

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Proposed Work Plan for 2011**

#### **PURPOSE**

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2011 for Members' consideration.

#### **BACKGROUND**

2. At the 16<sup>th</sup> MSEC meeting held on 20 November 2009, Members noted that the MSEC would address the following issues in 2010 –

- (a) monitoring the implementation of measures to project further the image of the “M” Mark System;
- (b) discussing measures to market “M” Mark events overseas;
- (c) considering how to support the staging of new events in Hong Kong;
- (d) enhancing the capacity of “National” Sports Associations (NSAs) to stage major events through training and experience sharing;
- (e) working with the Leisure and Cultural Services Department (LCSD), the Community Sports Committee and the East Asian Games Planning Committee to foster community support for major sports events in Hong Kong, in particular the 2009 East Asian Games (EAG);
- (f) reviewing the position of the Core Sponsor Group (CSG);
- (g) continuing to encourage the business sector to sponsor people from less privileged groups to attend major sports events; and

- (h) taking part in the planning of the Multi-purpose Stadium Complex (MPSC) at Kai Tak.

## **PROGRESS TO DATE**

3. The latest progress on the implementation of the issues listed in paragraph 2 above is as follows—

### *(a) Projecting the “M” Mark*

- Two series of roving exhibitions showcasing “M” Mark events started on 4 May and 5 Oct 2010 in LCSD venues and in secondary schools respectively. More than 50 LCSD venues and 100 schools hosted the exhibitions. Roving exhibitions will be held in primary schools starting from April 2011.
- A set of TV and radio Announcements in the Public Interest (APIs) to promote the “M” Mark has been broadcast since December 2010. The same APIs are also broadcast on the “M” Mark website, the Home Affairs Bureau U-tube site, giant TV walls at Victoria Park and Centenary Garden, and in about 600 urban taxis. The 5<sup>th</sup> edition of the TV Series “The Glamour of Sport” will be broadcast from July to September this year.
- We have produced 2011 “M” Mark events stationery, including 3,000 poster-sized event calendars, 200,000 pocket-sized event calendars, 20,000 desk-top event calendars, mouse pads and plastic folders. We have delivered calendars to CSG member corporations, NSAs, LCSD leisure venues and public libraries, the Hong Kong Sports Institute, Visitor Information and Services Centres of the Tourism Board, and Home Affairs Department District Offices to promote the “M” Mark.
- We set up a dedicated “M” Mark website in 2009. The site has an average 3,750 hits per week. We will invite CSG member corporations to hyper-link their companies’ websites to the “M” Mark site.

*(b) Marketing the “M” Mark overseas*

- The Hong Kong Tourism Board continues to promote “M” Mark events overseas through its marketing and publicity channels.

*(c) Supporting new events*

- We have discussed with three NSAs the potential for staging new “M” Mark events in Hong Kong. At least one of these NSAs plans to submit an “M” Mark application in 2011.

*(d) Enhancing NSA capacity*

- We held a workshop for NSAs and CSG member corporations on 8 December 2010. Guest speakers made presentations on “Effective Management of Major Sports Events in Hong Kong”, “Benefits of Sponsoring Major Sports Events”, and “Expectations from Sports Events Sponsorship”. 33 representatives from NSAs and 24 sponsors attended the workshop.

*(e) Position of Core Sponsor Group*

- We currently have 55 CSG member corporations. In 2010, six new companies joined the group, and we will encourage more potential sponsors to join the CSG in 2011.

*(f) Sponsorship of less privileged groups*

- In 2010, major sports events sponsors contributed more than 3 800 tickets so that people from less privileged groups could attend the events free of charge.

*(g) Planning of the MPSC*

- Members continued to review progress with the development of the Multi-Purpose Sports Centre at Kai Tak, noting that a preliminary technical feasibility study on the project had been completed.

## **PROPOSED WORK PLAN FOR 2011**

4. The Chairman and the Convenors of the Vetting and Advisory Panels met in January to exchange views on the work of the MSEC, and concluded that the committee should seek to increase the value of the “M” Mark and enhance its status amongst NSAs. In particular, it was felt that the “M” Mark should be more than simply a “form-filling” exercise to secure financial support. In this connection, it was suggested that the MSEC offer elements of “event consultancy” to NSAs, particularly those organising new “M” Mark events. Potential key action items for 2011 include—

- Developing a core “M” Mark support package, which would provide better publicity opportunities and establish connections to District Councils, schools, NGOs and government departments to promote and support events;
- Drawing up a list of potential new “M” Mark events, including regional and world championships in various sports and working with NSAs to encourage them to bid to host such events;
- Encouraging NSAs to upgrade their event management by organising seminars on marketing events, increasing the entertainment value of events and better understanding the needs of the commercial sector. Awards for best “M” Mark event management could be considered, and we could encourage NSAs to develop a three- to five-year vision of how they see their events growing; and
- Stimulating greater interest in sports event sponsorship in the commercial sector, for example, by finding ways for potential new sponsoring companies to “try out” sponsorship of smaller, local events with lower levels of financial commitment.

5. We propose that in 2011 the MSEC continue to review progress with the initiatives described in paragraph 2 above and focus on implementing the action items set out in paragraph 4.

## **ADVICE SOUGHT**

6. Members are invited to comment on the proposed 2011 work plan outlined in paragraph 4 and to suggest further issues that the MSEC might address within its current term.

**Major Sports Events Committee Secretariat  
March 2011**