

Literary Arts

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 *Literary Arts Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and details on the assessment criteria for the applicant's 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 Literary Arts at 2827-8786, or check the website of the Hong Kong Arts Development Council (<http://www.hkadc.org.hk>).

3 Grant Amount

- a) Due to resource constraints, the HKADC can only support grant applications on a selective basis and may not be able to award the full amount sought by the applicant. When assessing projects, the HKADC has the final discretion to determine the final resources allocation and outcome in consideration of the Council's grant policy, available resources, number of approved applications and the needs of different art forms.
- b) Applicants are encouraged to obtain income through other channels, such as ticket sales, sponsorship, donation, etc; and
- c) The grant amount awarded by the Council will not exceed the stipulated grant ceiling.

4 Allowed Number and Category of Applications

- 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 current HKADC Eminent Arts Group/ Year Grant scheme grantees.
- c) The Project Grant accepts applications of single or multiple projects. The maximum grant of each approved Project Grant application is \$500,000.
- d) Due to resource constraints, the Literary Artform will not accept applications from schools.

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 (eg. to present research papers or to be a speaker), please note:
- i. The Council will consider partly subsidizing the cost of organizing the event depending on the scale and academic/ artistic value of the project.
 - ii. Support for the travel costs of the overseas guest(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.

7 Interview with Individual Applicants/Organisations

The Council may meet the applicants to learn more about the project details if necessary.

Application Guidelines for Each Grant Category

A Publication

1 About the Grant

- a) To support publication of literary works with good literary quality, and encourage to broaden and nurture readership through effective distribution, sales and promotion. Applicants can apply either as an individual or through a publisher or literary arts organisation. The title must be published through a local publisher. Publisher or literary arts organisation can submit publication of literary anthology or a series of titles.
- b) Only titles with fully completed manuscript(s) **that fall within the ambit of literary arts will be considered**. Applications to publish textbooks, other academic, informational, instructional or self-help books (such as travel guides, glossary, anecdotes etc.) will not be accepted.
- c) As the Literary Artform aims to support the publication of the works of different local writers (who must be Hong Kong permanent residents), each individual writer can only submit **1 personal collection for each application deadline**.
- d) To facilitate the promotion of Hong Kong literature to the international literary arena, for the publication of translated works, the author of the original should be a Hong Kong writer (who must be Hong Kong permanent resident).
- e) Assessment will be made based on the original and completed works submitted by the applicant. Generally, applications of titles that were considered previously not to be supported by the Council will not be accepted, unless more than half of the content is revised. Besides, the Council generally does not support the re-edition or re-print of titles that are already published, but consideration will be given to applications with literary archival values. Traditional Chinese characters should be used for Chinese publication.
- f) Key Assessment Criteria:
 - i. Merits of the publishing project, which would include whether the proposed titles have reached the artistic standard, the merits of the editorial approach, choice of titles and the quality of the creation, and literary standard and artistic value, originality ;
 - ii. Whether the publishing project could encourage and facilitate the development of contemporary Hong Kong literary arts;
 - iii. The feasibility of the project, and the ability of project personnel in implementing the proposed project;
 - iv. The effectiveness of the distribution and sales network, marketing and promotion strategies;
 - v. The reasonableness of the budget, and the consideration of cost-effectiveness of the publishing project;

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

- a) 6 copies of the fully completed manuscript without the names/pen names of the applicant/writer of each title in typed version for assessment. (For environmental protection, applicants could choose to submit 5 copies in CD-Rom (Word format-Read Only) and 1 printed copy.). The Council will not return the manuscripts after the completion of assessment.
- *The writer's names/pen names and relevant personal information (e.g. the writers' photos and the biography) should be removed from each manuscript and/or CD-Rom submitted by the applicant. Also, the names/ pen names of the writer should not be used as the file name of the CD-Rom.**
- b) Author's biography attached with the application for Council's reference only (this information will **not** be used for assessment purpose);
- c) If the title includes illustrations, such as children's literature, samples of illustration and curriculum vitae of the illustrator should be provided;
- d) If the applicant is not the original author of the work proposed in the application, the applicant must provide the author's written authorisation for the publication or obtain the authorisation to publish the work.
- e) One quotation provided by the publisher on the printing and production costs which exceed \$40,000 detailing printing and production items and their costs, including editing, proof-reading, typing/typesetting, design, layout, films, printing, the use of colours, type and weight of paper for book cover and text, layout of text and binding, etc..

The above information (e.g. all the manuscripts) must be submitted together with the application form on or before the closing date for application. Otherwise, the HKADC reserves the right not to process the application.

3 Guidelines on Income and Expenditure

- a) **Expenditure**
- i. Writing Fee/Royalty
The writer should negotiate with the publisher on an appropriate writing fee/ royalty.
- ii. Printing and Production Costs
Based on a print run of 500-1,000 copies, the basic printing and production costs of each publication project to be supported will generally be as follows:

Number of Pages	Printing and Production Fee	Design, Layout, and Illustration Fee
128-191	\$20,000	\$5,000
192-255	\$25,000	\$5,500
256-319	\$30,000	\$6,000
320-383	\$35,000	\$6,500
384-447	\$40,000	\$7,000
448-511	\$45,000	\$7,500
Over 511	\$50,000	\$8,000

Due to resource constraints, costs of special production requirements, such as special size and design, special printing requirements and packaging or computer processing, etc., will not be a priority of support. The applicant should list out items of the costs of production and other expenses such as editing, proofreading, typing/ typesetting, printing, and binding, as well as writing fee/royalty.

iii. Marketing & Promotion Fees

Please list and explain in details the promotional items and fees required. Due to limited resources, such fees awarded shall not be less than 10% or exceed 20% of the total printing and production costs.

b) **Income**

The Council encourages the applicant to actively promote and distribute the publication publicly so as to increase project income. Therefore, the publication **should be put on sale publicly. Applicants should also include the estimated sales income when calculating the amount sought.** However, the actual sales income will not be included in the calculation of surplus as an encouragement to the successful projects.

The applicant can take reference to the following in estimating sales income:

i. Suggested Sales volume (with a print run of 500 copies)

- Novel	300 copies
- Prose	300 copies
- Poetry	200 copies
- Script	300 copies
- Other Literary Works (including Biographical literature, Reportage, Cross-genre Writing, etc.)	300 copies
- Literature for Children / Teenagers	500 copies
- Classical Literature	200 copies
- English Literary Works/Translation	300 copies
- Academic Research/ Criticism	200 copies

ii. Retail price of per copy should be at least \$40 or above

iii. Normal distribution discount: not more than 55% off

Example on the calculation of estimated sales income:

Assuming a novel with a retail price of \$50 and 55% off as distribution discount, and an estimated sales volume of 300 copies, the estimated sales income =
 $\$50 \times 55\% \text{ off} \times 300 \text{ copies}$.

B Creative Writing Project and Translation Project

1 About the Grant

- a) The objective of Creative Writing Project is to support accomplished local writers to enable them to concentrate on new literary writing. Applicant cannot apply for Creative Writing Project Grant for existing or publicised literary work. Translation Project is to facilitate the promotion of Hong Kong literature to the international literary arena, at present, only translation project of Chinese literary works into English is accepted. The author of the original must be a Hong Kong writer.
- b) Under the scope of Creative Writing Project, applicant can select the reportage (non-fiction writing) grant.¹ Reportage (non-fiction writing) is generally defined as a literary genre of narrative with journalistic characteristics. It presents real characters and actual events with literary style and devices.
- c) **The applicant must be the author/translator** himself/herself. He/she should have a good track record in literary writing or translation, with works of recognition in the literary arts field. In addition, the applicant should prove that at least three of his/her personal titles or translation works were published by publishers and put on sale publicly. The application for Translation Project from applicant who has never published any personal titles is acceptable, provided that he/she has been the editor of an English magazine or a columnist for 3 years or above, or his/her works have been published in authoritative translation periodical.
- d) For each application deadline, each applicant can only submit **1 application on Creative Writing Project or Translation Project**, and the project should be completed within one year. The applicant can only apply for another Creative Writing Project or Translation Project after the completion of the previous one.
- e) In order to maximise the effectiveness of the project and present the outcome of the literary writing to the public, the applicant is encouraged to publicize or publish the literary work of the Creative Writing Project or Translation Project supported by the Council in Hong Kong.
- f) Key Assessment Criteria:
 - i. Contribution and value of the Creative Writing Project or Translation Project to the development of literary arts development;
 - ii. Writer's/Translator's artistic standard and track record in literary writing/translation;
 - iii. The qualification, organisational and editorial ability of the participating personnel in implementing the proposed project (e.g. editor)
 - iv. The authenticity of investigation and content
 - v. The appropriateness of the schedule of the project.
- g) Due to resource constraints, the Council will decide on the amount of grant according to the scale of the project and qualifications, experience and artistic standard of the writer/translator. For projects of larger scale, the grant amount for each approved application is around \$50,000 to \$100,000. For projects of smaller scale, the amount of

¹ Its resource is allocated from non-Project Grant recurrent funding of Literary Arts Grant.

grant is around \$20,000 to \$50,000.

- h) The grant will usually be paid in 3 instalments as follows:

Conditions of releasing payment	Percentage of grant
The signing of Agreement	40%
The submission of half of the script of the writing	40%
The submission of the completed literary work	20%

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

- a) Curriculum vitae of the applicant and personnel involved (e.g. editor) ;
- b) A detailed proposal of the content, objectives, synopsis of the Creative Writing Project or Translation Project and writing samples; For reportage writing project, the applicant should state the reasons and importance for the chosen topic, angle, target of investigation, estimated project duration and working schedule.
- c) 3 literary/translation publications of the writer, **as well as** the relevant reviews/information on literary/translation awards received. (The applicant of Translation Project may submit the articles published in the magazine or authoritative translation periodical as mentioned in clause 1c if he/she does not have any translation publications.)

C. Readership Building

i Arts Education

1 About the Grant

- a) The objective is to support creative arts education projects, with the view to enhance and cultivate interest, knowledge and levels of appreciation of the public, especially among young people, and to develop the new audiences for the arts.
- b) To effectively utilize the limited resources, only public activities of Literary arts are accepted. Internal activities of school are not eligible for this application.
- c) Key Assessment Criteria:
 - i. The benefits of the project to the readership building and 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 result.
- d) Where appropriate, the applicant is encouraged to collect reasonable course or participation fees. Applicants who would like to organize free arts education projects should provide information of how the free arts education projects could benefit the community or young people as a whole

Due to resource constraints, if the application is a single project and/ the project is of smaller scale, the recommended grant amount does not exceed \$150,000.

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

- a) Detailed project content and objectives, method of conducting activities or teaching methodology, course outline (if applicable), publicity plan, target beneficiaries, 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 project vary. 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 scale and nature of activity, artistic standard of participants and artistic requirement 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 literary 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. 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, the attractiveness of the project
 - iii. 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
 - iv. The qualifications, experience and planning ability of personnel involved in the project's implementation
 - v. 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 or participation fees.

Due to resource constraints, if the application is a single project and/ the project is of smaller scale, the recommended grant amount does not exceed \$150,000.

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. 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 scale and nature of activity, artistic standard of participants and artistic requirement of the project.

D. Research / Archiving / Critique

1 About the Grant

- a) The objectives are to record and analyse the development of literary arts in Hong Kong, and to foster an atmosphere of research, discussion and criticism in Hong Kong literary arts, so as to develop and nurture the readers' or participants' interest in creation and appreciation ability in Hong Kong literary arts, and in the long run to improve the overall arts environment in Hong Kong.
- b) Local organisation and literary arts practitioner are eligible for the application. Projects which involve non-local arts practitioners, applied by local academic organisation or publishers will also be considered.
- c) For the applications of Critique (including book review) projects, the Council encourages applicants /organisations to publish their works through publication, competition, award, seminar, etc. If the project is a publication, please refer to Page 3 - 5 on Guideline on Publication.
- d) Due to a high level of demand for the grants, the Council will not support research projects which are eligible for university fundings.
- e) Key Assessment Criteria:
 - i. The target of the Research / Archive / Critique (including book review) project should have outstanding and valuable local literary arts background, provide 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 literary arts development in Hong Kong. Types of projects could include:
 - promoting academic research in Hong Kong literary arts development,
 - collecting, re-organising and archiving information and documents of Hong Kong literary arts which are valuable, representative or require immediate conservation,
 - enhancing the standard and atmosphere of arts criticism; encouraging book review writing and publication, stimulating and enhancing the public interests in reading and appreciation;
 - ii. The qualifications and experience expertise possessed by the 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 feasibility of the plan to assess the result.

Due to resource constraints, if the application is a single project and/ the project is of smaller scale, the recommended grant amount does not exceed \$150,000.

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 of Critique (including book review) projects, and the project details of seminars / conferences etc);
- b) Schedule;
- c) List of key personnel involved with curriculum vitae;
- d) Method of release, applying and dissemination of the outcome;
- e) Method of assessing the result of the project.

3 Guidelines on Income and Expenditure

- a) **Income**
The Council encourages the applicant to seek for other income to offset the expenditure, such as participation fees.
- b) **Expenditure**
The Council acknowledges that the execution method and artistic needs of each individual project vary. 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 scale and nature of activity, artistic standard of participants and artistic requirement of the project.

If the research/ archive/ criticism (including book review) project includes the publication of the project result, please refer to Page 4 and Page 5 on ‘Guidelines on Income and Expenditure’.

4 Grant Requirement

For all research/achieving/critique/publication projects, the outcome must be published and accessible to the public.

E Emerging Artists Scheme

1 About the Grant

- a) 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. An emerging artist, referring in this document, is a recent arts graduate that has completed an arts course / formal training in the arts, and who is attempting to launch a professional career in the arts/ art-form.

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

- a) Individuals residing in Hong Kong who have recently completed a course / formal training in literature/ language, with the potential and commitment in launching a professional career in literary arts, and are currently practising the art form are eligible to apply for the Grant.
- b) Applicants should have mastered the recognized level of techniques in literary arts, with previous training, and/or track records and experience in the art form, such as awards, book publication or a minimum of two articles or literature published in literary magazines, newspapers and journals etc.
- c) Literary Arts applications **must be in form of a publication.**
- d) In general, those who have previously received *Eminent Arts Group/ Year Grant/ Multi-Project Grant/ Project Grant (Except “Cultural Exchange”)* from ADC 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.
- e) Applicant for *Emerging Artists Scheme* should not apply for *Project Grant (Except “Cultural Exchange”)* at the same application period.
- f) For publishing projects, publications should be put on sale publicly. All applications should also include a basic marketing and promotional plan.
- g) The Council will give priority consideration in supporting first-time application for publication.
- h) To encourage publishers to explore the potential emerging authors for creative writing, publishers are allowed to submit more than one application for emerging authors for each application deadline, provided that the literary works are created by the different authors.

3 Selection Criteria

- a) Overall artistic merit of the applicant's previous art work and demonstration of exceptional talent.
- b) The applicant's serious professional commitment to literature writing.
- c) Contribution of the proposed project to the applicant's professional development
- d) Feasibility of project content, scale and work schedule; reasonableness of budget.

Normally the project should commence within one year after result is notified, and should be completed within one year after commencement of project.

4 Information to be submitted by applicant

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

- a) Writer's profile
- b) Applicants must submit one quotation provided by the publisher on the printing and production costs detailing printing and production items and their costs, including editing, proof-reading, typing/typesetting, design, layout, films, printing, the use of colours, type and weight of paper for book cover and text, layout of text and binding, etc.
- c) An artist's statement (around 250 words). Write about the vision and goals of the applicant as a writer, how the grant will benefit the career development
- d) Details of project content, and budget
- e) For Literary arts applicants, please submit 2 articles (with 6 copies for each article) which have been previously published in magazines, newspapers etc as reference, as well as 6 copies of the full manuscript of the publication applied for this Grant, without the writer's names and pen names, for assessment purpose.
***The writer's names/pen names and relevant personal information (e.g. the writer's photos and biography) should be removed from each manuscript submitted by the applicant.**
- f) Applicant may attach a reference letter from a referee who is a practitioner/editor in the related art-form 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.

5 Level of subsidy

The Grant for *Emerging Artists Scheme* will be in a form of block grant, the subsidy level for Literary Arts applications are as follows: \$20,000 / \$25,000 / \$30,000 (depending on the size of publication, in terms of pages of the publication and/ no. of words, for example, 128-255 pages; 256-383 pages; 384 pages or more)