

MAJOR SPORTS EVENTS COMMITTEE

Hong Kong “M” Mark Sports Event Awards

PURPOSE

This paper reports on the Hong Kong “M” Mark Sports Event Awards (the Awards) for Member’s reference.

BACKGROUND

2. The “M” Mark was launched in November 2004. To mark the 10th anniversary of the “M” Mark in 2014, the Major Sports Events Committee (MESC) has endorsed at its 24th meeting held on 16 September 2013 that an “M” Mark Awards be organised to raise public awareness of the “M” Mark and enhance its image.

3. A Working Group was set up to advise on the format and arrangements of the “M” Mark Awards. It was recommended that the Awards should be positioned as an event to recognise the contribution of event organisers (i.e. “national sports associations” (NSAs)) and sponsors in bringing major sports events to Hong Kong.

ASSESSMENT AND RESULTS

4. A total of eight categories of awards (amongst them, two are appreciation in nature) was set out for nominations. All “M” Mark events held between 1 January and 31 December 2014 were eligible for consideration. There were totally 12 “M” Mark events of 2014 nominated for the six “M” Mark Awards.

5. A Judging Panel was formed to assess the nominations for awards from “M” Mark event organisers. The Panel comprised representatives of the sports sector and related industry experts. Members attended all the “M” Mark events nominated and met twice to assess the nominations. At the last assessment meeting held on 28 November 2014, the Panel reviewed the nominations based on their observations during the events and written submissions prepared by event organisers, and

decided on the winners of the six Awards.

AWARDS PRESENTATION CEREMONY

6. The Ceremony to present the “M” Mark Awards was held on 19 March 2015 at the Conference Hall of Central Government Offices, Tamar. On top of the six “M” Mark Awards in competitive nature, appreciation awards and certificates were also presented to “M” Mark events sponsors and supporting groups as a token of recognition.

7. Over 200 guests attended the ceremony. Officiating guests include Chief Secretary for Administration and Secretary for Home Affairs, as well as Chairmen of the MSEC, Elite Sports Committee and Sports Committee under the Sports Commission and elite athletes of “M” Mark sports. Representatives from the NSAs concerned, title sponsors, sponsors and supporting organisations of the “M” Mark events also joined the Awards Presentation Ceremony.

8. The Ceremony was well covered by media with over 20 printed and electronic media including TVB Sport World and Cable TV attended. We have arranged publicity of it through various channels such as “M” Mark website, e-newsletters, mobile applications and roving exhibitions. Paid advertisements were also arranged at the South China Morning Post, Headline Daily and LCSD Community Recreation & Sports programme booklet after the event.

9. A souvenir programme for the Ceremony was produced.

10. The total cost for staging the Hong Kong “M” Mark Sports Event Awards is about \$470,000.

ADVICE SOUGHT

11. Members are invited to note the report above.

**Major Sports Events Committee Secretariat
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