

**For discussion and endorsement
on 12 February 2004**

MSEC-2/2004

**Report on the Brain Storming Sessions
of the Major Sports Events Committee**

Purpose

The purpose of this paper is to report on the salient points of the brain storming sessions of the Major Sports Events Committee (MSEC) and to propose the way forward in the light of Members' views and discussion.

The Brain-storming Sessions

2. At the brain-storming sessions held on 1 and 4 December 2003, Members expressed their views along the following four broad topics –

- (I) What is a major sports event?
- (II) What makes a successful major sports event?
- (III) What are the roles of the Major Sports Events Committee?
- (IV) How are the vetting criteria for application established?

The salient points of discussion and Members' views are summarized as follows –

I. What is a major sports event?

3. Members unanimously agreed with the eight criteria for a major sports event that tabled for discussion in the MSEC meeting on 16 October 2003. Besides, Members considered that the primary objectives of a major sports event should be to instill a sustainable sporting culture; to foster a sense of pride and local cohesion; and to bring tangible economic benefits to our community. Thus, the above-mentioned criteria for a major sports event are listed in order of priority at Annex A.

4. Members considered that the Committee should focus on sports development in Hong Kong therefore initiatives to be considered must be sport in nature. For major sports events that sanctioned by International Federations, they should carry extra weight and significance. Nevertheless, the priority and success of an initiative should be measured in accordance with the primary objectives mentioned above.

II. What makes a successful major sports event?

5. Members analyzed the successful elements of major sports events in Hong Kong. Regular events included Credit Suisse Hong Kong Rugby Sevens, Standard Chartered Hong Kong Marathon, Omega Hong Kong Golf Open, Carlsberg Football Cup, etc. One-off events included the recent football match between Hong Kong and Real Madrid, International Women's Volleyball and Volkswagon Women's Table Tennis Cup, etc. Members considered that Government's endorsement and logistic support, commercial viability and sustainability of the events, community support, innovation and fun of fringe activities, sound marketing and promotion

strategies, professionalism of organizers, etc contributed to the success of the events. A list of successful elements is at Annex B.

6. Members appreciated that many successful sporting events were held on a regular basis without government subvention. Members considered that the existing subvention systems of both Leisure and Cultural Services Department (LCSD) and Hong Kong Sports Development Board (HKSDB), which mainly consisting of one-off grants and waiver of venue charges, might not be the most cost-efficient way to support major sports events. Members expressed their views on other possibilities in supporting major sports event initiatives. A list on possible support is at Annex C.

III. What are the roles of the MSE Committee?

7. Based on the terms of reference of the MSE Committee, Members fully understood that the Committee should perform an advisory role, i.e., to advise the Government through the future Sports Commission. Besides, Members considered that the Committee may advise the future Sports Commission in the following areas –

- (a) To identify major sports events and set priorities
- (b) To help establish a major sports events endowment fund
- (c) To arrange for match-making between events and sponsors
- (d) To encourage/motivate NSA's and commercial sponsors to hold major sports events
- (e) To advise the Government on the assistance they can contribute to the organization of major sports events, e.g. to relax control on advertisements, flexible budgeting, tax concessions,

man-power support, etc.

(f) To foster partnership with the sports, tourism and private sectors

(g) To co-ordinate in the production of an annual major sports event calendar

8. In order to achieve the primary objectives of major sports events and build Hong Kong as Asia's sports capital, Members suggested the following strategic steps, in order of priority –

(a) To maintain and excel current major sports events

(b) To develop existing local international events to be major sports events

(c) To turn successful one-off major sports events regular

(d) To nurture popular events into major sports events

(e) To bring major sports events to Hong Kong

IV. How are the vetting criteria for application established?

9. Having considered the HKSDDB's vetting criteria for major sports events, Members considered that it was essential to establish an objective and measurable vetting criteria in order to set the priorities and measure the success of major sports events in the future. Some ideas of vetting criteria proposed by Members are summarized as Annex D.

The Way Forward

10. Members also expressed their views on the way forward to establish the principles and vetting criteria for major sports events and suggested that priority should be accorded by the future subvention body

for major sports events. Since LCSD would be responsible for sports subvention matters in the future, it was proposed that working group(s) be set up to look into the following four issues in depth : –

- (a) To work out a framework in developing a major sports strategy, including recommended ways/channels to bring in quality major sports events to achieve the primary objectives of major sports events
- (b) To establish the principles and criteria on vetting applications and setting priorities in order to develop a model to evaluate the economic, social, cultural and sporting impact of major sports events which could be used to determine priorities for the continuing development and funding of the events
- (c) To look into the possibility and extent of releasing existing red tapes, e.g. venue management, advertising, etc, and the kind and level of government support and logistics necessary in the delivery and hosting of major sports events
- (d) To develop marketing and promotion strategies to enable the successful hosting of major sports events in Hong Kong

Advice Sought

11. Members are invited to advise whether or not the proposal in paragraph 10 for setting up working group(s) with LCSD, the future sports subvention body, to follow up the issues be endorsed.

Home Affairs Bureau

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What is a Major Sports Event?

In the context and for the purpose of the Major Sports Events Committee, an initiative shall be regarded as a major sports event if it can satisfy the following conditions –

- (a) It can help instill a sustainable sporting culture in the local community*
- (b) It can help foster a sense of pride and social cohesion in the community*
- (c) It can bring tangible economic benefits to the community*
- (d) It can attract mass spectatorship and wide participation of the general public
- (e) It can provide impetus to the development of a particular sport
- (f) It can enhance Hong Kong's image and reputation as a sports event capital in the international sporting community
- (g) It can attract overseas visitors to Hong Kong to watch or participate in the event
- (h) It can help attain the strategic direction of sports development set by the Sports Commission

[*] denotes the primary objectives

(As at January 2004)

Elements of a successful event

Commercial viability

Professionalism - Organization

Promotion

PR, marketing

Logistics

Media involvement - TV, local and overseas

Radio

Press, local and overseas

Pre and post event promotions

Endorsement or involvement from IF/AF/NSA

Role in sport development

Involvement of local athletes and elite athletes

Involvement of general public

Involvement of celebrities, sports stars and business celebrities

Community support

Charity

Support from government - LCSO, Police, AMS, CAS etc.

Possible Support

Direct government subsidy on a reducing scale

Waiver of venue charges

Concession of venue charges

Allow display of advertising

Seed money on a reducing scale

Loan to be repaid over a number of years

Matching grant

Capital investment

Some ideas of vetting criteria

Number of spectators

Ability to attract tourists

Availability of Live Broadcast and number of viewers and/or audience

Availability of overseas broadcast

Overseas press?

Participation by local elite athletes?

Participation by general public?

Level of event – Invitational, World or Regional Championship, Local

Focus Sports? Popular Sports? Team Sports?

Regular event?

Professional organizers?

Marketing and promotion local, regional or international?

Involve IF/AF/NSA?

Charity element?