

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Proposed Work Plan for 2014**

#### **PURPOSE**

This paper sets out a proposed work plan for the Major Sports Events Committee (MSEC) for 2014 for Members' comments.

#### **BACKGROUND**

2. At the MSEC meeting held on 6 March 2013, Members noted that the committee would address the following issues in 2013 –
  - (a) further improving funding support for “M” Mark events, for example, by reviewing the support in terms of LCSD venue charges;
  - (b) projecting further the profile of the “M” Mark;
  - (c) identifying more potential new “M” Mark events and continuing to collaborate with various NSAs to attract international sports events and competitions to Hong Kong;
  - (d) collaborating with Radio Television Hong Kong (RTHK) on the production of the 7th TV Series of Glamour of Sport (GOS) focusing on the grooming of talent athletes in schools;
  - (e) encouraging the business sector to sponsor more people from less privileged backgrounds to attend major sports events; and
  - (f) following-up on the planning of the Multi-purpose Sports Complex (MPSC) at Kai Tak.

## PROGRESS TO DATE

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

*(a) Further improving funding support for “M” Mark events*

- In March 2013, Members endorsed the improvements to the “M” Mark System that LCSD will provide full subvention in terms of notional venue charges for “M” Mark events that achieve a surplus of up to \$5 million;
- World Championships and one-off competitions at equivalent level lasts for more than one year could receive up to \$5 million in their first year, but would be subject to a cumulative ceiling of \$7 million for the first three years; and
- A “national sports association” (NSA) is eligible for funding support for one sustainable “M” Mark event plus one World Championships in a year.

*(b) Projecting further the profile of “M” Mark*

- Hong Kong “M” Mark Sports Event Awards was launched in December 2013 to recognise the contributions of NSAs and sponsors in bringing major sports events to Hong Kong. An Awards Presentation Ceremony will be held in early 2015.
- We have arranged 47 roving exhibitions at the Central Government Offices, “M” Mark event venues and shopping malls in 2013. We have also produced 80 000 copies of new “M” Mark events leaflets, 260 000 “M” Mark calendars and 1 100 posters to the public through the Sports Federation & Olympic Committee of Hong Kong, China, the Hong Kong Sports Institute, District Offices and LCSD sports venues etc.
- We have revamped the “M” Mark website to make it easier for people with disabilities to browse the website and have commissioned an “M” Mark “App” for smartphone users.
- We have broadcast Announcements in the Public Interest (API)

during periods when “M” Mark events are being staged and on TV walls at major public venues.

- We have refreshed the “M” Mark printed advertisement.

*(c) Identifying more potential new “M” Mark events*

- In 2013, Members endorsed the applications for four new “M” Mark events, among them, two are to be organised in 2014. The four new events are: Longines Hong Kong Masters, 2013 WDSF GrandSlam Hong Kong, World Masters Squash Championships 2014, and World Tenpin Bowling Youth Championships 2014.

*(d) Production of the 7<sup>th</sup> TV Series of GOS*

- The 7<sup>th</sup> TV series of GOS, “The Sport Arena, the Road to Grow”, was broadcast from 29 September to 17 November 2013 on TVB Jade channel.

*(e) Sponsoring more people from less privileged backgrounds to attend major sports events*

- In 2013, 5 044 tickets of major sports events were distributed to over 70 Non-Governmental Organisations for people from less privileged backgrounds to attend major sports events.

*(f) Following-up on the planning of the MPSC*

- A Project Steering Committee will be established to monitor the MPSC project progress. In addition, a Task Force under the Sports Commission (SC) will be set up to advise on and monitor progress of the project and to report back periodically to the SC.

## **PROPOSED WORK PLAN FOR 2014**

4. In 2014, we propose that the MSEC should continue to pursue the initiatives described in paragraph 2 above and focus on –

- (a) further improving funding support for “M” Mark events;
- (b) projecting further the profile of “M” Mark and its 10<sup>th</sup> anniversary, among others, by launching the Hong Kong “M” Mark Sports Event Awards to recognise “M” Mark event organisers and sponsors;
- (c) identifying more potential new “M” Mark events and continuing to collaborate with various NSAs to attract international sports events and competitions to Hong Kong;
- (d) collaborating with RTHK on the production of the 8<sup>th</sup> TV Series of GOS with focus on the 2014 Incheon Asian Games;
- (e) encouraging the business sector to sponsor more people from less privileged backgrounds to attend major sports events; and
- (f) continuing to review the progress of the MPSC project.

**ADVICE SOUGHT**

5. Members are invited to comment on the proposed 2014 work plan outlined in paragraph 4 and to suggest further issues that the MSEC might address.

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**Major Sports Events Committee Secretariat  
February 2014**