

Dance

Project Grant Assessment Guidelines

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

CONTENTS

General Assessment Guidelines	1
Application Guidelines for Each Grant Category	
A. Performance	3
B. Audience Building	5
i. Arts Education	
ii. Arts Promotion/Community Arts	
C. Research/Archiving/Critique/Publication	7

General Assessment Guidelines

This set of *Dance 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 or 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 dance groups, dance schools, 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, either legacy or new creation, and diversity in creativity, with the view to enhance the standard of dance performances as well as to develop the appreciation of and literacy in the arts amongst audiences in Hong Kong.
- b) The grant supports professional dancers and dance organisations to create and perform dance works of good artistic standard.
- c) 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 major performers, creative and production personnel
 - 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 on 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) Creative concept/objectives, programme details, work schedule and length of performance.
- b) List of key artistic/creative personnel and performers (including choreographer, dancers and designers), with their positions, curriculum vitae and remuneration.
- c) The number and profile of other performers; and names of main administrative and technical staff.
- d) For dance film projects which perform dance in the form of film, applicants should submit synopsis, expected length, and promotional activity details of the film, e.g. public screening, etc.

- e) Applicants are encouraged to submit the audio/video recordings of previous public performances to facilitate the adjudication process. Please submit the video recordings via a URL.
- f) Critiques and promotional materials 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 is suggested not to be less than \$50. If the box office income is projected at less than 60% of the venue capacity or the average ticket price is less than \$50, the applicant must provide valid justification.
- b) Maximum meal allowances is \$60 each personnel per formal rehearsal/performance/dismantling/shooting day. 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 may 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 support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

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 dance 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 choose to submit the information via a URL).
- b) List of key personnel involved with curriculum vitae and remuneration.

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 in achieving the pre-set objectives/concept
 - 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 course/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 and remuneration.

3 Guidelines on Income and Expenditure

HKADC acknowledges that the implementation plan and artistic needs of each individual 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

General

- a) The objectives are to record and analyse the development of dance in Hong Kong and to give recognition to the contribution of individual dance practitioners. HKADC also hopes to develop and nurture the literacy, interest and appreciation ability of the audience and participants in dance, and to foster an atmosphere of discussion and criticism in the dance 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 dance 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 dance 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 dance productions of local dancers/choreographers of high artistic standard and creativity
 - 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.

Dance Arts Education/Research Collation Grant (Not applicable to applicants of Emerging Artists Development Grant)

- d) HKADC also has resources to subsidise projects by local dance arts practitioners/ educators/ researchers for the consolidation of long-term and sustainable arts teaching materials or dance creation research and preservation, etc. with a view to encouraging proactive consolidation and preservation of relevant dance teaching and archival materials for the dance sector. Please note:

- i. Proposals will be assessed based on but not limited to the key assessment criteria as stated in (iii) below. The assessment panel will assess whether a proposal is able to help preserve and develop projects on local dance arts teaching materials or outstanding dance creation research, etc.
- ii. Project content can cover but is not limited to the area of dance creation sharing, documentation, teaching materials or database, etc. Dance choreographers, educators and researchers are encouraged to develop sustainable research projects and teaching materials, or document the development of local dance culture, and publish the relevant results on online platform, which will serve as the cornerstone for the future development of a more comprehensive online and digital dance database and research.
- iii. Key Assessment Criteria:
 - a. Benefits to the local dance sector, whether the project serves as a role reference/ model and can be further developed
 - b. The effectiveness of the content and implementation methods of the project in achieving the pre-set objectives
 - c. The qualifications, track record in similar projects* and planning ability of personnel involved in the project's implementation
 - d. The appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the result
- iv. Applicants should specify "Dance Arts Education/Research Collation Grant Application" in the application.
- v. The grant ceiling of these applications is \$100,000

* Applicants are encouraged to provide proof of previous completion of 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; 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/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 (could be submitted via a URL).

- h) For plain text publication seeking only the printing costs, the applicant should provide at least 50% of the text/pictures for reference via a URL.
- i) For CD/DVD/website publication, the applicant should provide the synopsis of the video documentation, production details, expected length of the video, and at least 50% of the content for reference. Please submit the video via a URL.

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.

Example on the calculation of estimated sales income: Assuming a publication with a retail price of \$50 and 45% off as distribution discount, and an estimated sales volume of 300 copies, the estimated sales income = \$50 × 45% off × 300 copies.

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 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 and made available for public to access.

Updated by HKADC in January 2024