

MAJOR SPORTS EVENTS COMMITTEE

Way Forward of the Mega Events Fund

PURPOSE

This paper updates Members on the way forward of the Mega Events Fund (MEF).

BACKGROUND

2. Currently, organisers of sports events can seek funding support from the Government under the following schemes –

- (a) Major Local International Event (MLIE) / Major National Championships (MNC) / Local International Event (LIE) administered by the Leisure and Cultural Services Department (LCSD), funded by the Arts and Sports Development Fund (ASDF) (Sports Portion);
- (b) The “M” Mark System administered by the Home Affairs Bureau (HAB) on the advice of the Sports Commission and the Major Sports Events Committee (MSEC), funded by ASDF; and
- (c) MEF administered by the Tourism Commission (TC) on the advice of the MEF Assessment Committee.

The objectives, target applicants, target events and scope of support of these schemes are at the **Annex**.

3. The MEF was introduced in 2009 to assist organisers to host events to attract visitors, stimulate employment and consumption as well as promote economic development. It provides funding support to organisers for hosting mega arts, cultural, sports or entertainment event in Hong Kong. Since its establishment, the MEF has supported a total of 30 events, including new events with good branding impact on Hong Kong and existing events with

their scale enhanced through the support of MEF. Examples of sports events received MEF support include Hong Kong Dragon Boat Carnival, Hong Kong Tennis Open and Hong Kong Open, which were also awarded “M” Mark status without funding and received LCSD venue support.

LATEST PROGRESS

4. In view that the development of Hong Kong’s tourism should focus on pursuing a balanced, healthy and long-term growth by developing diversified products and high-yield tourism, the Government will adopt a new multi-pronged strategy for supporting the staging of events with tourism merits in Hong Kong after the MEF’s expiration on 31 March 2017:

- (a) providing “one-stop” support to large-scale commercial events with significant tourism merits;
- (b) cultivating some home-grown events as Asia’s celebrated branded events;
- (c) supporting international events with significant branding impact on Hong Kong; and
- (d) introducing a pilot scheme by the Hong Kong Tourism Board to support tourism events showcasing Hong Kong’s local characteristics.

5. TC will brief members on the new strategy.

ADVICE SOUGHT

6. Members are invited to note the way forward of the MEF and express views on the future support for the “M” Mark System and Support Package. Subject to Members’ suggestions, we shall conduct a review on the “M” Mark System.

**Major Sports Events Committee Secretariat
March 2017**