

Literary Arts

Project Grant Assessment Guidelines

Valid for applications submitted between 1 July 2008 to 31 December 2008

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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 Council regularly reviews the *Assessment Guidelines*, and may amend them if necessary. Applicants should look out for the most update version. If in doubt, please contact our staff of the Literary Artform at 2820-1086, 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: 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 Allowed Number of Applications

- a) **Individual applicants or organisations should only submit 1 independent project or 1 publication when applying for Project Grant.**
- b) If Literary Arts organisations wish to submit 2 independent projects or a series of titles, they should apply for *Multi-Project Grant*. The project types that are eligible for application of *Multi-Project Grant* includes publication, research/ archiving, educational activity, community promotional project, cultural exchange, conference/ seminar/ talk etc.
- c) Literary Arts organisations are allowed to apply for both Project Grant (only 1 publication/ project should be submitted) and *Multi-Project Grant* (2 or more publications / projects should be submitted), provided that the content of these titles / projects are different.
- d) **Applicants who would like to apply for Creative Writing Projects are only eligible to apply through Project Grant only.**
- e) **As the Literary Artform has launched the Literary Arts Magazine Project, applications for publishing weekly, monthly, quarterly magazine or other periodicals will not be accepted for Project Grant.**
- f) Due to resource constraints, the Literary Artform will not accept applications from schools.

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. 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 Publication

1 About the Grant

- a) To support publication of literary works with good literary quality, and to broaden and nurture readership through effective distribution, sales and promotion.
- b) Only titles with fully or nearly 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, etc.) will not be accepted.
- c) As the Literary Artform aims to support the publication of the works of different local writers (who must be Hong Kong residents), each writer can submit **1 personal title for each application deadline** either as an individual or through a publisher or literary arts organisation.

Non local writers who submit the research and critique publication projects on Hong Kong literature and writers will also be considered. They can submit their application for the grant through local publishers or organisations.

- d) As *Multi-Project Grant* accept applications for the publication of anthology/ literary series (2 or more independent projects/ publications) from literary organisations, **applicants are not allowed to apply funding for the publication of literary anthology, collection or a series of titles in Project Grant**.
- e) As the assessment process bases on the original and completed works submitted by the applicant, applications of titles that were considered previously not to be supported by the Council will not be accepted. Titles where more than half of the content were assessed and not supported by the Council will also not be considered. Besides, the Council generally does not support the re-edition or re-print of titles that are already published, but consideration will be given to applications with literary archival values.
- f) Key Assessment Criteria:
 - i. Merits of the publishing project, which would include the merits of the editorial approach or choice of titles, the artistic value and originality of the proposed title(s) and whether they have reached the publishing standards;
 - ii. Contribution of the project to the development of literary arts;
 - iii. The effectiveness of the distribution and sales network, marketing and promotion strategies;
 - iv. The reasonableness of the budget, and the cost-effectiveness of the publishing project.
- g) **The maximum grant for each approved title for publication is generally \$50,000**. The Council will handle special requirements with specification from applicant.

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

- a) 6 copies of the full manuscript of each title for assessment, **with the applicant's/ writer's names/ pen names erased and photos of applicant/ writer removed from each manuscript** as the applications will be considered with the writers kept anonymous, and preferably in typed version. The Council will not return the manuscript after the completion of assessment;
- b) Author's biography attached with the application for Council's reference only (this information will **not** be used for assessment purpose);
- c) If the title includes illustrations, such as children's literature, samples of illustration and curriculum vitae of the illustrator should be provided;
- d) 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..

3 Guidelines on Income and Expenditure

- a) **Expenditure**
 - i. Writing Fee/Royalty
The Council will not support writing fee or royalty directly due to resource constraints. The writer has to negotiate with the publisher on an appropriate royalty or other similar arrangements.
 - ii. Illustration Fee
The Council will consider supporting illustration fee depending on the requirements of the publication, and the fee awarded will generally not exceed HK\$5,000 due to resource constraints.
 - iii. Printing and Production Costs
Based on a print run of 1,000 copies, the basic printing and production costs (including editing, proof-reading, typing/typesetting, design, layout, films, printing, paper and binding, etc.) to be supported will generally be as follows:

Number of Pages	Amount HK\$
128-255	\$15,000
256-383	\$20,000
384-511	\$30,000
Over 511	\$40,000

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. If such requirements are necessary, the applicant should list out the special production items required and provide sufficient explanations. The Council will consider the special requirements of each application individually.

iv. **Marketing & Promotion Fees**

Please list and explain in details the promotional items and fees required. Due to limited resources, such fees awarded will generally not exceed 20% of the total printing and production costs.

b) **Income**

The Council 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. 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 take reference to the following in estimating sales income:

- i. Sales volume (with a print run of 1,000 copies)
 - Literature for children and teenagers 600 copies
 - Novel/biography 400 copies
 - Prose/reportage 300 copies
 - Poetry/Verse 200 copies
 - Literary research/theories/critique 200 copies
- ii. Lower limit of retail price: \$40
- iii. Lower limit of distribution discount: 45%

Example on the calculation of estimated sales income:

Assuming a novel with a retail price of \$50 and 45% as distribution discount, and an estimated sales volume of 400 copies, the estimated sales income =
 $\$50 \times 45\% \times 400$ copies.

B Creative Writing Project

1 About the Grant

- a) The objective is to support accomplished local writers to enable them to concentrate on new literary writing. Applicant cannot apply for this grant for existing or publicised literary work.
- b) **The applicant must be the author** himself/herself. He or she should have a good track record in literary writing, with works of recognition in the literary arts field. In addition, the applicant should prove that at least three of his or her personal titles were published by publishers and put on sale publicly; or that he or she has received renowned and recognised literary award(s).
- c) For each application deadline, each applicant can only submit **1 application on Creative Writing Project**, and the writing should be completed within one year. The applicant can only apply for another Creative Writing Project after the completion of the previous one.
- d) 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 publicize or publish the literary work of the Creative Writing Project supported by the Council in Hong Kong.
- e) Key Assessment Criteria:
 - i. Contribution and value of the Creative Writing Project to the development of literary arts development;
 - ii. Writer's artistic standard and track record in literary writing and publishing;
 - iii. The appropriateness of the schedule and the reasonableness of the amount of grant sought for the project.

The Literary Arts Group may meet the applicant to learn more about the project details.

- f) The Council will decide on the amount of grant according to the scale of the project and qualifications, experience and artistic standard of the writer. For writers who are exceptionally experienced and qualified, and projects of larger scale, **the maximum grant for each approved application is generally \$100,000**. For writers who are less experienced and qualified, and projects of smaller scale, the amount of grant will generally not exceed \$50,000.
- g) The grant will usually be paid in 3 installments 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	20%

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

- a) Writer's curriculum vitae;
- b) A detailed proposal of the content, objectives, synopsis of the Creative Writing Project and writing samples;
- c) 3 literary publications of the writer, their distribution and sales records, as well as the relevant reviews or information on literary awards received;

C. Arts Education, Arts Promotion/Community Arts

i Arts Education

1 About the Grant

- a) To support creative arts education projects, with the view to enhance and cultivate interest, knowledge and levels of appreciation of the public, especially the youth, as well as broaden the reader base for arts.
- b) To effectively utilize 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 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 result.
- d) Where appropriate, the applicant is encouraged to collect reasonable course or participation fees.
- e) **The maximum grant for each approved project is \$100,000.** The Council will handle special requirement with specification from applicant for large-scale arts education activities.

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, target beneficiaries, 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 project vary. The below guideline provides a general support level for projects for the applicants' reference. Applicants are welcome to seek for support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project.

Expenditure Items	General Grant Guidelines HK\$
Personnel Fees	- Total personnel fees around 50% of the total expenditure of the project - Including administrative/ planning coordinators, lecturers/ tutors, activity assistants, etc.
Activities Expenditure	- Around 25% of the total expenditure.
All other administrative, publicity and venue rental costs	- Around 25% of the total expenditure

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 to 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 generally \$50,000. For territory-wide arts promotion project, the maximum grant is \$150,000.**

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 support based on the actual need relevant to the 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"> • Total personnel fees around 50% of the total expenditure of the project • (Including administrative/ planning co-ordinators, artists, activity assistants, etc)
Activities Expenditure	<ul style="list-style-type: none"> • Around 25% of the total expenditure
All other administrative, publicity and venue rental costs	<ul style="list-style-type: none"> • Around 25% of the total expenditure

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 discussion and criticism in literary arts, so as to develop and nurture the readers' or participants' literacy, interest and appreciation ability in literary arts, and in the long run to improve the overall arts environment in Hong Kong.
- b) Key Assessment Criteria:
 - i. The value and contribution of the project to literary arts development in Hong Kong, which could include:
 - promoting academic research in relevant areas of literary arts 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 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;
- c) **The maximum grant** for each research/ criticism/ archiving project is generally **\$100,000**. The Council will handle special requirement with specification from applicant.

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) Schedule;
- c) Method of applying and dissemination of the outcome
- d) Method of assessing the result of the project.

3 Guidelines on Income and Expenditure

a) **Income**

The Council encourages the applicant to seek for other income to offset the expenditure, such as participation fees.

b) **Expenditure**

The Council acknowledges that the production 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 scale for the applicants' reference. Applicants are welcome to seek for support based on the actual need relevant to the scale and nature of activity, artistic standard of participants and artistic requirements of the project

Expenditure Items	General Grant Guidelines HK\$	
	Research/ Archiving/ Critique	Forum/ Seminar/ Talk
Fees for Administrators and Research Staff	<ul style="list-style-type: none"> - Around 70% of the total expenditure. - Including administrative/ planning personnel, researchers, project assistant, etc 	<ul style="list-style-type: none"> - Around 30% of the total expenditure. - Including administrative/ planning personnel, researchers, activity assistant ,etc
Fees for Personnel in Forum/Seminar/Talk	Not applicable	<ul style="list-style-type: none"> - Around 20% of the total expenditure. - Including overseas and local speakers/ guests
All other administrative and publicity costs	<ul style="list-style-type: none"> - Around 30% of the total budget. 	<ul style="list-style-type: none"> - Around 50% of the total expenditure. - 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

If the research/ archive/ criticism project includes the publication of the project result, please refer to Page 3 and Page 4 on 'Guidelines on Income and Expenditure'.

E Cultural Exchange

1 About the Grant

- a) The objective is to widen the experience and horizons of local literary arts practitioners, with the view to enhance the artistic standard of literary arts in Hong Kong, to broaden the base of beneficiaries and readership, and to pave way for Hong Kong to become an international cultural metropolis.
- b) Key Assessment Criteria:
 - i. Value of the project to literary arts development in Hong Kong;
 - ii. The benefits of the project on the enhancement of artistic standard in literary arts;
 - iii. The artistic standard, qualifications, experience and organizational ability of the applicant and participants, and whether they are leading exponents in their fields;
 - iv. The effectiveness of the proposed methods of implementation or realization in achieving the project's set objectives and concept;
 - v. The appropriateness of the schedule and the reasonableness of the budget.The Literary Arts Group may meet the applicant to learn more about the project details if necessary.
- c) Overseas/Outbound Cultural Exchange Projects
 - i. This refers to sponsoring (partially or fully) the selected participant(s) to participate in the production, public publication activity, research project, international conference or academic activity held outside Hong Kong.
 - ii. The Hong Kong participant(s) must represent high artistic/ academic standards.
 - iii. The publication activity in which the Hong Kong participant(s) partake should be of high artistic standard/ quality and be a non-commercial publication activity 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/Inbound 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 publication/activity
 - ii. The event should demonstrate value/contribution to literary arts 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 in a publication activity).
- e) **The applicant must be a local arts organization.**
- f) The Council will not accept applications to support individuals solely to attend the cultural exchange activities.
- g) The **maximum grant** for each approved project is generally **\$150,000**. The Council will handle special requirement with specification from applicant for large-scale exchange

projects.

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 literary arts 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/ Outbound 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 the 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/ Inbound 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.

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 arts graduate that has completed an arts course / formal training in the arts, and who is attempting to launch a professional career in the arts/ art-form.

The Council also welcomes applicants who have not gone through formal training but have mastered the recognized level of techniques in her/his art form. They may wish to submit with their application a reference letter from an experienced arts practitioner, or invite an experienced arts 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 course / formal training in literature/ language, with the potential and commitment in launching a professional career in literary arts, and are currently practising the art form 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 literary arts, with previous training, and/or track records and experience in the art-form, such as awards, book publication or a minimum of two articles or literature published in literary magazines, newspapers and journals etc.
- d) Literary Arts applications **should be in form of a publication**.
- 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) For publishing projects, publications should be put on sale publicly. 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 author of the publication 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 literature writing.
- 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 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 a writer, how the grant will benefit the career development
- d) Details of project content, and budget
- e) For Literary arts applicants, please submit 2 articles (with 4 copies for each article) which have been previously published in magazines, newspapers etc as reference, as well as 4 copies of the full manuscript of the publication applied for this Grant, with the writer's name and pen name erased from each manuscript, for assessment purpose.
- f) Applicant may attach a reference letter from a referee who is a practitioner in the related art-form 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 Literary Arts applications are as follows: \$10,000 / \$15,000 / \$20,000 (depending the size of publication, in terms of pages of publication and nos. of words)