

MAJOR SPORTS EVENTS COMMITTEE

Hong Kong “M” Mark Sports Event Awards – Progress Report

PURPOSE

This paper invites Members to note the progress of work on the Hong Kong “M” Mark Sports Event Awards (“M” Mark Awards).

BACKGROUND

2. At the 24th Major Sports Events Committee (MSEC) meeting on 18 September 2013, Members discussed (vide Paper No. MSEC 14/2013) the proposed arrangements for the “M” Mark Awards to mark the 10th anniversary of the “M” Mark and to recognise “M” Mark event organisers and sponsors. A revised proposal incorporating Members’ views was endorsed (vide Paper No. MSEC 19/2013) in December 2013.

PROGRESS UPDATE

3. The latest progress of the “M” Mark Awards is as follows –

Nominations for awards

- (a) All “M” Mark events held between 1 January and 31 December 2014 are eligible for consideration.
- (b) The Nomination Information including judging criteria, eligibility and submission, and the judging process are finalised.

Judging Panel

- (c) The Judging Panel comprising representatives of the sports sector and related industry experts has been formed.
- (d) A briefing session for the Judging Panel was conducted on 15

January for the judges to meet and to share views on the assessment process.

- (e) Members of the Judging Panel will visit all the “M” Mark events and make initial comments according to the judging criteria for each category of the Awards. The panel will meet periodically to review the written submissions.

Date and format of the Awards Presentation Ceremony

- (f) It is proposed that the Awards Presentation Ceremony take the form of a luncheon reception to be held in the first quarter of 2015.

Publicity arrangements

- (g) The Secretariat has invited “M” Mark event organisers individually to submit nominations for the Awards.
- (h) A press release was issued on 31 December 2013 to announce the “M” Mark Awards.
- (i) A meet-the-press function was conducted on 7 February 2014 at the Kowloon Cricket Club to promote the awards.
- (j) More publicity will be arranged through channels such as the “M” Mark website, e-newsletters, updates on the mobile apps and roving exhibitions.

4. The Secretariat will update Members periodically on progress with the “M” Mark Awards.

ADVICE SOUGHT

5. Members are invited to note progress to date.

**Major Sports Events Committee Secretariat
February 2014**