

Funding applications invited for Mega Events Fund

The Government announced today (June 26) that applications for funding support to organise mega arts, cultural and sports events over the next three years under the Mega Events Fund will open on July 1. This is the first round of applications invited for the fund.

In his 2009-10 Budget, the Financial Secretary earmarked \$100 million to assist local non-profit-making organisations to host more attractive arts, cultural and sports events over the next three years to further promote Hong Kong as an events capital of Asia. The funding scheme is launched to implement this budget initiative.

An Assessment Committee chaired by Mr Jeffrey Lam Kin-fung and comprising five persons from the tourism, culture, arts and sports and events management sectors, as well as representatives from the Home Affairs Bureau, the Information Services Department and the Tourism Commission have been appointed as members to advise the Government on the administration of the Mega Events Fund. Specifically, the committee will consider applications, monitor progress and evaluate the outcomes of the mega events supported by the fund.

In assessing the applications, the committee will take into account a number of factors, including the economic, public relations and other benefits that can be brought by the events; the scale of the event; the capability and track record of the applicants; the feasibility of the proposals; the reasonableness of the budget, etc.

A spokesman for the Tourism Commission (TC) said, "We hope the local non-profit-making organisations will make use of the fund to develop or bring in more mega arts, cultural and sports events to Hong Kong in the next three years. Mega events not only add colour and vibrancy to our city, but also

enrich the travel experience of visitors and reinforce Hong Kong's position as the events capital of Asia."

The deadline for application is noon on July 31. Application details (including the application form, guide to application and some frequently-asked questions concerning the fund) can be found on the Tourism Commission's website (www.tourism.gov.hk). Further information can be obtained from the Secretariat, Mega Events Fund Assessment Committee, Room 265, 2/F, East Wing, Central Government Offices, Lower Albert Road, Central, Hong Kong (Tel: 2810 2500, fax: 2121 8791, email: mefsecretariat@cedb.gov.hk).

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