

**For discussion
on 23 March 2005**

MSEC-4/2005

**Progress of Work and the Way Forward
for the Major Sports Events Committee (MSEC)**

Purpose

This paper reports on the work progress of Major Sports Events Committee (MSEC) and sets out the proposed way forward for Members' comments.

Updated Progress of Work

2. Since the official launching of the "M" mark system and support packages for major sports events on 12 November 2004, we have received a number of applications from our national sports associations (NSAs). With the approval of the MSEC, the first "M" mark status has been awarded to the Standard Chartered Hong Kong Marathon 2005. This first-ever "M" mark event was successfully organized by the Hong Kong Amateur Athletic Association on 27 February 2005. In addition, there are three other applications received, namely, International Football Exhibition Match, the Hong Kong Badminton Open Championships and the Omega Hong Kong Golf Open Championships. At present, the Secretariat is liaising with the NSAs concerned to facilitate the prompt processing of their applications.

3. At the first meeting of the Sports Commission (SC) on 1 February 2005, the SC endorsed the MSEC's recommendation to set aside a seed fund of HK\$30M from the Arts & Sports Development Fund (ASDF) to provide financial support for the recognized "M" mark events. The SC has also endorsed the strategic plan of MSEC in establishing a core sponsors group (CSG) in order to solicit commercial and private sectors' contribution to and support for "M" mark events.

4. At the same meeting, one SC member suggested the more judicious use of media of all kinds to publicize sports events. The following initial ideas were proposed at the SC meeting for MSEC's assessment and consideration:

- (a) to invite a commercial media company to cover and broadcast sports events, and/or develop documentary programmes on sports at its own cost, or
- (b) to produce sports-related programmes using public funds for broadcast through available channel(s).

Proposed Action Plan

5. Building on the successful launching of the “M” mark scheme and the positive response from the local NSAs, we would like to consolidate our effort in developing more ‘sustainable’ major sports events in Hong Kong. An Action Plan setting out the major tasks for MSEC in 2005 is at below for members’ consideration:

- (a) on the advice of the Advisory Panel of MSEC, to identify suitable companies as prospective members of CSG and formulate strategies to enlist their support for “M” mark events;
- (b) a more proactive approach in facilitating the preparation of formal application by NSAs once their pre-applications have been approved. For instance, upon the identification of potential corporate sponsors, initial technical advice on sponsorship, promotion, marketing and match-making of commercial sponsorship should be provided by the Advisory Panel during the preparatory stage of formal application;
- (c) an award presentation ceremony be organized in late 2005/early 2006 to recognize the NSAs’ and their sponsoring partners’ contribution to the successful hosting of major sports events in 2005 and 2006. The occasion could also be used to announce the formation and composition of the CSG;
- (d) the Advisory Panel would be tasked to look into the feasibility of the initial ideas suggested by the SC (as per paragraph 4) in respect of using various communication media to promote and publicize sports events;
- (e) a committee be formed to examine various approaches in conducting quantitative analysis of economic benefits of major

sports events, by making reference to overseas experience and practice; and

- (f) overseas visits by MSEC to study the promotional strategies and planning of major sports events in countries where a mature mechanism for nurturing and promoting such events has been developed. Some preliminary ideas include Australia and UK.

6. A tentative work schedule for implementation of the Action Plan proposed in paragraph 5 is at Annex.

Advice Sought

7. Members are invited to comment on the media publicity suggestions in paragraph 4, the proposed Action Plan for MSEC in paragraph 5, and the tentative work schedule in the Annex.

Secretariat, Major Sports Events Committee
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