, publicity expenses, etc;
- (b) **for “M” Mark events carried out in the second half of 2019:** to provide a special direct grant of a maximum of \$1 million or 85% of eligible expenditure items of the additional costs (whichever is the less) that arise from arrangements made in response to the social situation, such as security and transportation arrangements;
- (c) **encouragement for a new “M” Mark Event:** the cap on direct grant for a new event be increased from \$2 million to \$6 million (the same as for new world championship or equivalent) or 85% of eligible expenditure items (whichever

is the less), subject to the same combined ceiling of \$10 million; and

- (d) **encouragement for an exhibition match:** a direct grant of up to \$6 million or 85% of eligible expenditure items (whichever is the less) for an exhibition match, subject to a combined ceiling of \$10 million.

Special Support Measures for “M” Mark Events Affected by the Epidemic

10. The Secretariat of MSEC is actively considering providing similar support to “M” Mark events that have recently been cancelled or postponed as a result of the epidemic. The Secretariat will keep in close liaison with the national sports associations concerned with a view to formulating appropriate measures to meet their needs prior to submitting a proposal to MSEC for discussion.

ADVICE SOUGHT

11. Members are invited to note the progress update.

**Sports Commission Secretariat
March 2020**