

Drama

Project Grant Assessment Guidelines

Valid for applications submitted between 1 January 2019 and 31 December 2019

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General Assessment Guidelines

This set of Drama *Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and guidelines on the assessment criteria for the applicants' information. Here are some general information and guiding principles for applicants to note:

1 Information For Project Grant Applicants

Before completing the application form, applicants are advised to first read the booklet *Information for Project Grant Applicants* to learn about eligibility, closing dates for application, etc.

2 Latest Version of the Assessment Guidelines

The Council regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Applicants should look out for the most updated version. If in doubt, please contact our staff for Drama at 2827-8786, or check the website of the Hong Kong Arts Development Council (www.hkadc.org.hk).

3 Grant Amount

- a) Due to resource constraints, the Council is only able to support grant applications on a selective basis and may not be able to award the full amount sought by the applicant.
- b) Applicants are encouraged to obtain income through other channels, such as ticket sales, sponsorship, donation, etc.
- c) The grant amount awarded by the Council will not exceed the stipulated grant ceiling.

4 Allowed Number of Applications and Category

- a) Each applicant is only allowed to submit one Project Grant application for each application period, except "Cultural Exchange Grant" applications.
- b) The Project Grant scheme is not applicable to HKADC "Eminent Arts Group Scheme" and "Year Grant" grantees (except for "Cultural Exchange Grant" applications).
- c) The maximum grant for each approved Project Grant application is \$500,000.
- d) Due to resources constraint, applications from higher education institutes, secondary schools and primary schools will not be considered.

5 Guidelines on Income and Expenditure

- a) This set of *Assessment Guidelines* provides a guiding principle on what the Council considers to be generally acceptable levels of income and support for expenditure under a limitation of resources. Therefore, the grant amount sought should not exceed the stipulated grant ceiling set by the Council. If the grant amount sought by the applicant is higher than those stipulated herein, please furnish us with information on how to balance between income and expenditure. This will help the Council in assessing and evaluating your application. The Council will consider the request based on the nature, scale, creativity/artistic requirement of the project and the artistic standard of participants.

- b) If the application includes invitation of overseas guest / expert(s) who **will take up a specific, professional and crucial role in the event** (e.g. to present research papers or to be a principal guest performer, etc), please note:
- i. The Council will consider partly subsidizing the cost of organising the event depending on the scale and academic / artistic value of the project.
 - ii. Support for the travel costs of the overseas guest/expert(s) will be considered with reference to the price of the economy class return air/ train/ coach fare from Hong Kong.
 - iii. Support for accommodation will be considered with reference to the price of 3-star hotel rooms.
 - iv. Per diem (daily allowance for meals and local transportation) for each overseas guest/expert should not exceed \$500 per day. Per diem for overseas groups with four or more guests should not exceed \$2,000 per day per group. The above per diem only applies to overseas guests who have major roles in the project.

6 All monetary figures quoted in this set of *Assessment Guidelines* are in Hong Kong dollars.

Application Guidelines for Each Grant Category

A Performance

1 About the Grant

- a) To encourage excellence in performance and diversity in creativity, with the view to enhance the standard of drama performances as well as to develop the appreciation of and literacy in the arts amongst audiences in Hong Kong.
- b) Key Assessment Criteria:
 - i. Artistic value, quality and creativity of the project; and the anticipated artistic impact
 - ii. Artistic standard and track record of the principal creative staff, performers and organiser
 - iii. The effectiveness of the project's content in achieving its pre-set objectives
 - iv. The feasibility of the project, and the ability of project personnel in implementing the proposed project
 - v. The feasibility of the project content, scale, schedule and the reasonableness of the budget
- c) In general, performances **should be ticketed and open to the public**. Performances which are intended to be complimentary must be open to the public (including performances at public space). Applicants should give reasons for such arrangement and state the overall benefit these complimentary performances shall bring to the communities or students.
- d) The Council acknowledges that the production and artistic needs of each individual performance / production vary. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project. Below is the general grant guideline for each supported performance project:

| Type of Venue | General Grant Guideline (for 1 to 3 shows) (for reference only) |
|--|--|
| Around 100 seats (Theatre in small scale / Experimental performance) | \$150,000 |
| Around 400 seats (General performance) | \$300,000 |
| Above 400 seats (Musical or other performance) | \$500,000 |

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) The title and story line of the play.
- b) Play-script (either parts of the play or detailed synopsis) and extracts of scores with lyrics (applicable to musicals); submission of the full script for original plays would help in the assessment of the application.

- c) List of key artistic / creative staff and performers, with their positions, curriculum vitae and remuneration; and names of design, administrative and technical staff.
- d) Applicants are encouraged to submit the audio / video recordings of previous performances to facilitate the adjudication process. Please submit 6 copies in DVD/ CD-R format, or provide a web link of the video records.
- e) Critiques of previous performances (if applicable).

3 Guidelines on Income and Expenditure

- a) Estimated box office income should be calculated by an attendance of 60% of the total available seating capacity for ticket sales. Average ticket price should not be less than \$50.
- b) Meal allowances is limited to no more than \$60 per person per formal rehearsal / performance / dismantling day, subject to a ceiling of \$6,000.
- c) Due to a high level of demand for the grants, the Council can only partially subsidize the expenditure items of the project.

The Council acknowledges that the production and artistic needs of each individual performance / production vary. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

4 Conditions of Grant

Grantees are required to submit taped performances of the supported projects for Council's reference or record.

B Audience Building

I Arts Education

1 About the Grant

- a) The objective is to support creative projects in arts education, with the view to enhance the interests, literacy and aesthetic sensitivity in the arts amongst the community, especially among young people, and to develop the new audiences for the arts.
- b) Key Assessment Criteria:
 - i. The benefits of the project to promote drama through arts education in general, whether the project could provide a model for reference and which is continuously applicable
 - ii. The effectiveness of the content and implementation methods of the project in achieving the pre-set objectives
 - iii. The qualifications, experience and planning or management ability of personnel involved in the project's implementation
 - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results
- c) Where appropriate, the applicant is encouraged to collect reasonable course / participation fees. Applicants who would like to organise free arts education projects should provide information of how the free arts education projects could benefit the community or young people as a whole.

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Detailed project content and objectives, method of conducting activities / teaching methodology, detailed course outline (if applicable), publicity plan, target beneficiaries and schedule, etc.
- b) List of key personnel involved with curriculum vitae.

3 Guidelines on Income and Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual Education project vary. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

II Arts Promotion / Community Arts

1 About the Grant

- a) The objective is to support arts promotional projects of good artistic standard which aims to enrich and benefit the community by providing opportunities for the public to experience or actively participate in the arts. Through encouraging creative arts projects carried out at district levels, the Council hopes to promote the arts within the community, in the long run, to cultivate an environment conducive to the arts and arts development and to foster social inclusion.

- b) Key Assessment Criteria:
 - i. The attractiveness of the project to the public, whether the project could enhance the appreciation of and participation in the arts amongst the public and promote social inclusion
 - ii. The effectiveness of the content and implementation methods of the project
 - iii. The qualifications, experience and planning ability of personnel involved in the project's implementation
 - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results
 - v. The capability of the applicant to seek for appropriate collaborative partner(s) / organisation(s) in the community as well as other public resources or corporate sponsorship to contribute to the project

- c) Where appropriate, the applicant is encouraged to collect reasonable participation fees. Applicants who would like to organise free arts promotion / community arts projects should provide information of how the free arts promotion / community arts projects could benefit the community as a whole.

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Detailed project content, method of conducting activities, publicity plan, target beneficiaries and schedule, etc.

- b) If the project is to be co-organised, the areas of responsibility and resources to be contributed by each organisation.

- c) List of key personnel involved with curriculum vitae.

3 Guidelines on Income and Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual Arts Promotion / Community Arts project vary. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

C Research / Archiving / Critique / Publication

1 About the Grant

- a) The objectives are to record and analyze the development of drama in Hong Kong and to give recognition to the contribution of individual drama practitioners. The Council also hopes to develop and nurture the literacy, interest and appreciation ability of the audience and participants in drama, and to foster an atmosphere of discussion and criticism in the drama field. In a long run, it is to improve the overall arts environment in Hong Kong.
- b) Key Assessment Criteria
 - i. The Research / Archive / Critique projects should have outstanding value and significant contribution to the arts development in Hong Kong by providing an objective record and critical investigation/ evaluation on the topic discussed, while contributing knowledge for the public, arts practitioners and policy makers on the topic concerned so that in the long run, to enhance arts development in Hong Kong. Types of projects could include:
 - promoting academic research in relevant areas of drama development
 - collecting, re-organising and archiving information and documents which are valuable, representative or require immediate conservation
 - enhancing the standard and atmosphere of arts criticism
 - archiving local production of high artistic standard and quality in the forms of performance video archiving and/or script publishing
 - ii. The qualifications and experience expertise possessed by personnel involved
 - iii. The effectiveness of the content and implementation methods of the project in achieving the set objectives
 - iv. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Methods of implementing the project (i.e. the proposed methodology of research or archiving projects; or the theme, area of discussion, and the project details of seminars / conferences).
- b) List of key personnel involved with curriculum vitae.
- c) Working schedule.
- d) Method of applying and dissemination of the outcome.
- e) Method of assessing the results of the project.
- f) List of distribution of complimentary copies and channels of distribution.

- g) For research, archive and criticism publications, the applicant should provide the content page and a summary of the contents or synopsis of the publication. For periodicals and magazine publications, the applicant should provide 6 copies of dummy of the magazine's design (could be softcopies in the format of CD/DVD or website links) or 6 copies of samples of back issues for reference. The Council will not return the manuscript/ samples after the completion of assessment.
- h) For the application of plain text/E-book publication, the applicant should provide at least 50% of the text / score / pictures for reference (6 copies). For environmental protection, applicants could choose to submit 5 copies in CD-Rom (WORD for Read only or PDF format) and 1 printed copy. The Council will not return the manuscript after the completion of assessment
- i) For CD / DVD / website publication, the applicant should provide the synopsis of the video documentation, production details, expected length of the video, and at least 20% of the video content, i.e. 6 copies of video recording for reference. The Council will not return the manuscript after the completion of assessment.

3 Guidelines on Income and Expenditure

a) Income

The applicant is encouraged to promote and distribute the publication publicly in order to maximize income to offset expenditure. The retail price of any plain text publication should not be less than \$50. And the estimated sales volume should not be less than 30% of the print run. When calculating the grant amount sought, the applicant must deduct all estimated income from the total expenditure. Upon completion of the project, the Council shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.

b) Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual project vary. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

4 Conditions of Grant Research / Archiving / Critique / Publication

All research/archiving/critique/publication projects should be open to and the research or related information accessed by the public.

D Playwriting

1 About the Grant

- a) The objectives are to encourage playwriting and related activities, while supporting talented local playwrights and promoting the overall creation and development of local original drama works; with a view to improve the overall artistic level of local plays, and to enhance the overall arts environment in Hong Kong. The play submitted must not be staged or published before.
- b) Key Assessment Criteria
 - i. The value / contribution of the project to drama development in Hong Kong, which could include:
 - writing an original play-script of high artistic level
 - collecting, re-organising, archiving research valuable plays
 - enhancing the standard of local original drama works and promoting atmosphere of creativity
 - ii. The artistic standard and track record of the personnel involved
 - iii. The effectiveness of the content and implementation methods of the project in achieving the set objectives
 - iv. The feasibility of the project, and the ability of project personnel in implementing the proposed project
 - v. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results
- c) The grantee can only apply for another playwriting project after the completion of the previous one.
- d) Because of limited resources, the Council will consider the scale of project, the artistic standard and track record of the playwright for the grant amount. The maximum grant for each project shall not exceed **\$100,000**.
- e) To further promote the successfully funded play script to the public, the successful applicants have to present the play script in public channels such as any forms of play-reading activity.

2 Information to be Submitted by the Applicant with the Completed Application Form

- a) Applicant of playwriting project should submit a detailed proposal with the content, objectives and synopsis of the play, description of characters. Applicant should submit 6 printed copies or (for environmental protection purpose) 5 copies in CD-Rom (WORD for Read only or PDF format) and 1 printed copy of script of at least scene one the original play, scores with lyrics (if applicable).
- b) Applicant should submit a curriculum vita, information and critiques of 1 play scripts previous written and performed (if applicable).
- c) Working schedule (Project should be completed within one year after it is approved).
- d) Submission of letter of intent by art groups who show interest in organising play-reading activity of the project would help in the assessment of the application.

- e) Method of assessing the results of the project.

3 Guidelines on Income and Expenditure

- a) Income

The applicant may collect reasonable fee for the play-reading activity. When calculating the grant amount sought, the applicant must deduct all estimated income from the total expenditure.

- b) Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual project vary. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

E Emerging Artists Scheme

1 About the Grant

- a) Established with additional funding from the Home Affairs Bureau, the grant aims to provide opportunities for emerging artists in presenting and creating artistic works and gain valuable professional experience that will enable them to further their career. Emerging artists, referring in this document, are drama graduates recently completed drama course with aspiration and commitment in launching professional career in drama.

The Council also welcomes applicants who have not gone through drama training but have mastered the recognized level of techniques in drama. They may wish to submit with their application a reference letter from an experienced drama practitioner, or invite an experienced drama practitioner to be his/her mentor, in support of their applications.

- b) This particular grant aims to support young emerging artists in organising or participating in performances, exhibitions, publications or creating and presenting new artistic works.

2 Level of subsidy

The maximum grant for each drama application of *Emerging Artists Scheme* is **\$55,000**.

3 Eligibility

- a) Individuals residing in Hong Kong who have recently completed a drama course* with the potential and commitment in launching a professional career in drama, or are currently practicing drama** are eligible to apply for the Grant.
- b) Organisations are also welcome to apply for the Grant. Registered organisations in Hong Kong with 2 or more emerging artists (as described in paragraph 3a) being the key members of the organisation (e.g. Chairman, Secretary, Treasurer, Director) and the major personnel of the project (e.g. Artistic Director, Choreographer, main actor) are eligible to apply.
- c) Based on the criteria listed in clause 1, full-time students (who are currently enrolled in any full-time course at the time of the application deadline) are not eligible to apply for the *Emerging Artists Scheme*.
- d) Drama project applications should be in the categories of either performance or artistic creation. Should the project be **an artistic creation project**, the applicant should also include **a simple presentation / performance of the newly created work**.
- e) In general, those who have previously received “Eminent Arts Group Scheme” / Year Grant / Multi-Project Grant / Project Grant (except for “Cultural Exchange Grant”) from HKADC are not eligible to apply for the *Emerging Artists Scheme*. Emerging artists are allowed to receive the Grant for *Emerging Artists Scheme* three times at maximum.
- f) Applicant for *Emerging Artists Scheme* should not apply for *Project Grant* (except for “Cultural Exchange Grant”) at the same application period.
- g) All performance activities must be open to public and open for ticket sales. All applications

should also include a basic marketing and promotional plan.

- h) Applicant may choose to collaborate with experienced artists in realizing the project. But the grant applicant should be involved as the major personnel (creative / artistic) of the project.

* *In general, a drama related course at the level of a diploma (or equivalent) or above should have been completed within 5 years at the time of the application deadline, and the applicant should have no more than five years of practicing experience and track records in the drama sector.*

** *In general, the applicant has no more than five years of practicing experience and track records in the drama sector at the time of the application deadline.*

4 Selection Criteria

- a) Overall artistic merit of the applicant's previous art work and demonstration of exceptional talent.
- b) The applicant's degree of professional commitment to drama.
- c) Contribution of the proposed project to the applicant's professional development.
- d) Feasibility of project content, scale and work schedule; reasonableness of budget.
- e) Normally the project should commence within one year after result is notified, and should be completed within one year after commencement of project.

5 Information to be submitted by applicant

Applications must be submitted on a valid application form (for Emerging Artist) with:

- a) Full curriculum vitae of the Applicant / emerging artists in the organisation (including education and experience in drama (if applicable)) to demonstrate that he/she is eligible to apply for the *Emerging Artists Scheme*.
- b) List of key artistic / creative staff, performers, and major staff involved, with their positions and remuneration.
- c) An artist's / organisation's statement (around 250 words). Write about the vision and goals of the applicant as an artist, how the grant will benefit the career development.
- d) Details of project content, and budget.
- e) Applicant is required to submit 6 copies or provide a web link of the taped performances / record of previous creative works of 15 minutes duration as reference.
- f) Applicant may attach a reference letter from a referee who is a drama practitioner in support of the application.

Incomplete application, or application fail to provide details of the content of project and the project expenditure items may adversely affect the application's chance of approval or approval on specific items.

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