

MAJOR SPORTS EVENTS COMMITTEE

Proposed Work Plan for 2016

PURPOSE

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2016 for Members' comments.

BACKGROUND

2. At the MSEC meeting held on 11 December 2014, Members noted that the committee would address the following issues in 2015 –

- (a) further improving support for “M” Mark events, in particular through enhanced publicity and promotion;
- (b) further improving the administration of the “M” Mark System;
- (c) projecting further the profile of the “M” Mark, in particular by organising and widely publicising the “M” Mark Award Presentation Ceremony;
- (d) identifying more potential new “M” Mark events and continuing to collaborate with “national sports associations” (NSAs) to attract international sports events and competitions to Hong Kong;
- (e) collaborating with RTHK on the production of the 9th TV Series of Glamour of Sport (GOS); and
- (f) encouraging the business sector to provide sponsorship to more people from less privileged backgrounds to attend major sports events.

PROGRESS TO DATE

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

(a) further improving support for “M” Mark events

- We have reviewed the existing arrangement for advance payment of matching fund and direct grant to help alleviate the cash flow problem of event organisers.
- We have adjusted the requirement for “M” Mark events and provided pointers for applications in the area of “Popularity / Community Appeal” so as to help NSAs judge how best to increase the community appeal of their events.

(b) further improving the administration of the “M” Mark System

- With a view to streamlining the application procedures, in June 2015, Members endorsed that “M” Mark applications that do not require funding support need not be considered by the Vetting Panel and the MSEC for approval.
- To give prominence to the aims of the “M” Mark System, i.e. to help NSAs to develop sustainable major events or host one-off Championships, Members endorsed that the eligibility for the “M” Mark events is NSAs.

(c) projecting further the profile of the “M” Mark

- The “M” Mark Sports Event Awards Ceremony was held on 19 March 2015 at the Central Government Offices, Tamar. Over 200 guests attended the ceremony which was well covered by media with printed and electronic media including TVB Sport World and Cable TV attended.
- We have produced a new Announcement in the Public Interest (API) for broadcast in local TV and radio stations as well as TV walls at major public venues to promote “M” Mark events.
- We have also launched other publicity measures including 2015 “M” Mark Event Calendar, roving exhibitions at local secondary schools,

and featuring “M” Mark events through Sports World of TVB Jade and RTHK radio programme.

(d) identifying more potential new “M” Mark events

- The new “M” Mark event endorsed in 2015 is the “2015-16 UCI Track Cycling World Cup Hong Kong”, which is also the 100th “M” Mark event. A specially designed 100th “M” Mark event logo is designed for publicity purpose.

(e) production of the 9th TV Series of GOS

- We have distributed DVDs of the 7th and 8th TV Series of GOS to primary and secondary schools through the Education Bureau in July 2015.
- In view of the drastic increase of production cost suggested by the RTHK, the production of TV series – GOS was suspended in 2015 from cost effectiveness perspective.

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

- In 2015, we have distributed more than 5 800 tickets to nearly 100 Non-Governmental Organisations for people from less privileged backgrounds to attend major sports events.

PROPOSED WORK PLAN FOR 2016

4. In 2016, we propose that, subject to the availability of sufficient funding, the MSEC could focus on the following key initiatives –

- (a) to further improve support for “M” Mark events;
- (b) to continue to identify potential new “M” Mark events collaborating with NSAs to attract 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 and Paralympics; 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 reviewing the feedback from the ticket recipients.

ADVICE SOUGHT

5. Members are invited to comment on the proposed 2016 work plan outlined in paragraph 4 and to suggest further issues that the MSEC might address.

**Major Sports Events Committee Secretariat
December 2015**