

## Drama

# Project Grant Assessment Guidelines

*Valid for applications submitted between 2 January 2008 to 31 December 2008*

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## **General Assessment Guidelines**

This set of *Drama Project Grant Assessment Guidelines* outlines the types of grant categories, their scope and details 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 Council regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Applicants should look out for the most updated version. If in doubt, please contact our staff for Drama at 2820-1051, or check:

- a) the website of the Hong Kong Arts Development Council (<http://www.hkadc.org.hk>); or
- b) announcements on the notice board at the Hong Kong Arts Development Council (Address: 22/F, 181 Queen's Road Central, Hong Kong) **[With effective from 2 June 2008, the HKADC office will be moved to the following address: 14/F, East Warwick House, Taikoo Place, 979 King's Road, Hong Kong].**

### **3) Grant Amount**

- a) Due to resource constraints, the Council 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; and
- c) The grant amount awarded by the Council will not exceed the stipulated grant ceiling.

### **4) Number of Applications Allowed**

There is no limit to the number of applications submitted from each applicant for each application period; but in general circumstances, only one project from the same applicant will be supported during each application period.

### **5) Guidelines on Income and Expenditure**

This set of *Assessment Guidelines* provides a guiding principle on what the Council considers to be generally acceptable levels of income and support for expenditure under a limitation of resources. If the applicant would like to seek a level of support higher than those stipulated herein, please furnish us with further information and justification. This will help the Council in assessing and evaluating your application. The Council will consider the request based on the scale and nature of activity, artistic standard of participants and artistic requirement of the project.

## Application Guidelines for Each Grant Category

### A Performance

#### 1 About the Grant

- a) To encourage 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. artistic value, quality and creativity of the project; and the anticipated artistic impact
  - ii. artistic standard and track record of the principal creative staff, performers and organizer
  - iii. The effectiveness of the project's content in achieving its pre-set objectives
  - iv. 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.
- d) **The maximum grant for first time grantee shall usually not exceed \$33,000 and for each approved performance project is \$200,000.**

#### 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) Critiques of previous performances (if applicable). Applicants may also submit the video recordings of previous performances to assist the adjudication process. Please submit 6 copies in DVD/ CD-R format, or state the website address of video clips uploaded in the internet.

### 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 be no less than \$50.
- b) Due to a high level of demand for the grants, the Council can only partially subsidize the expenditure items of the project.

The Council acknowledges that the production and artistic needs of each individual performance/ production vary. The below guideline provides a general support level for performances for the applicants' reference. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

#### Expenditure Items

#### General Guidelines on Expenditure

Personnel Fees	<ul style="list-style-type: none"><li>▪ Total personnel fees around 50% of the total expenditure of the project</li><li>▪ Including artistic/ creative personnel, performers, administrative/ design/ technical personnel, etc</li></ul>
Production Costs	<ul style="list-style-type: none"><li>▪ Around 30% of the total expenditure</li><li>▪ Including set/ installation, props/ equipment, costume, make-up, venue rental, transportation, etc</li></ul>
Publicity and Administration Costs	<ul style="list-style-type: none"><li>▪ Around 20% of the total expenditure</li><li>▪ Including publicity, administration cost, postage, documentation, contingencies, meal allowances (not more than \$50 per personnel per performance day), miscellaneous, etc</li></ul>

- c) If the project involves inviting overseas-based professionals to be guest choreographers or performers in Hong Kong, please refer to paragraph 3b in section 'E. Cultural Exchange'.

## **B Education / Community Promotion**

### **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/ participation fees.
- d) **The maximum grant for each project is \$100,000.**

#### **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 and photos of the artwork to be displayed.
- b) List of key personnel involved with curriculum vitae.

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

The Council acknowledges that the implementation plan and artistic needs of each individual Education project vary. The below guideline provides a general support level for projects for the applicants' reference. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

Expenditure Items	General Grant Guidelines
Personnel Fees	<ul style="list-style-type: none"> <li>• Total personnel fees around 50% of the total expenditure of the project</li> <li>• (Including administrative/ planning co-ordinators, lecturers/ tutors, activity assistants, etc)</li> </ul>
Activities Expenditure	<ul style="list-style-type: none"> <li>• Around 25% of the total expenditure</li> </ul>
All other administrative, publicity and venue rental costs	<ul style="list-style-type: none"> <li>• Around 25% of the total expenditure</li> </ul>

## 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, the Council hopes to promote the arts within the community and in the long run, to cultivate an environment conducive to the arts and arts development.
- 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
  - ii. The effectiveness of the content and implementation methods of the project
  - iii. The capability of the applicant to seek for 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 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.
- d) **The maximum grant for each project is \$100,000.**

### 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-organized, the areas of responsibility and resources to be contributed by each organization.

- c) List of key personnel involved with curriculum vitae.

### 3 Guidelines on Income and Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual Arts Promotion / Community Arts project vary. The below guideline provides a general support level for projects for the applicants' reference. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

Expenditure Items	General Grant Guidelines
Personnel Fees	<ul style="list-style-type: none"> <li>• Total personnel fees around 50% of the total expenditure of the project</li> <li>• (Including administrative/ planning co-ordinators, artists, activity assistants, etc)</li> </ul>
Activities Expenditure	<ul style="list-style-type: none"> <li>• Around 25% of the total expenditure</li> </ul>
All other administrative, publicity and venue rental costs	<ul style="list-style-type: none"> <li>• Around 25% of the total expenditure</li> </ul>

## **C. Research / Archiving / Critique/ Publication (Except for Play-script Publication)**

### **1 About the Grant**

- a) The objectives are to lead an overall development of drama in Hong Kong through projects in different nature and 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 value/ contribution of the project to drama development in Hong Kong, which could 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
  - ii. The qualifications and experience expertise possessed by 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 maximum grant for a research/ arts criticism/ archiving project is generally \$100,000. The maximum grant for plain text publication shall usually not exceed \$50,000.**

### **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) 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 (1-3 issues).
- g) For plain text publication, the applicant should provide at least 50% of the text/ score/ pictures for reference.
- h) For DVD publication, the applicant should provide the synopsis of the video documentation, production details, expected length of the video, and at least 20% of the video content for reference.

### 3 Guidelines on Income and Expenditure

#### a) Income

The applicant is encouraged to promote and distribute the publication publicly in order to maximize income to offset expenditure. The retail price of any plain text publication should not be less than \$50 with the discount for the distributor not exceeding 50%. And the estimated sales volume should not be less than 300 copies for every print run of 1,000. When calculating the grant amount sought, the applicant must deduct all estimated income from the total expenditure. Upon completion of the project, the Council shall exclude sales income when calculating whether the project has a surplus/deficit as an incentive.

#### b) Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual project vary. The below guideline provides a general support level for research, archiving and arts criticism projects/ publication of different scales for the applicants' reference. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

##### i. Research/ Archiving/ Arts Criticism Projects

Expenditure Items	General Grant Guidelines	
	Research / Archiving / Critique	Forum/Seminar/Talk
Fees for Administrators and Research Staff	<ul style="list-style-type: none"> <li>• Around 70% of the total expenditure</li> <li>• Including administrative/ planning personnel, researchers, project assistant, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Around 30% of the total expenditure</li> <li>• Including administrative/ planning personnel, researchers, activity assistant, etc</li> </ul>
Fees for Personnel in Forum/ Seminar/ Talk	Not applicable	<ul style="list-style-type: none"> <li>• Around 20% of the total expenditure</li> <li>• Including overseas and local speakers/ guests</li> </ul>
All other administrative and publicity costs	<ul style="list-style-type: none"> <li>• Around 30% of the total expenditure</li> </ul>	<ul style="list-style-type: none"> <li>• Around 50% of the total expenditure</li> <li>• Including marketing and publicity, venue rental, documentation, administration costs, translation/ simultaneous interpretation, expenditure of lodging, international and local transportation and living of overseas guests/ speakers, miscellaneous, etc</li> </ul>

Expenditure Items	General Grant Guidelines HK\$			
	Scale of Publication	Large Scale <i>(more than 128 pages)</i>	Medium Scale <i>(48 to 128 pages)</i>	Small Scale <i>(less than 48 pages)</i>
Non-text-based Publication (e.g. compilation/ collection of pictures, photographs, scores, etc.)	<b>Basic Printing</b> (including expenses on editing, proof-reading, type-setting, artwork design, layout, printing, paper, binding and image scanning etc.)	\$100,000	\$60,000	\$30,000
	<b>(Additional) Special printing requirements</b> (e.g. special requirements related to size, design effects, binding or packaging)	+\$20,000	+\$15,000	+\$10,000
Text-based Publication	<b>Scale of Publication</b>	<b>Large Scale</b> <i>(more than 512 pages)</i>	<b>Medium Scale</b> <i>(256 to 511 pages)</i>	<b>Small Scale</b> <i>(less than 256 pages)</i>
	<b>Basic Printing</b> (including editing, proof reading, type-setting, artwork design, layout, printing, paper, binding, etc.)	\$40,000	\$30,000	\$15,000
	<b>(Additional) Special Printing Requirements</b> (e.g. 4-colour printing, or special requirements related to size, design or packaging)	+\$20,000	+\$15,000	+\$10,000
<b>Writer's fee</b>	Due to resources constraints and in order to encourage the grantee to develop the market for sale, the Council does not support the writer's fee of personal titles. The author should negotiate with the publisher regarding royalty or other forms of remuneration.			
<b>Promotion</b>	Around \$5,000. (including postage)			

## **D. Playwriting/ Play-script Publication/ Playwriting Activities**

### **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.
- 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
    - collecting, re-organising, archiving research valuable plays
    - 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 appropriateness of the schedule, reasonableness of the budget, and the feasibility of the method to assess the results.
  - v. Each applicant can only submit one application on playwriting or related projects for each application period, and the writing should be completed within one year. The grantee can only apply for another playwriting related project after the completion of the previous one.
- c) **The maximum grant for each project is generally \$100,000. The maximum grant for plain text publication shall usually not exceed \$50,000.**

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

- a)
  - i. Applicant of playwriting project should submit a detailed proposal with the content, objectives and synopsis of the play, description of characters.
  - ii. Applicant of script publication project should submit the full script of the original play, scores with lyrics (if applicable)
  - iii. Applicant of playwriting activity project should submit details contents and implementation methods of the activities
- b) Playwriting project applicant should submit a curriculum vitae of the writer, information and critiques of 1-3 public performance play-scripts written by the writer
- c) Schedule (For playwriting/ writing activity projects, it should be completed within one year)
- d) Performing and promoting the outcome (The applicant is encouraged to present the outcome of the playwriting project in form of public performances or play-reading group/ session(s) in order to maximize the effectiveness of the project. Submission of letter of intent by art groups who show interest in performing the outcome 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 is encouraged to promote and distribute the publication publicly, or present the play in form of public performances, in order to maximize income to offset expenditure. The retail price of any plain text publication should not be less than \$50 with the discount for the distributor not exceeding 50%. And the estimated sales volume should not be less than 300 copies for every print run of 1,000. When calculating the grant amount sought, the applicant must deduct all estimated income from the total expenditure. Upon completion of the project, the Council shall exclude sales and copyright income when calculating whether the project has a surplus/deficit as an incentive.

b) Expenditure

The Council acknowledges that the implementation plan and artistic needs of each individual project vary. The below guideline provides a general support level for projects for the applicants' reference. Applicants are welcome to seek for a different level of support based on the actual scale and nature of activity, artistic standard of participants and artistic requirements of the project.

- i. Expenditure for Play-script Publication  
Please refer to page 5 (paragraph 3bii in section 'B. Research / Archiving / Critique/ Publication) for reference.
- ii. Expenditure for Playwriting Activities

Expenditure Items	General Grant Guidelines
Personnel Fees	<ul style="list-style-type: none"> <li>• Total personnel fees around 50% of the total expenditure of the project</li> <li>• Including administrative/ planning co-ordinators, lecturers/tutors, activity assistants, etc</li> </ul>
Activities Expenditure	Around 25% of the total expenditure
All other administrative, publicity and venue rental costs	Around 25% of the total expenditure

## **E Cultural Exchange**

### **I General Cultural Exchange**

#### **1 About the Grant**

- a) The objective is to widen the experience and horizons of local arts practitioners, with the view to enhance the artistic standards of drama in Hong Kong, and to pave way for Hong Kong to become an international cultural metropolis.
- b) Key Assessment Criteria:
  - i. Value of the project to drama development in Hong Kong and the enhancement of artistic standards
  - ii. The artistic standard, qualifications, experience and organisational ability of the applicant/ participant(s), and whether they are leading exponents in their fields
  - iii. The effectiveness of the content and methods of implementation or realization in achieving the project's set objectives
  - iv. The feasibility of the project content, scale, schedule and the reasonableness of the budget.
- c) Overseas Cultural Exchange Projects
  - i. This refers to sponsoring (partially or fully) the selected participant(s) to participate in the creative project, public performance, international conference or academic activity held outside Hong Kong
  - ii. The Hong Kong participant(s) must represent high artistic/ academic standards
  - iii. The performance in which the Hong Kong participant(s) partake should be of high artistic standard/ quality and be a non-commercial performance open to the public
  - iv. The arts festival, academic conference, seminar, etc. in which the Hong Kong participant(s) partake should be a reputable and internationally recognized event. The Hong Kong participant(s) should receive formal invitation from the overseas organizer and be either presenting research paper(s) or taking up crucial role(s) in the overseas event.
- d) Local Cultural Exchange Projects
  - i. This refers to subsidizing (partially or fully) the organization of an open to public academic conference, seminar or arts festival in Hong Kong; or inviting overseas professional artists to be special guest(s) in a local performance/ activity
  - ii. The event should demonstrate value/ contribution to drama development in Hong Kong
  - iii. The overseas guest(s) should be a professional and renowned expert in the field, and will assume a specific, professional and crucial role in the event (eg. to present research papers or to be a principal guest performer).
- e) **The maximum grant for each approved application is \$200,000.**

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

- a) Formal invitation from the overseas presenter or host organization
- b) Details about the content/ programme of the activity, schedule and target participants (including artists and beneficiaries)
- c) Profile of the applicant, presenter/ host organization and co-organizer (if any). The qualifications and experience of drama practitioners that partake in the exchange activities
- d) If the project is to be co-organized, the areas of responsibility and resources to be contributed by each organization
- e) For presentation of a research paper at an international conference, the title and abstract of the research paper.

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

- a) Overseas Cultural Exchange Projects
  - i. In general, the Council will give priority consideration in supporting the travel costs incurred in the project (economy class return air/ train/ coach fare from Hong Kong), depending on the destination and actual needs. The Council may also consider partly subsidizing the production, transportation, documentation and administration expenses directly incurred by the Hong Kong participants for the performance.
  - ii. Other expenses (eg. Artist/ personnel fees, overseas accommodation, transportation, publicity, registration fees, per diem, etc) should be either supported by the overseas presenter/ host organization, funded by other sponsors or self-financed by the applicant.
  - iii. The overseas presenter/ host organization should bear the entire cost of organizing and publicizing the performance/ conference/ activity.
- b) Local Cultural Exchange Projects
  - i. The Council will consider partly subsidizing the cost of organizing the event depending on the scale and academic/ artistic value of the project
  - ii. In normal circumstances, only either 'fees' or 'travel costs, accommodation and per diem' for the overseas guest(s) will be supported.
  - iii. Support for the travel costs of the overseas guest(s) will be considered with reference to the price of the economy class return air/ train/ coach fare from Hong Kong.
  - iv. Support for accommodation will be considered with reference to the price of 3-star hotel rooms.
  - v. Per diem (daily allowance for meals and local transportation) for overseas guests/ experts should not exceed \$500 per person per day

## **4 Conditions of Grant**

Upon completion of the project and if required by the Council, the applicant should:

- a) Submit photographs, house programme/ promotional materials, news clippings/critiques, etc. of the project to the Council for reference/ record purposes.
- b) Submit the academic paper/ report delivered or presented at the international conference to the Council for public access.
- c) Hold a sharing session with the public and other professionals in the field on the result and achievement of the project.

## **II Cultural Exchange between Hong Kong and the Pearl River Delta**

### **1 About the Grant**

- a) To respond to the arts development strategies of the Council and to strengthen cultural exchange between Hong Kong and the Pearl River Delta (PRD) Region, the objective of the grant is to encourage the local arts groups and arts practitioners to take a more active role in participating exchange projects such as openly ticketed performance/ touring, exhibition and arts festival held in the PRD.
- b) Key Assessment Criteria:
  - i. The track record of artist participants / arts organisation(s) involved in the exchange project
  - ii. The artistic standard of the exchange project
  - iii. The significance of the project in development audiences for Hong Kong artists/ arts-group at the PRD..
  - iv. The track record of the PRD collaborative partner(s) and its resources contribution to the project.
  - v. The feasibility of the overall project and the reasonableness of the budget.
- c) **The maximum grant for each approved application is \$150,000.**
- d) ADC One-year grantees are welcome to apply this particular grant category under the Council's Project Grant scheme.

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

- a) Informal invitation and preliminary approval from the PRD collaborative organization(s) with relevant proofs.
- b) Curriculum vitae of the applicant and list of key artistic/creative personnel involved in the exchange project.
- c) Details about the content of the activity, schedule and target participants, profile of the collaborative partner(s) in the mainland and their modes of collaboration.
- d) Budget of the project, including the resources contributed from PRD collaborative partner(s).

- e) The applicant is required to submit video / sound recording should the exchange project is a re-run performance.

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

- a) The Council will give priority consideration in supporting the production, personnel fees, travel and transportation costs, depending on the actual need.
- b) The applicant should seek venue and publicity support from the PRD collaborative partner(s) and to cover the above expenses through ticket/ other related performance income.

### **4 Conditions of Grant**

When required, the grantee should assist the Council in reviewing the project outcome, such as to provide assistance in arranging assessors to attend performance in the PRD, and to conduct audience survey, etc. This will help the Council to formulate relevant arts policies in the future.

#### **Remarks:**

The Pearl River Delta means the greater Pearl River Delta, which comprises Hong Kong, Macau, and nine municipalities of the Guangdong Province in the mainland China (including Dongguan, Foshan, Guangzhou, Huizhou, Jiangmen, Shenzhen, Zhaoqing, Zhongshan and Zhuhai).

## **F Grant for Emerging Artists**

### **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. An emerging artist, referring in this document, is a recent drama graduate that has completed a drama course / formal training in drama, and who is attempting to launch a professional career in drama.

The Council also welcomes applicants who have not gone through formal training but have mastered the recognized 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 organizing or participating in performances, exhibitions, publications or creating and presenting new artistic works.

### **2 Eligibility**

- a) Individuals residing in Hong Kong who have recently completed a drama course / formal training in drama, with the potential and commitment in launching a professional career in drama, and are currently practicing drama are eligible to apply for the Grant.
- b) Based on the criteria listed in clause 1, full-time students (who are currently enrolled in a full-time course at the time of the application deadline) are not eligible to apply for the *Grant for Emerging Artists*.
- c) Applicants should have mastered the recognized level of techniques in drama, with previous training (in form of formal training or apprenticeship) and/or track records and experience in drama, such as public performance or awards.
- 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 simple presentation / performance of the newly created work.
- e) Those who have previously received a grant from ADC are not eligible to apply for the *Grant for Emerging Artists*, they can consider to apply the *Project Grant*.
- f) Applicant for *Grant for Emerging Artists* should not apply for *Project Grant* at the same application period.
- g) Performance activities must be open to public and open for ticket sales, while new work presentation / exhibition projects must be open to public. All applications should also include a basic marketing and promotional plan.
- h) Applicant may choose to collaborate with experienced artists in realizing the project. But the grant applicant should be involved as the major personnel (creative/ artistic) of the project.

### **3 Selection Criteria**

- a) Overall artistic merit of the applicant's previous art work and demonstration of exceptional talent
- b) The applicant's serious professional commitment to drama
- c) Contribution of the proposed project to the applicant's professional development
- d) Feasibility of project content, scale and work schedule; reasonableness of budget

Normally the project should commence within one year after result is notified, and should be completed within one year after commencement of project. The *Grant for Emerging Artists* will be assessed by at least 2 HKADC Council members and/ or examiners.

### **4 Information to be submitted by applicant**

Applications must be submitted on a valid application form (for Emerging Artist) with:

- a) Credentials of the Applicant and the major personnel participating in the proposed project.
- b) List of key artistic/ creative staff, performers, and major staff involved, with their positions and remuneration.
- c) An artist's statement (around 250 words). Write about the vision and goals of the applicant as an artist, how the grant will benefit the career development
- d) Details of project content, and budget
- e) Applicant is required to submit 4 copies of the taped performances/ record of previous creative works of 15 minutes duration as reference.
- f) Applicant may attached 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.

### **5 Level of subsidy**

The Grant for Emerging Artists will be in a form of block grant, the subsidy level for applications of drama is as follows:

\$20,000/ \$25,000 / \$30,000 (depending on size of production and performing venue)