

Music

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 *Music 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 Music 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; and
- 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.

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 organizing 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 HK\$500 per day. Per diem for overseas groups with four or more guests (such as choirs, ensembles, etc) should not exceed HK\$2,000 per day per group. The above per diem only applies to overseas guests who have major roles in the project (such as principal performers / speakers / adjudicators) and is not applicable to backstage personnel.
- 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 music performances as well as to develop the appreciation of and literacy in the arts amongst audiences in Hong Kong
- b) To support professional local musicians and music groups to create and perform music works of certain artistic standard.
- c) Key assessment criteria:
 - i. artistic standard and track record of the principal performers and organizer
 - ii. artistic value, quality and creativity of the project; and the anticipated artistic impact
 - iii. The feasibility of the project, and the ability of project personnel in implementing the proposed project
 - iv. The effectiveness of the project's content in achieving its pre-set objectives
 - v. The feasibility of the project content, scale, schedule and the reasonableness of the budget.
- d) In general, performances must be ticketed and open to the public. Applicants who would like to organize free performance(s) (including performances in open space) should provide information of how the free performance(s) could benefit the community or students as a whole.
- e) Below is the general grant guideline for each supported performance project (please state reason(s) if the amount sought exceeds the general grant guideline) :

Performance Venue Category	General Grant Guideline (1 to 3 performances)
SMALL (below 250 seats)	\$150,000
MEDIUM (250-800 seats)	\$300,000
LARGE (above 800 seats)	\$500,000

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

- a) Programme details / concert repertoire
- b) List of major artistic personnel and principal performers (including conductor/music director, soloists, principal musicians and singers), with their positions, curriculum vitae and remuneration

- c) The number of other performers and the profile of the orchestra/ensemble/choir; the names of main administrative and technical staff
- d) Applicants are encouraged to submit the audio/ video recordings of previous public performances to facilitate the adjudication process. Please submit 6 copies in DVD/ CD-R format, or state the website address of video clips uploaded in the internet.
- e) Critiques and promotional materials of previous performances (if applicable).
- f) If the project includes commissioned work, the applicant should submit the following information:
 - the curriculum vitae of the commissioned composer/arranger
 - information about the commissioned work (including its theme, duration/ length,)

Applicants may also provide information such as the instrumentation, treatment of the new work and provide samples of previous works of the commissioned composer (if applicable).

3 Guidelines on Income and Expenditure

- a) The Council acknowledges that the production and artistic needs of each individual performance/ production vary. The below guideline provides a general support level for performances of different scale for the applicants' reference. Applicants are welcome to seek for support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project
- b) Estimated box office income should be calculated by an attendance of 60% of the total available seating capacity for ticket sales.

If the box office income is projected at less than 60% of the venue capacity, the applicant must provide valid justification.

- c) Due to a high level of demand for the grants, the Council gives priority consideration to subsidize on the performance fees for professional musicians (i.e. persons with formal training in music - e.g. music graduates from recognized music conservatories and universities) who have reached professional standard and with public performance experience.
- d) Fees for amateur musicians will not normally be supported. Notwithstanding this, the Council will consider assisting amateur vocal/ instrumental ensembles or orchestras with good artistic standard, depending on the overall standard of the individual music group and the artistic value/ quality of the programme.
- e) In order to encourage performances of high quality original music works by local composers, the Council will only consider supporting the commission/ arrangement fees of indigenous works, undertaken by local composers.
- f) Miscellaneous expenses (including insurance, postage, contingencies, meal allowances [maximum \$60 each personnel per formal rehearsal/performance/dismantling day] and

miscellaneous, etc) should approximately amount to/ not exceeding 10% of total budget.

4 Conditions of Grant

Upon completion of the project, a video record of the performance is required to be submitted to the Council for reference and 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 music 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 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.

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, course outline (if applicable), publicity plan, target beneficiaries and schedule, etc. For exhibition, please provide details of the venue, description of the artwork and part of the photos of the artwork to be displayed. (Applicants may choose to submit 6 copies in DVD/ CD-R format). The Council will not return the photos of the artwork after the completion of assessment.
- 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 support based on the actual need relevant to the 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 and 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 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 participation fees. Applicants who would like to organize 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-organized, the areas of responsibility and resources to be contributed by each organization.
- 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 support based on the actual need relevant to the 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 music in Hong Kong and to give recognition to the contribution of individual music practitioners. The Council also hopes to develop and nurture the literacy, interest and appreciation ability of the audience and participants in music, and to foster an atmosphere of discussion and criticism in the music 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 project should have outstanding value and significant contribution to the music 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 music 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 performances/ music works of local musicians/ composers of high artistic standard and creativity
 - 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) Schedule
- d) Method of applying and dissemination of the outcome
- e) Method of assessing the results of the project
- f) Distribution lists or channels of the publication
- 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 6 copies of samples of back

issues for reference. The Council will not return the manuscript/ samples after the completion of assessment;

- h) For plain text publication seeking only the printing costs, the applicant should provide **at least 50%** of the text/ score/ pictures for reference. For environmental protection, the Council welcomes applicants to submit files in the format of CD / DVD (6 copies). 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 audio recording/ video documentation, production details, expected length of the works, and at least 50% of the content for reference. Please submit 6 copies in DVD/CD-R format. The Council will not return the DVD/CD-R samples 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 maximise income to offset expenditure. The retail price of any 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 production and artistic needs of each individual project vary. Applicants are welcome to seek for support based on the actual need relevant to the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

4 Conditions of Grant

The resulted information of all research / archiving / critique / publication projects must be published or made available for public to access.

D 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. 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 organizing 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* in music, with the potential and commitment in launching a professional career in music, or are recently practicing the art form** 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 2a) being the major artistic personnel of the company (e.g.: Music / Artistic Director, Conductor) are eligible to apply.
- c) Based on the criteria listed in clause 1, full-time students (who are currently enrolled in a full-time course at the time of the application deadline) are not eligible to apply for the *Emerging Artists Scheme*.
- d) Applicants should have mastered the recognized level of techniques in music, with previous training (in form of formal training or apprenticeship) and/or track records and experience in the art-form, such as public performance or awards, etc.
- e) Music project applications **should be in the categories of either performance or artistic creation**. Should the project be an artistic creation project (i.e. music composition), the applicant should also include a simple presentation / performance of the newly created work.

The Council will also consider supporting local emerging musical artists to participate in short term overseas training programmes, such as master classes or musical training camps. Please note:

- i) Due to resource constraints and to put focus on the enhancement of the artistic level of local emerging musical artists, only applications by individuals who are

- eligible for “Emerging Artists Scheme” will be accepted.
- ii The short term overseas training programmes must be internationally recognized with good reputations and high artistic standards.
 - iii Applicants must submit the confirmation / invitation letters issued by the overseas host organizations of the relevant training programmes.
 - iv The Council will give priority consideration in supporting the travel costs to and from the overseas country and the overseas accommodation fee of the applicant.
 - v Due to resource constraints, local transportation expenses in overseas countries and meal allowance will not be supported.
 - vi The Council encourages applicants to bear admission fees of the related short term overseas training programmes, and therefore will not be necessarily supporting such expenses.
 - vii Please refer to the “Cultural Exchange” guidelines for application deadline.
- f) **In general, individuals/ organizations who have received Eminent Arts Group Scheme / Year Grant / *Multi-Project Grant* / *Project Grant* (except for “*Cultural Exchange Grant*”) from ADC are not eligible to apply for the *Emerging Artists Scheme*. Emerging artists/ arts organizations are allowed to receive the Grant for *Emerging Artists Scheme* three times at maximum.**
- g) **Applicant for *Emerging Artists Scheme* should not apply for *Project Grant* (except for “*Cultural Exchange Grant*”) at the same application period.**
- h) Performance activities must be open to public and open for ticket sales, while new work presentation must be open to public. All applications should also include a basic marketing and promotional plan.
- i) 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, the course should have been completed within 5 years at the time when the application is submitted.

** In general, the applicant has started practicing in the music sector not more than three years at the time when the application is submitted.

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 music.
- 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) The reputation, recognition and artistic standard of the short term overseas training programme; and whether the creativity, artistic level and vision of the applicant can be enhanced by participating in the programme (only applicable to the “short term

overseas training programme” applications).

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) Credentials of the Applicant and the major personnel participating in the proposed project, including the course title, month/year of completion and name of institution of the music course recently completed by the applicant or major artistic personnel of the organization applicant.
- b) List of key artistic/ creative staff, performers, and major staff involved, with their positions and remuneration.
- c) An artist'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) Applicants are required to submit taped performances/ record of previous creative works of 15 minutes duration as reference (please provide website address or 6 copies in DVD/ CD-R format).
- f) Applicant may attach a reference letter from a referee who is a practitioner 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 maximum grant amount for performance or artistic creation project is \$55,000.

The maximum grant amount for short term overseas training programme is \$30,000.

Updated by HKADC in January 2019