

## **MAJOR SPORTS EVENTS COMMITTEE**

### **Issues for Discussion in 2009-11 Term**

#### **PURPOSE**

This paper invites Members to give views on the issues to be discussed by the Major Sports Events Committee (MSEC) in the 2009 - 11 term.

#### **BACKGROUND**

2. The MSEC was set up in October 2003 to advise the Administration through the Sports Commission 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 2007-09 term, the MSEC accomplished the following key tasks :
  - (a) review of the “M” Mark System;
  - (b) endorsement of 19 applications for “M” Mark status;
  - (c) enhancement of the roles and involvement of the Core Sponsor Group from sponsoring “M” Mark events to (i) offer financial assistance and/or scholarships for retired elite athletes to pursue further studies; (ii) offer on-job training and/or job openings for retired elite athletes; and (iii) support other reputable organisations to help promote sports development in Hong Kong;
  - (d) endorsement of the implementation of various measures to further project the image of the “M” Mark events in Hong Kong;
  - (e) production of the second and third series of “Glamour of Sports” in 2007 and 2008 respectively; and
  - (f) review of the project scope of the Multi-purpose Stadium Complex in Kai Tak.

#### **KEY ACTION ITEMS PLANNED AHEAD**

4. As proposed at the 14<sup>th</sup> MSEC Meeting on 21 October 2008, the key action items that MSEC would take on board in the 2009-11 term would include :

- (a) monitoring the implementation of measures to project further the image of the “M” Mark System, including evaluating the effectiveness of the “Glamour of Sport” TV series and exploring measures to promote “M” Mark events overseas;
- (b) taking part in the planning of the MPSC at Kai Tak;
- (c) reviewing the position of the Core Sponsor Group;
- (d) Discussing new measures to further project the image of the “M” Mark events overseas;
- (e) continuing to encourage the business sector to sponsor people from less privileged groups to attend major sports events;
- (f) working with Leisure and Cultural Services Department, the Community Sports Committee and the East Asian Games Planning Committee to foster community support for major sports events in Hong Kong, in particular the 2009 EAG;
- (g) considering the scope for supporting the staging of new events in Hong Kong; and
- (h) enhancing the capacity of NSAs to stage major events effectively through training and experience sharing programmes.

## **ADVICE SOUGHT**

5. Members are invited to give views on the priority and the scope of the key action items in paragraph 4 above to be discussed in the 2009-11 term.

## **WAY FORWARD**

6. Based on the views of Members, the Secretariat will follow up and schedule the discussion items for the MSEC meetings to be held for the current term.

**Major Sports Events Committee Secretariat**  
**April 2009**