

MAJOR SPORTS EVENTS COMMITTEE

Future Work Direction of the Major Sports Events Committee – Follow Up of the Brainstorming Session of the Sports Commission

Purpose

This paper informs Members of the discussion made at the brainstorming session of the Sports Commission (SC) held on 2 April 2005, in particular on promoting major sports events.

Background

2. On 27 January 2005, the Chief Executive (CE) met members of SC and representatives of the sports sector. The CE invited the Secretary for Home Affairs to submit a report which would outline the future direction and strategy in promoting sports development in Hong Kong. In this connection, the SC held a brainstorming session on 2 April 2005 to discuss broad issues. It was agreed that the three Committees (i.e. the Community Sports Committee, the Elite Sports Committee and the Major Sports Events Committee) should also contribute towards a strategy and action plan for the respective issues, so that a consolidated strategy could be formulated for sports development in Hong Kong.

Overall Vision and Strategy

3. The SC recognizes the value of sports in terms of the health benefits to individual, enhancement of social cohesion as well as economic benefits to society. The Commission reaffirms its vision in achieving “sports for all” and that this should be achieved through the overall framework in –

- (a) promoting community participation in sports;
- (b) fostering high performance sports; and
- (c) promoting Hong Kong as an attractive venue for hosting international sports events.

Key Issues on Promoting Major Sports Events

4. The SC Members reaffirmed the objectives of the Major Sports Events Committee (MSEC) were –

- (a) to build Hong Kong as a capital of hosting international events;
- (b) to promote major sports events in a business context so as to encourage private sector participation and investment; and
- (c) to build effective mechanisms that encourage and facilitate private sector and community efforts to undertake initiative of organizing major events.

5. To pursue the above objectives, SC Members agreed that NSAs, not promoters of commercial products, should be encouraged to organize major sports events. They also pointed out the following principles in considering whether or not a particular sports event should be supported –

- (a) we should build up a brand name for Hong Kong in certain major sports events;
- (b) we should focus on key sports events that are organized regularly (e.g. annually, or once in every few years); and
- (c) we should look for differentiation rather than duplicating the efforts already being taken elsewhere.

6. Besides, the SC recommended that the following issues should be further discussed and follow up by the MSEC –

- (a) to consider measures to enable and facilitate NSAs to organize major sports events better;
- (b) to consider introducing new events (e.g. beach volleyball tournaments); and
- (c) to explore the option of setting up a company to take up the work of the MSEC so as to improve the system of building network and soliciting commercial sponsorship and/or fund raising in supporting major sports events in Hong Kong.

Advice Sought

7. Members are invited to note the summary of discussion of SC at the brainstorming session (paragraph 3), and comment on the proposal as set out in paragraph 6(c) above.

Secretariat, Major Sports Events Committee
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