

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Proposed Work Plan for 2020**

#### **PURPOSE**

This paper seeks Members' views on the proposed work plan for the Major Sports Events Committee (MSEC) in 2020.

#### **BACKGROUND**

2. At the MSEC meeting held on 5 December 2018, Members noted that the Committee would focus on the following areas of work in 2019 –

- (a) promoting the new “Major Sports Events Matching Grant Scheme” (MGS) with a view to supporting more “M” Mark events to be held in Hong Kong;
- (b) identifying potential new “M” Mark events in collaboration with “national sports associations” (NSAs) to attract international sports events and competitions to Hong Kong;
- (c) projecting further the profile of the “M” Mark system (the System);
- (d) refreshing and updating the database of the Core Sponsor Group (CSG); and
- (e) 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.

## **PROGRESS TO DATE**

3. Progress on the implementation of the above issues is set out below –

*(a) Promoting the New MGS*

- (i) after the MGS was approved by the Finance Committee of the Legislative Council on 4 January 2019, we introduced the MGS at the “Annual Briefing for National Sports Associations” organised by the Leisure and Cultural Services Department (LCSD) on 5 March 2019. More than 160 participants from about 60 NSAs attended the briefing; and
- (ii) of the 15 events awarded the “M” Mark status in 2019, nine were benefited from the MGS with a total of \$47.3 million approved;

*(b) Identifying New “M” Mark Events*

MSEC endorsed three new “M” Mark events in 2019 –

- (i) Seamaster 2019 ITTF World Tour - Hang Seng Hong Kong Open (Table Tennis) held from 4 to 9 June 2019. The event was awarded \$4 million matching grant and \$1 million direct grant for marketing, and participated by over 200 players from some 36 countries / regions;
- (ii) “Kitchee vs Manchester City” held on 24 July 2019. This was the first exhibition match awarded “M” Mark status after expansion of the scope of “M” Mark System. The event received funding support of \$11 million, and attracted over 20 000 spectators; and
- (iii) 2019 World Rowing Coastal Championships held from 1 to 3 November 2019. The event received funding support of \$12 million and was participated by more than 450 rowers from 28 countries/regions.

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*(c) Projecting Further the Profile of the “M” Mark*

- (i) we arranged on-going publicity measures including the 2019 “M” Mark event Poster, roving exhibitions, “M” Mark events banners and giant wall banners in LCSD’s venues, advertisements on bus bodies, production of sports information kits and an exclusive page on Sportsroad’s website for “M” Mark events;
- (ii) we also engaged Sportsoho to promote further the “M” Mark branding. An exclusive page for “M” Mark events was created in the Sportsoho’s website. Moreover, two “M” Mark print advertisements and two advertorials were published in Sportsoho’s magazine;
- (iii) up to end of November 2019, the cumulative hit rate for the “M” mark website has reached 3.6 million. The average monthly hit rate of 2019 up to end November was 60 000; and
- (iv) to further enhance the public awareness and image of the “M” Mark Scheme, members endorsed at the 36<sup>th</sup> MSEC meeting to engage a consultant to conduct a study on how to enhance promotion of the “M” Mark Scheme. We are preparing the consultancy brief and will consult interested members in due course.

*(d) Refreshing and Updating the Database of the CSG*

- (i) the CSG membership list provides a useful database and platform to solicit wider commercial support to sustain current “M” Mark events and to encourage the staging of new major sports events in Hong Kong. As at November 2019, a total of 108 corporations have joined our CSG. This represents an increase of about 50% as compared with July 2017; and

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(e) *Encouraging the Less Privileged and Ethnic Minorities Backgrounds to Attend Major Sports Events*

- (i) as at November, more than 4 400 tickets had been distributed to over 210 non-governmental organisations to attend seven “M” Mark events in 2019. Details are at the **Annex**. The feedback from questionnaires filled in by most of the ticket recipients was that the “M” Mark events were spectacular and enjoyable. We will work with the Social Welfare Department to invite say more juvenile delinquents, youths at risk, children of single parent other than ethnic minorities groups to visit the events.

## **PROPOSED WORK PLAN FOR 2020**

4. We propose that MSEC should focus on the following areas of work in 2020, in addition to continuing to pursue the initiatives set out in paragraph 2 above –

- (a) **to support “M” Mark events that are affected by the recent social situation:** five “M” Mark events originally scheduled for June to December 2019 had been postponed or cancelled because of the prevailing social situation. During the same period, four “M” Mark events had been held but additional contingency plans and extra costs were required for security, transportation and ticket refund arrangements. We consider it necessary to provide appropriate support to the event organisers concerned. “M” Mark events to be held in 2020 may also be affected if the social situation would remain unfavourable. We will propose special measures to support the “M” Mark event organisers in paper MSEC 17/2019;
- (b) **to encourage potential “M” Mark events to come to Hong Kong:** some event organisers expressed their reluctance to host international sports events in Hong Kong in the near future in the light of the recent social situation. In paper MSEC 17/2019, we will also propose special measures to encourage and attract more “M” Mark events to our city in 2020;

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- (c) **to recognise sponsorship from the private sector:** some NSAs also expressed difficulty in securing sufficient sponsorship for bringing more major sports events to Hong Kong given the current social and economic situation. We propose to present awards to sponsors, at a suitable time in 2020, to recognise their generous contributions to the hosting and development of major sports events over the years. We will invite interested members to form a working group to discuss the detailed arrangements if the proposal is supported; and
- (d) **to enhance promotion of the “M” Mark system:** as stated in paragraph 3(c)(iv) above, we will engage a consultant to advise on, among other things, how the enhanced promotion of the System should address the concerns over Hong Kong’s capability to host major international sports events despite the recent social situation. We will also explore whether and how the promotion of the “M” Mark System can ride on the promotion of the participation of Hong Kong athletes in the 2020 Tokyo Olympic Games and Paralympic Games.

## **ADVICE SOUGHT**

5. Members are invited to comment on the proposed 2020 work plan outlined in paragraph 4 above, and express their interest to join the working group for the proposed award scheme (if supported by MSEC).

**Major Sports Events Committee Secretariat  
December 2019**

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