香港藝術發展局
Hong Kong Arts Development Council

Drama

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Project Grant Assessment Guidelines

Valid for applications submitted between 4 January 2023 and 2 January 2024

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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

Hong Kong Arts Development Council (HKADC) regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Please check the HKADC website (http://www.hkadc.org.hk) to look out for the most updated version. Applicants can also contact our staff at 2827 8786 for inquiry.

3 The proposed project **must take place in Hong Kong with Hong Kong residents as the target audience**. If the projects are exchange activities outside Hong Kong including performances, exhibitions and creative works, please apply for "Cultural Exchange Grant".

4 Grant Amount

a) Due to resource constraints, HKADC 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 HKADC will not exceed the stipulated grant ceiling.
d) In general, the maximum grant for each approved Project Grant application is $500,000 (except for "Drama Artistic Creation Experiment and Research Scheme", "Playwriting" and "Emerging Artists Scheme" applications. For details, please refer to the following pages of this Assessment Guideline).
e) All monetary figures quoted in this set of Assessment Guidelines are in Hong Kong dollars.

5 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).

6 Guidelines on Income and Expenditure

a) This set of *Assessment Guidelines* provides a guiding principle on what HKADC 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 HKADC. If the grant amount sought by the applicant is higher than those stipulated herein, please provide information on how to balance between income and expenditure. This will help HKADC in assessing and evaluating your application. HKADC 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. HKADC will consider partly subsidising 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 (if there are special circumstances that an above-3-star accommodation is required, please state reason(s) for HKADC's consideration).
   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 key roles in the project (such as principal performers/speakers/adjudicators) and is not applicable to backstage personnel.

7 Points to Note on Information Submission

a) HKADC will not return any draft/manuscript/reference material after the completion of assessment. Please do not submit original or sole copy of works.
b) Please be sure not to include any personal information of applicant and participating personnel, including Hong Kong Identity Card number, date of birth, correspondence and residential address, contact number and email address in attached information/material (such as curriculum vitae or quotation).
c) If you submit the information via an URL, the access right of such link has to be valid for at least six months after the application deadline.

8 Applicants should include a risk control / contingency plan (if applicable) in their application if their proposed projects cannot be carried out as planned.

Application Guidelines for Each Grant Category

A. Performance

1 About the Grant

a) The grant encourages 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. The artistic value, quality and creativity of the project; and the anticipated artistic impact
   ii. The 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 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.

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 provide URL 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. Please provide the breakdown under the "Budget" column in the application form for HKADC's reference.

c) Due to a high level of demand for the grants, HKADC can only partially subsidise the expenditure items of the project.

   HKADC acknowledges that the production and artistic needs of each individual performance/production vary. Applicants are welcome to seek 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 HKADC'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 or 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

HKADC acknowledges that the implementation plan and artistic needs of each individual Education project vary. Applicants are welcome to seek 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, HKADC 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 qualifications, experience and planning/management ability of personnel involved in the project's implementation
   iv. The capability of the applicant to seek appropriate collaborative partner(s)/organisation(s) in the community as well as other public resources or corporate sponsorship to contribute to the project
   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 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

HKADC acknowledges that the implementation plan and artistic needs of each individual Arts Promotion/Community Arts project vary. Applicants are welcome to seek 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

General

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. HKADC 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 the 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 <u>outstanding value</u> 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 may 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 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 the feasibility of the method to assess the results

c) The applicant is encouraged to promote and distribute the publication publicly in order to maximise income to offset expenditure. Applicants who would like to distribute the free publication should provide information of how the free publication could benefit the community as a whole.

Drama Artistic Creation Experiment and Research Scheme

d) HKADC has set up dedicated resources to support local artists and/or researchers in developing sustainable projects of drama artistic creation experiment and research (including practice-led research). HKADC hopes to encourage and expand the diversity and ecology of the drama sector through the exploration, innovation and initiation of artistic creation in a diverse range of aspects such as form, genre, aesthetic, text, and so on, with a view to promoting the long-term development of local drama sector by nurturing and realising creative and innovative ideas. Please note:

i. Proposals will be assessed based on but not limited to the key assessment criteria as stated in (iii). The assessment panel will assess whether a proposal is able to help develop projects on local drama artistic creation experiment and research.

ii. The scheme aims to share with the drama sector and the public the creative process, research findings and/or any related outcomes. The deliverable could be in the form of preview, play-reading, sharing session, written/video record, database, or etc. Using online platforms to publish the relevant process and/or outcomes is also acceptable.

iii. Key assessment criteria:
- Whether the proposed project is innovative and pioneering, with promising potential to be further developed, as well as whether it can expand understanding and generate new insights into the development of local drama sector
- The effectiveness of the content and implementation methods of the project in achieving the set objectives
- The qualifications, track record in similar projects* and planning ability of personnel involved in the project's implementation
- The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results

iv. The deadline for these applications is the same as general "Project Grant". Applicants should specify "Drama Artistic Creation Experiment and Research Scheme" in the application.

v. The grant ceiling of these applications is $200,000.

**Priority will be given to applicants who are able to provide proof of having completed similar projects.*

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; the theme, area of discussion, and the project details of seminars/conferences; or the aims and objectives, proposed methodology, and the expected outcome for "Drama Artistic Creation Experiment and Research Scheme").

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 a dummy of the magazine's design or samples of back issues for reference.

h) For publication only applying for the printing costs, the applicant should provide <u>at least 50%</u> of the text/score/pictures for reference.

i) For CD/DVD/website production, 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.

j) Applicants could submit the above information in printed copy or electronically (WORD for Read only/PDF format). For audio and video records (if any), please provide via an URL.

3 Guidelines on Income and Expenditure

a) <u>Income</u>

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, HKADC shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.

b) Expenditure

HKADC acknowledges that the implementation plan and artistic needs of each individual project vary. Applicants are welcome to seek 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

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
      - 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 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, HKADC 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 and description of characters, and enclose a script of at least scene one of the original play together with scores and lyrics (if applicable).

b) Applicant should submit his/her curriculum vita, information of at least one play script previous written and performed and its related critique(s) (if applicable).

c) Working schedule (Project should be completed within one year after it is approved).

d) Submission of letter of intent by art group(s) who show interest in organising play-reading 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
HKADC acknowledges that the implementation plan and artistic needs of each individual project vary. Applicants are welcome to seek 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 (Scheme only applies to applications submitted from 4 January to 30 June 2023 and will be superseded by new scheme after June 2023. Please pay attention to announcements from HKADC)

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. Emerging artists, referring in this document, are drama graduates recently completed drama course with aspiration and commitment in launching professional career in drama. HKADC also welcomes applicants who have not gone through formal drama training but have attained considerable 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 Eligibility

a) Individuals 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

*In general, the drama course should have been completed within five years at the time when the application is submitted.
**In general, the applicant has no more than five years of practicing experience and track records in the drama sector at the time when the application is submitted.

b) Organisations are also welcome to apply for the Grant. Registered organisations in Hong Kong with two or more emerging artists (as described in paragraph 2a) being the key artistic personnel (e.g. Artistic Director, Director, Playwright, 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 public performance/presentation of the 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 artist(s) in realising the project. But the grant applicant should be involved as the key personnel (creative/artistic) of the project.

3 Selection Criteria

a) The overall artistic merit of the applicant's previous art work and demonstration of exceptional talent.

b) The applicant's level of professional commitment to drama.

c) The contribution of the proposed project to the applicant's professional development.

d) The feasibility of project content, scale and work schedule; reasonableness of budget.

4 Information to be Submitted by Applicant

Applicants are required to submit the following information along with **the "Emerging Artists Scheme Application Form"**:

a) Credentials of the Applicant and the key artistic personnel participating in the proposed project, <u>including educational background (name of the institute, drama course, month and year of graduation etc.) and practicing experience in the drama sector (name of production, year, venue, key collaborators etc.)</u> to demonstrate that he/she is eligible to apply for the Emerging Artists Scheme.

b) List of key artistic/creative staff, performers, and key 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, and how the grant will benefit the career development.

d) Details of project content, and budget.

e) Applicant is required to provide URL of the taped performances/record of 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.

5 Level of Subsidy

The maximum grant amount for performance or artistic creation project is $80,000[1].

Updated by HKADC in January 2023

[1] The ceiling amount of the Emerging Artists Scheme for Drama is set with reference to the needs of Drama sector. HKADC reserves the right to make the final funding decision subject to resource availability.