

**For discussion
on 13 October 2004**

MSEC-8/2004

Work Progress and Strategic Plan of the Major Sports Events Committee

Purpose

This paper reports on the work progress of the Major Sports Events Committee (MSEC) and outlines the proposed strategic plans in developing major sports events in the territory for Members' comments.

Background

2. It is the consensus of the MSEC that Hong Kong needs to develop more major sports events to instill a sustainable sporting culture, foster a sense of pride and social cohesion and bring tangible economic benefits to our community. Major sports events should also help enhance Hong Kong's image as Asia's sports events capital. In order to help our "national" sports associations (NSAs) to instill and develop more self-financed and sustainable major sports events, the MSEC has proposed to develop the "M" mark system and Hong Kong's major sports events calendar (the Calendar), application guidelines and support packages for future major sports events vide Committee paper MSEC-5/2004. In brief, the support packages for "M" mark events on the Calendar include the following –

- Professional advice from the Advisory Panel of the MSEC concerning the organization, sponsorship, marketing and promotion strategies for recognized "M" mark events;
- Coordinated logistics support from relevant government departments to support and facilitate the planning and organization of "M" mark events;
- Enhanced local and overseas publicity opportunities for "M" mark events; and
- Funding support comprising interest-free loan and matching fund or direct grant (both on a sliding scale) for "M" mark events for a maximum period of three years.

Proposed Strategic Plans

3. To implement the “M” mark system and the Calendar, it is proposed that the following strategic plans be adopted by the MSEC –

- (a) To set up a trust fund of HK\$30M from the Arts & Sports Development Fund (ASDF) to provide interest-free loans and matching fund or direct grant for sustainable, market-oriented and potentially self-financed “M” mark events applications recommended by MSEC;
- (b) To establish a core sponsors group (the Group) to attract and invite the commercial and private sectors’ contribution and support for “M” mark events and encourage them to become medium or long-term corporate partners for NSAs in order to instill more sustainable, market-oriented and self-financed “M” mark events on the Calendar. The sports community would be benefited from the Group’s advice on the strategies and legal aspects in securing title sponsors, exclusivity of sponsorship, sponsorship licensing etc for “M” mark events. Besides, corporate partners in return may enjoy the commensurate measures and arrangements in recognition of the sponsors’ contribution and support in making the potential “M” mark events commercially successful; and
- (c) To widely publicize the “M” mark system and the “M” mark events on the Calendar.

Way Forward

4. Members of the MSEC are invited to comment on the proposed strategic plans in paragraph 3. Subject to the Members’ views, the revised strategic plans would be presented to the future Sports Commission in its first meeting tentatively scheduled for November 2004.

Home Affairs Bureau
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