

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Proposed Work Plan for 2018**

#### **PURPOSE**

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2018 for Members' comments.

#### **BACKGROUND**

2. At the MSEC meeting held on 17 November 2016, Members noted that the Committee would address the following issues in 2017 –

- (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 tying in the promotion of “M” Mark events with the 20<sup>th</sup> Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR);
- (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 (CSG);  
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).

## **PROGRESS TO DATE**

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

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

- We have enhanced the support package for “M” Mark events by engaging Sportsroad, an online sport media platform to set up an exclusive page for “M” Mark events. One advertorial and one 30-second video interview with respective Hong Kong athletes will be tailor-made for each “M” Mark event. It helps drumming up support for and drawing the public’s attention on the coming of “M” Mark events through multi-media and social platform, and helps the “M” Mark organisers to promote their events.

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

- Two new “M” Mark events were endorsed in 2017, i.e. the “2017 ICF Canoe Ocean Racing World Championships Hong Kong” held in November 2017 and the “Volvo Ocean Race – Hong Kong Stopover 2018” to be held in January 2018.

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

- We have arranged on-going publicity measures including the 2017 “M” Mark Event Calendar, roving exhibitions at primary schools and “M” Mark events venues, and featuring “M” Mark events in “Sports World” of TVB Jade;
- New functions of the “M” Mark mobile applications were launched, including share, pop-up notification and photo-taking functions. As at October 2017, the download rate of the applications was around 6 500. For the “M” Mark website, the cumulative hit rate has reached 2.8 million while the average monthly hit rate is around 27 300;
- We have launched a series of new publicity initiatives in 2017, including erection of “M” Mark events banners and giant wall

banners in LCSD venues; placement of advertisements on bus and tram bodies and production of sports information kits, illustrated by local artist “Bollo Girl” to enhance the spectators’ understanding of and interest in respective “M” Mark events etc.; and

- All “M” Mark events in 2017 have been included in the official events calendar of the 20<sup>th</sup> Anniversary celebration of the Hong Kong Special Administrative Region. Moreover, as part of our continuous effort in increasing public awareness about sports development in Hong Kong over 20 years, we commissioned a series of four 30-minute TV series “Our Heroes” 《我們的驕傲》 broadcasted on TVB Jade and myTV SUPER (online and mobile platform) in June 2017. Sports and athletes featured in the series include athletics, badminton, cycling, fencing, gymnastics, karatedo, rope skipping, squash, snooker, swimming, table tennis, tenpin bowling and wushu.

(d) *provide sponsorship to more people from less privileged backgrounds to attend major sports events*

- As at November, more than 7 900 tickets had been distributed to 156 non-governmental organisations to attend nine “M” Mark events in 2017. With the support of Hong Kong Jockey Club Charities Trust this year, the tickets were distributed through Home Affairs Department under the “Celebration for All Project” with free transportation and souvenirs provided to the less privileged groups.

(e) *refresh and update the database of the CSG*

- About 1 100 letters were issued to invite commercial sectors to join the CSG, as well as tapping their views on sponsorship preferences in mid-July. Upon the deadlines, a total of 65 replies were received, of which 32 corporations were interested in joining the CSG. As at November 2017, a total of 104 corporations had joined our CSG.

(f) *keep in view the latest development of the Mega Events Fund (MEF)*

- The MEF expired in end March 2017. In 2017-18, a new multi-pronged strategy was adopted to support the staging of events and activities with tourism merits in Hong Kong upon MEF’s expiry. The strategy includes the following four major areas:

- providing “one-stop” support to large-scale commercial events with significant tourism merits;
  - cultivating some home-grown events as Asia’s celebrated branded events;
  - supporting international events with significant branding impact on Hong Kong; and
  - introducing a pilot scheme by the Hong Kong Tourism Board (HKTB) to support tourism events showcasing Hong Kong’s local characteristics.
- In 2016-17, sports events supported by the MEF included the Hong Kong Dragon Boat Carnival, the Hong Kong Tennis Open and the Hong Kong Open (Golf). In 2017-18, the Government continues to support these events to be held in Hong Kong through allocating additional funding to the HKTB.

## **PROPOSED WORK PLAN FOR 2018**

4. In 2018, we propose that, in addition to continuing to pursue the initiatives described in paragraph 2 above, the MSEC should focus on –

- (a) reviewing and enhancing the funding mechanism under the “M” Mark scheme with a view to providing better support;
- (b) identifying potential new “M” Mark events in collaboration with NSAs to attract international sports events and competitions to Hong Kong;
- (c) projecting further the profile of the “M” Mark scheme to tie in with the 2018 Jakarta Palembang Asian Games and Asian Para Games; and
- (d) encouraging 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.

## **ADVICE SOUGHT**

5. Members are invited to comment on the proposed 2018 work plan outlined in paragraph 4 above.

**Major Sports Events Committee Secretariat  
November 2017**