

# Literary Arts

## 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 *Literary Arts Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and details on the assessment criteria for the applicant's 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>) 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, the HKADC can only 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 and Category of Applications

- 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) Due to resource constraints, the Literary Artform will not accept applications from schools.

## 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 speaker), 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, 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 Publication

### 1 About the Grant

- a) The grant supports publication of literary works with good literary quality, and encourage to broaden and nurture readership through effective distribution, sales and promotion. Applicants can apply either as an individual or through a publisher or literary arts organisation. The title must be published through a local publisher. Publisher or literary arts organisation can submit publication of literary anthology or a series of titles. The author should be a Hong Kong writer.
- b) Only **titles with fully completed manuscript(s) that fall within the ambit of literary arts** will be considered. Applications to publish textbooks, other academic, informational, instructional or self-help books (such as travel guides, glossary, anecdotes etc.) will not be accepted.
- c) The Literary Artform aims to support the publication of the works of different local writers. Each individual writer can only submit **one personal collection** for each application deadline.
- d) To facilitate the promotion of Hong Kong literature to the international literary arena, for the publication of translated works, the author of the original work should be a Hong Kong writer.
- e) Assessment will be made based on the original and completed works submitted by the applicant. Generally, applications of titles that were previously considered not to be supported by HKADC will not be accepted, unless more than half of the content is revised. Besides, HKADC generally does not support the re-edition or re-print of titles that are already published. Consideration will be given, however, to applications of works with literary archival values. Traditional Chinese characters should be used for Chinese publication.
- f) Key Assessment Criteria:
  - i. Merits of the publishing project, which would include whether the proposed titles have reached the artistic standard, the merits of the editorial approach, choice of titles and the quality of the creation, and literary standard and artistic value, originality ;
  - ii. Whether the publishing project could encourage and facilitate the development of contemporary Hong Kong literary arts;
  - iii. The feasibility of the project, and the ability of project personnel in implementing the proposed project;
  - iv. The effectiveness of the distribution and sales network, marketing and promotion strategies;
  - v. The reasonableness of the budget, and the consideration of cost-effectiveness of the publishing project;

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

- a) One printed copy of the fully completed manuscript and title **without the names/pen names** of the applicant/writer of title in typed version for assessment purpose. And one copy in CD/DVD/USB storage devices (WORD for Read only or PDF format) / via weblink (Please provide the weblink in related field of the application form).

**\*The writer's names/pen names and relevant personal information (e.g. the writers' photos and the biography) should be removed from each manuscript in CD/DVD/USB storage devices / weblink submitted by the applicant. Also, the names/pen names of the writer should not be used as the file name in the CD/DVD/USB storage devices / weblink.**

- b) Author's biography attached with the application for HKADC's reference only (this information will **not** be used for assessment purpose).
- c) If the title includes illustrations, such as children's literature, illustration and curriculum vitae of the illustrator should be provided.
- d) If the applicant is not the original author of the work proposed in the application, the applicant must provide the author's written authorisation for the publication or obtain the authorisation to publish the work.
- e) One quotation provided by the publisher on the printing and production costs which exceed \$40,000 detailing printing and production items and their costs, including editing, proof-reading, typing/typesetting, design, layout, films, printing, the use of colours, type and weight of paper for book cover and text, layout of text and binding, etc.

**The above information (e.g. all the manuscripts) must be submitted together with the application form on or before the closing date for application. Otherwise, the HKADC reserves the right not to process the application.**

## 3 Guidelines on Income and Expenditure

- a) Expenditure
- i. Writing Fee/Royalty  
The writer should negotiate with the publisher on an appropriate writing fee/royalty.
- ii. Printing and Production Costs  
Based on a print run of 500-1,000 copies, the basic printing and production costs of each publication project to be supported will generally be as follows:

Number of Pages	Printing and Production Fee	Design, Layout, and Illustration Fee
128-191	\$20,000	\$5,000
192-255	\$25,000	\$5,500
256-319	\$30,000	\$6,000
320-383	\$35,000	\$6,500
384-447	\$40,000	\$7,000
448-511	\$45,000	\$7,500
Over 511	\$50,000	\$8,000

Due to resource constraints, costs of special production requirements, such as special size and design, special printing requirements and packaging or computer processing, etc., will not be a priority of support. The applicant should list out items of the costs of production and other expenses such as editing, proofreading, typing/typesetting, printing, and binding.

iii. Marketing & Promotion Fees

Please list and explain in details the promotional items and fees required. Such fees awarded shall not exceed 20% of the total printing and production costs.

b) Income

HKADC encourages the applicant to actively promote and distribute the publication publicly so as to increase project income. Therefore, the publication **should be put on sale publicly**. The distribution should not be less than 30% of the print-run. Applicants should also include the estimated sales income when calculating the amount sought. However, the actual sales income will not be included in the calculation of surplus as an encouragement to the successful projects.

The applicant can refer to the following in estimating sales income:

i. Suggested Sales volume (with a print run of 500 copies)

- Novel 300 copies
- Prose 300 copies
- Poetry 200 copies
- Script 300 copies
- Other Literary Works (including Biographical literature, Reportage, Cross-genre Writing, etc.) 300 copies
- Literature for Children/Teenagers 500 copies
- Classical Literature 200 copies
- English Literary Works/Translation 300 copies
- Academic Research/Criticism 200 copies

ii. Retail price of per copy should be at least \$50 or above

iii. Normal distribution discount: not more than 55% off

Example on the calculation of estimated sales income:  
Assuming a novel with a retail price of \$50 and 55% off as distribution discount, and an estimated sales volume of 300 copies, the estimated sales income =  $\$50 \times 55\% \text{ off} \times 300 \text{ copies}$ .

## B Creative Writing Project and Translation Project

### 1 About the Grant

**(Applicants of Emerging Artists Development Grant are not subject to the limits)**

- a) The objective of Creative Writing Project is to support accomplished **local writers** to enable them to concentrate on new literary writing. Applicant cannot apply for Creative Writing Project Grant for existing or publicised literary work. Translation Project is to facilitate the promotion of Hong Kong literature to the international literary arena, at present, only translation project of Chinese literary works into English is accepted. The author of the original must be a Hong Kong writer.
- b) Under the scope of Creative Writing Project, applicant can select the reportage (non-fiction writing) grant. Reportage (non-fiction writing) is generally defined as a literary genre of narrative with journalistic characteristics. It presents real characters and actual events with literary style and devices.
- c) **The applicant must be the author/translator** himself/herself. The applicant should have a good track record in literary writing or translation, with works of recognition in the literary arts field. Translation project applicant must obtain and submit the written authorisation from the author or the copyright owner of the original. In addition, the applicant should prove that he/she produced at least three literary works/translation works as author/translator that were published and put on sale publicly. The application for Translation Project from applicant who has never published any personal titles is acceptable, provided that he/she has been the editor of an English magazine or a columnist for three years or above, or his/her works have been published in authoritative translation periodical.
- d) For each application deadline, each applicant can only submit **one application on Creative Writing Project or Translation Project**, and the project should be completed within one year. The applicant can only apply for another Creative Writing Project or Translation Project after the completion of the previous one.
- e) In order to maximise the effectiveness of the project and present the outcome of the literary writing to the public, the applicant is encouraged to publicise or publish the literary work of the Creative Writing Project or Translation Project supported by HKADC in Hong Kong. If the completed work is to be published through a publication, applicant needs to apply another project grant application, **please refer to "A. Publication" page 4-7 on the Guideline**.
- f) Key Assessment Criteria:
  - i. The contribution and value of the Creative Writing Project or Translation Project to the development of literary arts development;



- ii. The writer's/Translator's artistic standard and track record in literary writing/translation;
  - iii. The qualification, organisational and editorial ability of the participating personnel in implementing the proposed project (e.g. editor)
  - iv. The authenticity of investigation and content
  - v. The appropriateness of the schedule of the project.
- g) Due to resource constraints, HKADC will decide on the amount of grant according to the scale of the project and qualifications, experience and artistic standard of the writer/translator. For projects of larger scale, the grant amount for each approved application is around \$50,000 to \$100,000. For projects of smaller scale, the amount of grant is around \$20,000 to \$50,000.
- h) The grant will usually be paid in three instalments as follows:

Conditions of releasing payment	Percentage of grant
The signing of Agreement	40%
The submission of half of the script of the writing	40%
The submission of the completed literary work and a satisfactory Project Report	20%

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

- a) Curriculum vitae of the applicant and personnel involved (e.g. editor).
- b) A detailed proposal of the content, objectives, synopsis of the Creative Writing Project or Translation Project and writing samples (including the original text for Translation Project); For reportage writing project, the applicant should state the reasons and importance for the chosen topic, angle, target of investigation, estimated project duration and working schedule.
- c) Three literary works/translation works as author/translator that were published and put on sale publicly as well as the relevant reviews/information on literary/translation awards received. (The applicant of Translation Project may submit the articles published in the magazine or authoritative translation periodical as mentioned in clause 1c if he/she does not have any translation publications.)  
  
(Applicants of Emerging Artists Development Grant only need to submit samples of works)
- d) (For Translation project applicant) A written authorisation from the author or the copyright owner.

## C Readership Building

### i Arts Education

#### 1 About the Grant

- a) The objective is to support creative arts education projects, with the view to enhance and cultivate interest, knowledge and levels of appreciation of the public, especially among young people, and to develop the new audiences for the arts.
- b) To effectively utilise the limited resources, only public activities of Literary arts are accepted. Internal activities of school are not eligible for this application.
- c) Key Assessment Criteria:
  - i. The benefits of the project to the readership building and 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 result.
- d) 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 or teaching methodology, course outline (if applicable), publicity plan and target beneficiaries, etc.
- b) Project schedule.
- 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 project vary. HKADC will consider the request based on the scale and nature of activity, artistic standard of participants and artistic requirement 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 literary 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. 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, the attractiveness 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 course or participation fees.

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

- a) Detailed project content, method of conducting activities, publicity plan and target beneficiaries, etc.
- b) Project schedule.
- c) If the project is to be co-organised, the areas of responsibility and resources to be contributed by each organisation.
- d) 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 project vary. HKADC will consider the request based on the scale and nature of activity, artistic standard of participants and artistic requirement of the project.

## D. Research/Archiving/Critique

### 1 About the Grant

- a) The objectives are to record and analyse the development of literary arts in Hong Kong, and to foster an atmosphere of research, discussion and criticism in Hong Kong literary arts, so as to develop and nurture the readers' or participants' interest in creation and appreciation ability in Hong Kong literary arts, and in the long run to improve the overall arts environment in Hong Kong.
- b) Local organisation and literary arts practitioner are eligible for the application. Projects which involve non-local arts practitioners, applied by local academic organisation or publishers will also be considered.
- c) For the applications of Critique (including book review) projects, HKADC encourages applicants/organisations to publish their works through publication, competition, award, seminar, etc. If the project is a publication, **please refer to Page 3 - 6 on Guideline on Publication.**
- d) Due to a high level of demand for the grants, HKADC will not support research projects which are eligible for university funding.
- e) For all Research/Archive/Critique/Publication projects, the applicant is encouraged to publish the outcome and make it accessible to the public.
- f) Key Assessment Criteria:
  - i. The target of the Research/Archive/Critique (including book review) project should have outstanding and valuable local literary arts background, provide 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 literary arts development in Hong Kong. Types of projects may include:
    - promoting academic research in Hong Kong literary arts development,
    - collecting, re-organising and archiving information and documents of Hong Kong literary arts which are valuable, representative or require immediate conservation,
    - enhancing the standard and atmosphere of arts criticism; encouraging book review writing and publication, stimulating and enhancing the public interests in reading and appreciation;
  - 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 feasibility of the plan to assess the result.

## **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 of Critique (including book review) projects, and the project details of seminars/conferences etc.).
- b) Project schedule.
- c) List of key personnel involved with curriculum vitae.
- d) Method of release, applying and dissemination of the outcome.
- e) Method of assessing the result of the project.

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

- a) Income  
HKADC encourages the applicant to seek other income to offset the expenditure, such as participation fees.
- b) Expenditure  
HKADC acknowledges that the execution method and artistic needs of each individual project vary. HKADC will consider the request based on the scale and nature of activity, artistic standard of participants and artistic requirement of the project.

If the research/archive/criticism (including book review) project includes the publication of the project result, **please refer to Page 4 and Page 7 on 'Guidelines on Income and Expenditure'**.

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