

MAJOR SPORTS EVENTS COMMITTEE

Proposed Work Plan for 2012

PURPOSE

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2012 for Members' comments.

BACKGROUND

2. At the MSEC meeting on 9 March 2011, Members noted that the committee would address the following issues in 2011 –
 - (a) monitoring the implementation of measures to project further the image of the “M” Mark;
 - (b) developing a core “M” Mark support package, which would provide better publicity opportunities and establish connections to promote “M” Mark events;
 - (c) marketing “M” Mark events overseas;
 - (d) drawing up a list of potential new “M” Mark events and working with “national sports associations” (NSAs) to encourage them to bid to host such events;
 - (e) enhancing the capacity of NSAs to stage major events;
 - (f) reviewing the position of the Core Sponsor Group (CSG) and stimulating greater interest in sports event sponsorship in the commercial sector;

- (g) continuing to encourage the business sector to sponsor people from less privileged backgrounds to attend major sports events; and
- (h) taking part in the planning of the Kai Tak Multi-purpose Sports Complex (MPSC).

PROGRESS TO DATE

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

(a) Projecting further the image of “M” Mark

- In September 2011, the MSEC endorsed a proposal to revise the terms and conditions for “M” Mark events such that event organisers would be required to acknowledge MSEC support and help promote the Brand Hong Kong signature;
- We have arranged 280 exhibitions on the “M” Mark and “M” Mark events at public and private venues. We have distributed 330 000 “M” Mark calendars and 2 000 posters through the Sports Federation & Olympic Committee of Hong Kong, China, the Hong Kong Sports Institute and government departments;
- We have revamped the “M” Mark website to provide more updated information about “M” Mark events, and we are developing a smart phone application to provide easier access to event information;
- We commissioned Radio Television Hong Kong (RTHK) to produce a 5th series of “Glamour of Sport” (GOS) with the theme: “We are Sports People”. The programme was broadcast from 21 July to 15 September 2011 on TVB Jade and received an average TV rating of 12 (i.e., about 767 000 viewers); and
- We released the new Announcement in the Public Interest (API) on the “M” Mark in January 2011. The API has been broadcast frequently around the time of “M” Mark events. We have also arranged to broadcast the API at TV walls at Victoria Park, Centenary Garden, the Hong Kong Coliseum and Tai Po Community Centre. We are now editing the APIs to include video clips of “M”

Mark events that took place in 2011.

(b) Enhancing the “M” Mark support package

- (i) In 2011, we enhanced funding support for “M” Mark events by extending the duration of support and increasing the total amount of funding. We also began to provide a direct grant to organisers of new events for marketing purposes, and to support one-off international championships held in Hong Kong.
- (ii) We have developed a publicity package for “M” Mark events that includes –
 - placement of advertisements in LCSD Community Recreation & Sports Programme booklets;
 - broadcasts of promotional videos of “M” Mark events;
 - promotion of “M” Mark events through media such as TVB Jade’s “Sports World” and RTHK’s “十項全能”; and
 - an “M” Mark e-newsletter.

(c) Marketing the “M” Mark overseas

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

(d) Supporting the staging of new events

- We have discussed with the Hong Kong Cycling Association, the Hong Kong Football Association and the Hong Kong Dragon Boat Association potential new “M” Mark events. The Hong Kong BMX Golden League was held in the first week of March 2012, and new football and dragon boat events are likely to be held in May and July 2012 respectively.
- The Advisory Panel of the MSEC held its first meeting in January 2012 to provide professional advice to the organiser of the Hong Kong BMX Golden League on areas such as organisation, marketing,

sponsorship and promotion strategies.

(e) Enhancing NSAs' capacity to organise major sports events

- We have created a section named “Member Zone” on the new “M” Mark events test site with a view to providing reference materials in relation to the organisation of major sports events for sharing by event organisers.

(f) Encouraging Sponsorship for “M” Mark events

- In 2011, five new companies joined the CSG, bringing the total number of member corporations to 60. We will encourage more potential sponsors to join. In 2012, we have lined up potential commercial sponsors with NSAs to discuss the possibility of supporting “M” Mark events.

(g) Sponsorship of tickets for people from less privileged groups

- In 2011, event sponsors paid for more than 5 000 tickets at a total cost of \$313,400 so that people from less privileged backgrounds could watch “M: Mark events free of charge.

(h) Planning of the MPSC

- Members took note of the progress made by the Home Affairs Bureau in planning the MPSC, in particular the hiring of a consultant to study procurement and financing options. Members noted that the consultancy study would be completed in mid-2012.

PROPOSED WORK PLAN FOR 2012

4. MSEC members met stakeholders in September and December 2011 to collect views on the staging of “M” Mark events and how further support could be provided to improve events. In 2012, we propose that in addition to continuing to pursue the initiatives described in paragraph 2 above, the MSEC should focus on –

- further improving funding support for “M” Mark events;

- fine-tuning the “M” Mark support package to enhance promotion and publicity for “M” Mark events;
- identifying more potential new “M” Mark events, including regional and world championships, and working with NSAs to encourage them to bid to host such events;
- collaborating with RTHK on the production of a sixth TV Series of GOS focusing on athletes’ preparation for the London 2012 Olympic and Paralympic Games; and
- following up on the planning of the MPSC.

ADVICE SOUGHT

5. Members are invited to comment on the proposed 2012 work plan outlined in paragraph 4 and to suggest further issues that the MSEC might address.

**Major Sports Events Committee Secretariat
March 2012**