

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Proposed Work Plan for 2017**

#### **PURPOSE**

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2017 for Members' comments.

#### **BACKGROUND**

2. At the MSEC meeting held on 15 December 2015, Members noted that the Committee would address the following issues in 2016 –

- (a) to further improve the support for “M” Mark events;
- (b) to continue to identify potential new “M” Mark events in collaboration with NSAs to attract more international sports events and competitions to Hong Kong;
- (c) to project further the profile of the “M” Mark by exploring the opportunity of production of TV programmes to tie in with the 2016 Rio Olympics Games (OG) and Paralympics Games (PG); and
- (d) to encourage the business sector to provide sponsorship to allow more people from less privileged backgrounds to attend major sports events and systematically review the feedback from the ticket recipients.

#### **PROGRESS TO DATE**

3. Progress on the implementation of these issues is as follows –

(a) *further improve the support for “M” Mark events*

- To provide \$0.8 million direct grant for marketing expenses to one-off Championships to enhance publicity effort of “M” Mark events; and
- To waive the minimum number of participating countries/ regions for final tournament of one-off Championships to encourage “national sports associations” to aspire to organising higher level tournaments.

(b) *identify more potential new “M” Mark events*

- One new “M” Mark event was endorsed in 2016, i.e. the “2017 UCI Track Cycling World Championships” which is the second-highest level of track event following the Olympic Games. It will be the second time in track cycling’s history that an Asian city hosts this event after Japan in 1990.

(c) *project further the profile of the “M” Mark*

- We have revamped and launched the “M” Mark website and mobile application to make them more user-friendly. As at August 2016, the cumulative hit rate of the website has reached 2.3 million while the average monthly hit rate is around 26 000.
- We have also launched other publicity measures including the 2016 “M” Mark Event Calendar, roving exhibitions at secondary schools, and featuring “M” Mark events in “Sports World” of TVB Jade and RTHK radio programme.
- To tie in with 2016 OG and PG, we have conducted the following publicity campaign to encourage Hong Kong people to take greater interest in playing sports and to take pride in the achievement of Hong Kong athletes -

(i) *TV Programmes*

- ✧ Production of one TV and radio Announcements in the Public Interest (API);
- ✧ Production and broadcasting of 28 one-minute mini programmes titled “邁向里約 香港加油”; and

- ◇ Production of five 30-minute documentaries titled “香港英雄”.

In addition to the air time provided by Television Broadcasts Limited (TVB), we have broadcasted the API and the mini programmes on the YouTube channels of the Home Affairs Bureau (HAB) and the Information Services Department (ISD), leisure venues of the Leisure and Cultural Services Department (LCSD), Hollywood Plaza and concourse TVs at 33 MTR stations, and HAB and ISD designated website etc.

- (ii) Production of 90 000 wristband pockets with the wordings “邁向里約 支持香港運動員” as souvenirs for distribution to the public.
  - (iii) Setting up five Focal Sites at LCSD venues during the OG period, namely Smithfield Sports Centre, Chai Wan Sports Centre, Kowloon Park Sports Centre, Hong Kong Velodrome and Ping Shan Tin Shui Wai Sports Centre.
  - (iv) Staging of Olympic roving exhibitions at schools, private sports clubs and shopping malls, etc..
- (d) *provide sponsorship to more people from less privileged backgrounds to attend major sports events*
- As at October, more than 5 000 tickets had been distributed to 116 non-governmental organisations, for people from less privileged as well as ethnic minorities groups to attend seven M Mark events in 2016. Details are at the **Annex**.

## **PROPOSED WORK PLAN FOR 2017**

4. In 2017, we propose that, in addition to continuing to pursue the initiatives described in paragraph 2 above, the MSEC should focus on –

- (a) to further improve the support for “M” Mark events;
- (b) to continue to identify potential new “M” Mark events in collaboration with NSAs to attract international sports events and competitions to Hong Kong;

- (c) to project further the profile of the “M” Mark scheme, by tie in the promotion of “M” Mark events with the 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region;
- (d) to encourage the business sector to provide sponsorship to allow more people from less privileged and ethnic minorities background to attend major sports events and review the feedback from the ticket recipients systematically;
- (e) to refresh and update the database of the Core Sponsor Group; and
- (f) to keep in view the latest development of the Mega Events Fund (MEF), approved funding of which will expire in March 2017, and consider appropriate support to major sports events which are currently funded by MEF (i.e. dragon boat, golf and tennis).

### **ADVICE SOUGHT**

5. Members are invited to comment on the proposed 2017 work plan outlined in paragraph 4.

**Major Sports Events Committee Secretariat  
November 2016**

**“M” Mark Events**  
**Distribution of Free Tickets to Underprivileged Groups in 2016**

Event	No. of tickets & distribution channel		Total ticket value (HK\$)	No. of NGOs benefited	Attendance rate
	HAB	NSA			
1. 2015/16 UCI Track Cycling World Cup Hong Kong	300	/	N.A.	10	77%
2. Hong Kong Masters 2016	1 450	/	N.A.	30	90%
3. Hong Kong Sevens 2016	/	410	\$157,500	10	95%
4. WDSF GrandSlam Hong Kong 2016	600	/	\$30,000	17	76%
5. FIVB Volleyball World Grand Prix – Hong Kong 2016	380	1 000	\$96,600	19	74%
6. Hong Kong Squash Open 2016	100	80	\$24,000	7	94%
7. Hong Kong Tennis Open 2016	748	/	\$166,160	23	tbc
<b>Total:</b>	<b>3 578</b>	<b>1 490</b>	<b>\$474,260</b>	<b>116</b>	