

MAJOR SPORTS EVENTS COMMITTEE

Preparation for the Review on the “M” Mark System

PURPOSE

This paper invites Members to:-

- (a) comment on the proposed format to conduct the review on the “M” Mark System (the System) for major sports events, and the list of issues in relation to the operation of the System identified so far (paragraph 5); and
- (b) endorse the proposed amendments to the Application Guidelines of the System based on the feedback received from the Major Sports Events Committee (MSEC) Members, organisers of the “M” Mark events and the national sports associations (NSAs) (paragraph 6).

BACKGROUND

2. The Sports Commission (SC) advises the Government on the formulation of a sports policy for sports development in Hong Kong. The MSEC, one of the three committees under the SC, advises the Government through the SC on:-

- (a) the strategies and initiatives for the promotion and hosting of major sports events in Hong Kong;
- (b) the strategies to foster partnership with the sports, tourism and private sectors for major sports events;
- (c) the principles, procedures and the control mechanism for allocation of funds for major sporting events; and
- (d) the funding priorities for major sports events.

3. In order to help nurture more sustainable major sports events, the MSEC has developed the System, Application Guidelines and Support Packages to facilitate the staging of “M” Mark sports events vide MSEC Paper 5/2004. Since the launching of the System in November 2004, 26 applications for “M” Mark status have been received. Of which, ten have been awarded the “M” Mark status with five applications given the “M” Mark status without funding support, five applications awarded the “M” Mark status with funding support. The remaining 16 applications are under processing, unsuccessful, or withdrawn by the applicants. Details of these events are at *Annex I*.

4. With a view to enhancing the System and ensuring optimal use of public money, MSEC decided to conduct a review on the operation of the System.

FORMAT OF THE PROPOSED REVIEW

5. To take this matter forward, the Secretariat proposes, for Members’ consideration, that the review be conducted by stages as follows:-

- (a) Collection of the initial views of MSEC Members with reference to the list of issues at *Annex II*;
- (b) Consultation with stakeholders such as the Sports Federation and Olympic Committee of Hong Kong, China (SF&OC) and NSAs for their views on the System through written requests/questionnaires;
- (c) Members’ consideration and endorsement of proposed corresponding updates to the Application Guidelines of the System;
- (d) Presentation of MSEC’s recommendations to SC for consideration and endorsement; and
- (e) Announcement of the result of the review on the System with public relation activities arranged as necessary. The new Application Guidelines, with an effective date to be decided by MSEC Members, will be distributed to stakeholders for reference.

PROPOSED AMENDMENTS TO THE APPLICATION GUIDELINES

6. MSEC Members are invited to give their views on the proposed amendments to the Application Guidelines and to endorse the recommendations at *Annex III* with a view to improving the current operational procedures of the System.

ADVICE SOUGHT

7. Members are invited –
- (a) to offer views on the proposed format to conduct the review on the System in paragraph 5 above; and
 - (b) to endorse the proposed amendments to the Application Guidelines of the System in paragraph 6.

WAY FORWARD

8. Subject to Members' views and suggestions, the Secretariat will proceed with the review accordingly, and aim to issue the written requests/questionnaires to the stakeholders for their views on the System by December 2006.

Secretariat, Major Sports Events Committee
November 2006