

MAJOR SPORTS EVENTS COMMITTEE

Proposed Measures to Enhance the Publicity of “M” Mark and “M” Mark Events

PURPOSE

This paper invites Members' views on the proposed measures to further enhance the image of the “M” Mark branding and “M” Mark events.

BACKGROUND

2. The main objective of the “M” Mark system is to help enhance Hong Kong's image as Asia's sports event capital and to facilitate the “national sports associations” (NSAs) in Hong Kong to develop sustainable major sports events through greater participation and support from the private sector and the community at large. In order to publicise “M” Mark events, Members advised to explore the feasibility of further promoting the “M” Mark brand in addition to the existing measures at the 30th MSEC meeting held on 13 June 2016.

PROPOSAL

3. We have been implementing the following measures to publicise the “M” Mark and “M” Mark events to the public as follows -

- (a) staging “M” Mark roving exhibition at primary schools, tertiary institutes and competition venues of “M” Mark events;
- (b) producing the “M” Mark calendar poster for 2017 for distribution to Core Sponsor Group member corporations, schools, NSAs, Leisure and Cultural Services Department (LCSD) venues, District Offices and Hong Kong Sports Institute;

- (c) broadcasting the “M” Mark Announcement in the Public Interest (API) at local TV and radio stations prior to the staging of an “M” Mark event;
- (d) updating the information of individual “M” Mark events onto the “M” Mark website as well as mobile application; and
- (e) covering “M” Mark events in “Sports World” of TVB Jade and RTHK radio programmes prior to or after the staging of those events.

4. Other than the on-going measures set out in paragraph 3 above, we propose to implement the following new initiatives in 2017 -

(a) *Sports information kits*

The production of sports information kits aims to increase spectators’ understanding of and interest in individual “M” Mark events and the sports concerned, in particular to those audience from non-governmental organisations (NGOs) receiving free tickets. The kits will cover the games rules, interesting knowledge and practice tips on individual sport, profiles of respective local athletes who will or has taken part in that “M” Mark events, etc. To increase appeal to the spectators, the information will be presented in vivid and easy-to-read format. We propose to engage a local artist to design the respective materials for distribution to spectators and uploading onto our website and mobile application as appropriate;

(b) *Advertisement on bus body*

To increase visibility of “M” Mark events throughout the territory, we propose putting up advertisements on buses. In order to enhance its attractiveness, it is more desirable that the advertisement will be launched in different phases. Each phase will publicise about three to four “M” Mark events and will last for one or two months’ times;

(c) *Co-operation with multi-media*

The production of TV programmes and API to support Hong Kong athletes for the Rio 2016 Olympic Games and Paralympic Games received positive feedback. To sustain the momentum, we will continue to promote local athletes who will be taking part in “M” Mark events through other multi-media channels, such as Sportsroad, an online sports media or RoadShow;

(d) *Giant wall banners*

To display “M” Mark branding publicity banners at LCSD leisure venues in 18 districts and erect giant wall banners on the outer walls of LCSD leisure and cultural venues; and

(e) *Announcement in the public interest*

The current API version was produced in 2015 to include most of the sustainable “M” Mark events as far as possible. Nevertheless, in the course of production, some of the events including Longines Masters of Hong Kong (equestrian) and the CCB (Asia) Hong Kong International Dragon Boat Race had not confirmed to apply for “M” Mark status and hence both events were not included. The UCI Track Cycling World Cup was a new event in 2016. In this connection, it would be desirable to update the API to cover the current list of M Mark events.

5. The measures in paragraph 4 above are proposed for Members’ consideration. To attain the desirable effect, we further propose that the Advisory Panel (AP) of MSEC to plan and oversee the implementation of the measures for further projecting the “M” Mark branding.

ADVICE SOUGHT

6. Members are invited to consider and give in-principle support to the proposed measures to further project the image of the “M” Mark branding and “M” Mark events, and to allow the AP to plan and oversee of the implementation of the proposed measures.

**Major Sports Events Committee Secretariat
November 2016**