

MAJOR SPORTS EVENTS COMMITTEE

Proposed Work Plan for 2010

PURPOSE

This paper sets out the proposed work plan of the Major Sports Events Committee (MSEC) for 2010 for members' comments.

BACKGROUND

2. At the 15th MSEC Meeting on 6 May 2009, Members noted that the MSEC would take on board the following key action items in the 2009-11 term -

- (a) monitoring the implementation of measures to project further the image of the "M" Mark System, including evaluating the effectiveness of the "Glamour of Sport (GOS)" TV series;
- (b) discussing measures to market "M" Mark events overseas;
- (c) considering how to support the staging of new events in Hong Kong;
- (d) enhancing the capacity of National Sports Associations (NSAs) to stage major events through training and experience sharing;
- (e) working with the Leisure and Cultural Services Department (LCSD), the Community Sports Committee and the East Asian Games Planning Committee to foster community support for major sports events in Hong Kong, in particular the 2009 East Asian Games (EAG);
- (f) reviewing the position of the Core Sponsor Group (CSG);
- (g) continuing to encourage the business sector to sponsor people from less privileged groups to attend major sports events; and
- (h) taking part in the planning of the Multi-purpose Stadium Complex (MPSC) at Kai Tak .

PROGRESS OF KEY ACTION ITEMS

3. The latest progress on the implementation of the key action items listed in paragraph 2 above is as follows –

(a) Projecting further the image of the “M” Mark

- 54 roving exhibitions on current “M” Mark events were held between 30 June 2009 and 2 November 2009 at different LCSD venues;
- the 4th GOS series, “Prelude to the East Asian Games” is being televised from 7:30 pm to 8:00 pm every Saturday on TVB Jade up to 28 November 2009;
- the production of 2010 “M” Mark events calendars is in progress. We will produce 3,000 poster-sized calendars, 20,000 desktop triangular calendars and 200,000 calendar cards for distribution to the public by early December 2009. We will send poster-sized calendars to CSG member corporations, schools, NSAs, non-government organisations, LCSD venues and Home Affairs Department (HAD) District Offices, and we will distribute desktop triangular calendars and calendar cards to the public at LCSD venues and HAD District Offices;

(b) Marketing ‘M’ Mark events overseas

- The HKTb continues to promote “M” Mark events, e.g., the Standard Chartered Marathon and the Cathay Pacific/ Credit Suisse Hong Kong Sevens overseas through various marketing and publicity channels;

(c) Fostering support for the EAG

- “M” Mark event organisers have distributed EAG souvenirs to the public to foster community support for EAG;

(d) Core Sponsor Group

- Currently, 49 corporations are members of the CSG. Two member corporations of the CSG, namely, Cathay Pacific Airways Ltd., and Standard Chartered Bank (Hong Kong) Ltd., are title sponsors of three “M” Mark events;

(e) Sponsoring of tickets for less privileged groups

- At present, 13 member corporations of the CSG are sponsoring more than \$154,000 for some 3,200 tickets for the underprivileged to attend the upcoming EAG; and

- The organisers of the 3rd DanceSport Festival, Cathay Pacific/Credit Suisse Hong Kong Sevens and YONEX-SUNRISE Hong Kong Open Badminton Super Series provided a total of 2,300 free tickets for the underprivileged to attend their respective events.

PROPOSED WORK PLAN FOR 2010

4. In 2010, it is proposed that in addition to continuing to follow up on the initiatives described in paragraph 3 above, MSEC should –

- liaise with “M” Mark event organisers to provide more detailed information for the “M” Mark website (<http://www.mevents.org.hk>);
- consider the potential for staging new major sports events in Hong Kong and extending the “M” Mark to major sports events that are not organised by NSAs;
- organise workshops to provide guidance to NSAs on how they could enhance their capacity to deliver major events effectively;
- discuss with RTHK the production of a 5th GOS TV series;
- extend the roving exhibitions to schools from September 2010; and
- discuss and review the latest proposals for the development of the MPSC at Kai Tak.

5. To follow up on Members’ request to schedule key action items for discussion during the 2009 – 11 term, the Secretariat proposes the following items for 2010 for Members’ consideration –

- Potential new “M” Mark events;
- Providing “M” Mark support for sports events that are not organised by NSAs;
- “M” Mark status for sports events funded by the Mega Events Fund; and
- discussion of the updated plan for the MPSC.

ADVICE SOUGHT

6. Members are invited to comment on the proposed 2010 work plan outlined in paragraphs 4 and 5 above.

**Major Sports Events Committee Secretariat
November 2009**