

Music

Project Grant Assessment Guidelines

Valid for applications submitted between 3 January 2024 and 31 December 2024

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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 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>) 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, creative works and short-term overseas training programmes please apply for the "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) Unless otherwise specified, the maximum grant for each approved Project Grant application is generally \$500,000.
- 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 the 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 (such as choirs, ensembles, etc.) 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, 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) Applicants are encouraged to submit the reference materials in electronic format (E.g. URL, CD/DVD, USB, etc.). If you submit the information via a 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 music performances as well as to develop the appreciation of and literacy in the arts amongst audiences in Hong Kong.
- b) The grant supports professional local musicians and music groups to create and perform music works of certain artistic standard.
- c) Key assessment criteria:
 - i. The artistic standard and track record of the principal performers and organiser
 - ii. The artistic value, quality and creativity of the project; and the anticipated artistic impact
 - iii. 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 organise 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.

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

- a) Programme details/concert repertoire
- b) List of key 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 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, etc.)

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).

[^] Please see clause 3d below

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. If the box office income is projected at less than 60% of the venue capacity, the applicant must provide valid justification.
- b) Due to a high level of demand for the grants, HKADC gives priority consideration to subsidise on the performance fees for professional musicians (i.e. persons with formal training in music - e.g. music graduates from recognised music conservatories and universities) who have reached professional standard and with public performance experience.
- c) Fees for amateur musicians will not normally be supported. Notwithstanding this, HKADC will consider supporting 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.
- d) In order to encourage performances of high-quality original music works by local composers, HKADC will only consider supporting the commission/arrangement fees of indigenous works, undertaken by Hong Kong composers[#].
- e) Miscellaneous expenses (including insurance, postage, contingencies, meal allowances and miscellaneous, etc.) should approximately amount to/not exceeding 10% of total budget. Maximum meal allowances is \$60 each personnel per formal rehearsal/performance/dismantling day. Please provide the breakdown under the "Budget" column in the application form for HKADC's reference.

HKADC acknowledges that the production and artistic needs of each individual performance/production vary. The guideline provides a

general support level for projects of different scale for the applicants' reference. Applicants are welcome to seek support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

#In general, it refers to individuals who hold a Hong Kong Identity Card.

4 Conditions of Grant

Upon completion of the project, a video record of the performance is required to be submitted to HKADC 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 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, 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 submit the information via a URL.)
- 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 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, 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 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.
 - iv. The qualifications, experience and planning/management 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 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.
- b) Co-organisers' 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 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. HKADC 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 the 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 may 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 value
 - 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 pre-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 or students as a whole.

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 dummy of the magazine's design or samples of back issues for reference. (Applicants may submit an electronic file(s) or a URL.)
- h) For publication seeking only the printing costs, the applicant should provide at least 50% of the text, score, picture (if applicable) for reference. For environmental protection, HKADC welcomes applicants to submit the files via a URL.
- i) For CD/DVD/website publication, the applicant should provide the synopsis of the audio recording/video documentation, production details, length of the works, and at least 50% of the content for reference. Please submit the files via a URL, HKADC will not return any physical audio/video samples after the assessment is completed.

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, HKADC shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.
- b) Expenditure
HKADC acknowledges that the production and artistic needs of each individual project vary. Applicants are welcome to seek 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

All research/archiving/critique/publication projects must be published or made available for public to access.

Updated by HKADC in January 2024