

MAJOR SPORTS EVENTS COMMITTEE

Proposed Work Plan for 2015

PURPOSE

This paper sets out a proposed work plan for 2015 for Members' comments, to be further considered by the incoming committee for consideration when the new term of the Sports Commission and its committees starts in January 2015.

BACKGROUND

2. At the MSEC meeting held on 18 February 2014, Members noted that the committee would address the following issues in 2014 –

- (a) further improving funding support for “M” Mark events;
- (b) projecting further the profile of the “M” Mark and its 10th anniversary through initiatives such as the Hong Kong “M” Mark Sports Event Awards (the “M” Mark Awards);
- (c) identifying more potential new events and continuing to work with NSAs to attract events and competitions to Hong Kong;

- (d) collaborating with RTHK on the production of the 8th series of “The Glamour of Sport” (GOS) with a 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 Multi-purpose Sports Complex (MPSC) project.

PROGRESS UPATE

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

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

- In February 2014, Members endorsed the following measures to increase financial support for “M” Mark events -
 - i. raising the maximum matching fund level for the first three years of an event from \$7 million to \$9 million;
 - ii. raising the maximum matching fund level for the 4th year and onwards of an event from \$1 million to \$1.5 million; and
 - (i) increasing the one-off direct grant for marketing for a new

event in any one year of the first three years of operation from \$0.5 million to \$0.8 million.

- Members also endorsed the proposal that the surplus accumulated from sustainable “M” Mark events may be used to develop the sport under certain criteria, with HAB’s approval.
- In July 2014, Members endorsed enhanced monitoring measures relating to the achievement of “M” Mark objectives, the assessment of applications and the monitoring and evaluation of events to enhance the effectiveness of the “M” Mark System.

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

- We have arranged 55 exhibitions at “M” Mark event venues and leisure venues of the Leisure and Cultural Services Department (LCSD). We have also distributed “M” Mark 2014 calendar posters to the public through the Sports Federation & Olympic Committee of Hong Kong, China, District Offices of the Home Affairs Department, LCSD, the Hong Kong Sports Institute and secondary and primary schools.
- We have broadcast Announcements in the Public Interest (API) during periods when “M” Mark events are staged and on TV walls at major public venues.

- The “M” Awards will recognise the contributions of NSAs and sponsors in bringing major sports events to Hong Kong. The Awards Presentation Ceremony will be held in the first quarter of 2015. The Judging Panel and the Working Group have met to review nominations and discuss arrangements for the ceremony.
- We have refreshed the “M” Mark printed advertisement for the 10th Anniversary of the “M” Mark System.
- We have issued e-newsletters to the public more frequently to celebrate the 10th Anniversary of the “M” Mark System.

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

- Members endorsed an application to award the “M” Mark to the Prudential Hong Kong Tennis Open, a new event that was duly held in September.

(d) Production of the 8th TV Series of GOS

- The 8th TV series of GOS was broadcast from 23 September to 4 November 2014 from 7:00 p.m. to 7:30 p.m. every Tuesday on TVB Jade and RTHK 31 Channel.

(e) Sponsoring more people from less privileged backgrounds to attend

major sports events

- In 2014, we distributed more than 3 800 tickets to major sports events to nearly 100 Non-Governmental Organisations for people from less privileged backgrounds.

(f) Review the progress of the MPSC

- A dedicated work team has been set up in HAB to plan the MPSC.

PROPOSED WORK PLAN FOR 2015

4. In 2015, we propose that subject to the availability of sufficient funding, the MSEC could focus on the following key initiatives –

- (a)* further improving support for “M” Mark events, in particular through enhanced publicity and promotion;
- (b)* further improving the administration of the “M” Mark System;
- (c)* projecting further the profile of the “M” Mark, in particular by organising and widely publicising the “M” Mark Awards Presentation Ceremony;
- (d)* identifying more potential new “M” Mark events and continuing to collaborate with NSAs to attract international sports events and

competitions to Hong Kong;

(e) collaborating with RTHK on the production of the 9th TV Series of GOS;

and

(f) encouraging the business sector to provide sponsorship to allow more people from less privileged backgrounds to attend major sports events and systematically reviewing the feedback from the ticket recipients.

ADVICE SOUGHT

5. Although the current term of the MSEC comes to an end on 31 December 2014, we consider that it would be helpful for the incoming committee to have an indication of the key initiatives that it might wish to pursue in the coming year to support the hosting of more major international sports events in Hong Kong. Members are therefore invited to comment on the proposed 2015 work plan outlined in paragraph 4, and to suggest further issues that the MSEC might address, for formal adoption by the new MSEC following its appointment at the beginning of 2015.

Major Sports Events Committee Secretariat

November 2014