

Cultural Exchange  
Project Grant Assessment Guidelines

Art forms: Music, Dance, Xiqu, Drama, Visual Arts, Literary Arts,  
Film & Media Arts, Cross/Multi-disciplinary Arts

Closing date and time for application

March 2024							June 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2							1
3	4	5	6	7	8	9	2	3	4	5	6	7	8
10	11	12	13	14	15	16	9	10	11	12	13	14	15
17	18	19	20	21	22	23	16	17	18	19	20	21	22
24	25	26	27	28	29	30	23	24	25	26	27	28	29
31	Apr 1	②					30	Jul 1	②				
<p>Deadline: 2 April, 6pm (for projects commencing on or after <u>1 July 2024</u>)</p>							<p>Deadline: 2 July, 6pm (for projects commencing on or after <u>1 October 2024</u>)</p>						
September 2024							December 2024						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	③①						29	30	③①				
<p>Deadline: 30 September, 6pm (for projects commencing on or after <u>1 January 2025</u>)</p>							<p>Deadline: 31 December, 6pm (for projects commencing on or after <u>1 April 2025</u>)</p>						

## General Assessment Guidelines

This set of *Cultural Exchange Project Grant Assessment Guidelines* outlines details on the assessment criteria, grant ceiling and guidelines on income and expenditure etc. 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 the eligibility, closing dates for application, etc.

### 2 Latest Version of the Assessment Guidelines

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

### 3 Grant Amount

- a) Due to resource constraints and the subsidiary nature of the grant, 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. When assessing projects, HKADC has the final discretion to determine the final resources allocation and outcome in consideration of HKADC's grant policy, available resources, number of approved applications, and needs of the project 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 HKADC will not exceed the stipulated grant ceiling.
- d) All monetary figures quoted in this set of Assessment Guidelines are in Hong Kong dollars.

### 4 Eligibility Criteria

- a) The applicant must be an individual artist holding a Hong Kong identity card or a registered organisation in Hong Kong (Please refer to **Section 3 of Information for Project Grant Applicants**).
- b) Arts practitioners/organisations in different art forms including HKADC Year Grant/Literary Platform Scheme/Eminent Arts Group Scheme grantees are welcome to apply.

### 5 Guidelines on Income and Expenditure

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 estimated total expenditure is higher than the stipulated grant amount herein, please provide information on how to balance between income and expenditure. HKADC will consider the request based on the nature, scale,

creativity/artistic requirement of the project and the artistic standard and track record of participants.

- 6 In general, there should not be project-related payment prior to the commencement of the project. In case of advance payments, such as salaries and production costs, applicants/organisations must ensure that the related work and costs induced fall within the project period.
- 7 The project commencement date refers to the day when the applicant/principle members of the application depart from Hong Kong to carry out the cultural exchange project. If Applicants/organisations are not able to submit their applications by the deadlines, the applications must be submitted at least 3 months prior to the project commencement date. HKADC may request to meet the applicants/organisations to learn more about the project details if necessary.
- 8 Generally, applicants may receive funding support for a maximum of three cultural exchange projects in each successive period of 12 months (starting from the grant notification date of the exchange project).
- 9 **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 applicants 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 quotations).
  - c) Applicants are encouraged to submit the reference materials in electronic format (such as weblinks, CD/DVD, USB, etc.). In case of online submission, please ensure that the link is accessible for at least 6 months after the application deadline.
- 10 Applicants should include a risk control/contingency plan (if applicable) in their application in case their proposed projects cannot be carried out as planned.

## Cultural Exchange (all projects held outside Hong Kong)

### 1. About the Grant

- a) The objective is to promote the excellent artworks of Hong Kong Artists abroad, to widen the experience and horizons of local arts practitioners, and to pave way for Hong Kong to become an international cultural metropolis.
- b) HKADC also encourages arts practitioners with potential to conduct exchange activities outside Hong Kong including performances, exhibitions and creative works. These activities provide them with opportunities in artistic exchange and honing of their skills, and are conducive to their professional development in the long run.
- c) The Cultural Exchange Project Grant comprises two sections: **I) Cultural Exchange (Trial Version)\*** and **II) Cultural Exchange (General Version)\*\***. Applicants/organisations may apply accordingly based on their needs.

#### d) Key Assessment Criteria

##### I. Cultural Exchange (Trial Version)

- i. The capability of the project in fostering applicant/organisation in its exchange and development outside Hong Kong, and elevation of artistic level/creative vision
- ii. Artistic potential and quality of applicant/participant(s) as indicated by track record, and the aspirations and commitment of applicant/participant(s) in professional development in the art form
- iii. The effectiveness of the content and methods of implementation/realisation in achieving the project's set objectives
- iv. The feasibility of the project content, scale, schedule and the reasonableness of the budget for the four supported expenditure items including:
  - 1) transportation
  - 2) freight
  - 3) insurance
  - 4) production of video/CD-R on exchange activity
- v. The reputation, recognition, and organisational capability of the overseas presenter or host organisation

##### II. Cultural Exchange (General Version)

- i. The value of the project in promoting Hong Kong arts development at other places and the enhancement of artistic standards
- ii. Artistic level and qualifications of applicant/participant(s)
- iii. The effectiveness of the content and methods of implementation/realisation in achieving the project's set objectives
- iv. The feasibility of the project content, scale, schedule and the reasonableness of the budget
- v. Reputation, recognition, and organisational capability of the overseas presenter or host organization

e) Project Content

- i. This refers to sponsoring (partial or full) the selected participant(s) to participate in production-cum-public performance, recognised international competition, internationally renowned conference or academic activity, residency programme /short-term training programme of recognition and reputation (with deliverables such as performance or showcase of work, etc.), public publication/screening/activity held outside Hong Kong. HKADC will not consider applications by individuals to attend cultural exchange activity only as participant/observer or engage in learning workshops.
- ii. As the participant(s) are representing Hong Kong in the event/activity, the participating Hong Kong artist/organisation(s) under the grant's General Version should possess outstanding artistic/academic standards whereas those under the grant's Trial Version should possess considerable potential in terms of artistic/academic standards.
- iii. The arts/book/film festival, competition, academic conference, seminar, residency programme /short-term training programme, etc. in which the Hong Kong participant(s) partake should be of high artistic standard/quality, reputable and internationally recognised. The overseas organising/co-organising unit should be reputable and representative.
- iv. The performance/screening/publication/activity in which the Hong Kong participant(s) partake should be of high artistic standard/quality and open to the public and non-commercial in nature, or the paper(s) presented should be of high academic quality/scholarly merit and worth publishing.
- v. The Hong Kong curator/artist/organisation(s) should receive formal invitation/confirmation from the overseas organiser or host organisation, and should be taking up crucial role(s) in the overseas event (such as performing in arts festival, being the keynote speaker(s) or moderator(s) of an academic conference or symposium, participating in a recognised competition, presenting research paper(s), etc.).

\*Trial Version: Suitable for application by arts practitioners/organisations with relatively less exchange experience outside Hong Kong. However, it is not open to applicants/organisations that received a grant sum of \$150,000 or above from HKADC for a single cultural exchange project before.

\*\*General Version: Suitable for application by arts practitioners/organisations with extensive experience holding exchange activities outside Hong Kong.

Note:

1. HKADC has launched various overseas training schemes for arts administrators and other practitioners. Please visit the HKADC website (<http://www.hkadc.org.hk>) for the latest information.

f) Eligibility

- i. The applicant must be a local arts practitioner/registered organisation in Hong Kong.
- ii. The applicant must not apply for both Cultural Exchange (Trial Version) and Cultural Exchange (General Version) at the same time.
- iii. In general, an applicant/organisation is allowed to receive the grant for Cultural Exchange (Trial Version) three times at maximum, whereas applicants/organisations that received a grant sum of \$150,000 or above from HKADC for a single cultural exchange project is not eligible for Cultural Exchange (Trial Version).

g) General Expenditure Items Covered by Grant

The maximum grant sum for each approved cultural exchange application is:

I. Cultural Exchange (Trial Version)

Art Forms	Grant Ceiling	Expenditure
All art forms	The maximum grant is \$150,000	Only includes four items: 1) transportation 2) freight 3) insurance 4) production of video/CD-R on exchange activity

II. Cultural Exchange (General Version)

a. For applications by individual applicants and arts organisations

Art Forms	Grant Ceiling	Expenditure
All art forms	The maximum grant is \$500,000	Includes all expenditure items related to the project except excluded items listed specifically in Section 4.10 of <i>Information for Project Grant Applicants</i> .  For a touring project run in two or more cities, the project budget in each city should be indicated separately.

b. For applications by arts organisations

Art Forms	Grant Ceiling	Expenditure
All art forms	The maximum grant is \$800,000 (The applicant organisation should be experienced with track record in exchange activities held outside Hong Kong. Submitted project should be large scale and artistically outstanding. Its scale and artistic/academic level shall exceed those of projects with grant ceiling of \$500,000)	Includes all expenditure items related to the project except excluded items listed specifically in Section 4.10 of <i>Information for Project Grant Applicants</i> .  For a touring project run in two or more cities, the project budget in each city should be indicated separately.

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

- a) Formal invitation or letter of collaboration from the overseas presenter or host organisation.
- b) Details about the content/programme of the activity, schedule, timetable and target participants (including artists and beneficiaries), and the profiles/samples of exhibited works (if applicable).
- c) Detailed profiles of the applicant, presenter/host organisation and co-organiser (if any). The qualifications and experience of arts practitioners that partake in the exchange activities.
- d) The areas of responsibility and resources to be contributed by the applicant, the organiser, and each participating organisation, e.g. distribution of revenues via ticket sales, cash sponsorship, etc.
- e) For presentation of a research paper at an international conference, the title and abstract of the research paper.
- f) For participation in an international competition, details about competition and host organisation, formal recognition letter from the host organisation and reference letter from a seasoned artist.

Notes: (Applicable to Visual Arts Exhibition project)

- Work samples of at least half the exhibits from each participating artist must be submitted. The size should preferably be no bigger than A3 (i.e. 29.7cm x 42cm). For group/joint exhibition publications, each participating artist must provide at least 2 representative work samples. To avoid loss or damage of the original works, please do not submit originals.
- If exhibition catalogues are included in the exhibition project, at least 1 or 2

sample(s) of exhibits from each participating artist and at least 50% of text of the catalogue must be submitted.

- Applicants are encouraged to submit the above reference materials in electronic format (such as weblinks, CD/DVD, USB, etc.). Please do not include any personal information of applicants 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, CD/DVD or USB).
  - If the artworks are still in progress at the time of application, please explain the creative concept and idea behind the works and submit sketches/visual representations.
- g) Applications by **arts organisations** with a grant ceiling of \$800,000 must include a copy of complete audit report for its most recent project held outside Hong Kong that received similar amount of grant from the Culture, Sports and Tourism Bureau/Leisure and Cultural Services Department/HKADC and is of similar scale to the proposed project.
- h) Unless HKADC requests the applicants to provide further information or documents, HKADC will generally not accept any submission of supplementary information or any change in the application proposal after the application deadline. Applicants should fully understand how to complete the application form before submission, otherwise any missing of information and miscalculation may affect the assessment of the application.

### **3. Guidelines on Income and Expenditure**

- a) HKADC encourages outbound cultural exchange projects cooperated by Hong Kong participant(s) and overseas presenter/host organisation. That means, apart from issuing formal invitation/recognition to the Hong Kong participant(s), the overseas presenter/host organisation will bear expenses such as venue rental and the entire cost of organising and publicising the activity.
- b) Support for overseas transportation will be considered with reference to the price of the economy class return air/train/coach fare from Hong Kong.
- c) Support for overseas 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).
- d) Grantees should use the grant reasonably on expenditure items recognised by HKADC. Upon completion of the project, the actual costs of all expenditure items should be reported to HKADC.
- e) Priority will be given to supporting overseas expenditure of Hong Kong participating artists and personnel involved. Per diem (daily allowance for meals and local transportation) should not exceed \$500 per person per day.



This item should not exceed \$25,000 for the whole project.

- f) For applicants applying for Venue Subsidy Scheme, HKADC will give nil support towards venue that is owned, leased or managed by the applicant.

#### **4. Conditions of Grant**

- a) Upon completion of the project, grantees are required to submit a project report to HKADC. The report must include the following (submission of videos in the format of weblinks, CD/DVD or USB are encouraged):
  - i. Full recording of the performance(s) for Music, Dance, Drama or Xiqu
  - ii. Video(s) or photos of the exhibition/event(s) for Literary Arts, Film & Media Arts, Cross/Multi-Disciplinary Arts, Cross/Multi-Art Forms or Visual Arts
  - iii. The academic paper/report delivered or presented at the international conference (if applicable)
  - iv. At least 1 copy of the project publication
  - v. If requested by HKADC, contact of overseas network, photographs, house programme/promotional materials, news clippings/reviews from the exchange destination of the project may need to be submitted  
for HKADC's reference/record/contact purposes (if necessary).
- b) Upon completion of the project, grantees are also required to submit a financial report:
  - i. Grants under \$100,000 require a statement of accounts with all supporting original receipts and a set of photocopy of those receipts
  - ii. Grants of or above \$100,000 require a statement of accounts prepared by a qualified auditor recognised by HKADC for HKADC's vetting.

HKADC encourages applicants to share with the public and other professionals in the arts field on the result and achievement of the project through publication, website or organisation of a sharing session.

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