

Government announces details of Signature Performing Arts Programme Scheme

The Government today (November 15) announced the application details of the Signature Performing Arts Programme Scheme (SPAPS).

The Government invites proposals from local performing arts groups and practitioners for large-scale stage productions.

Interested parties can submit application from December 30, 2024 to May 30, 2025. The Government will form an assessment panel, comprising experts, veteran arts and cultural practitioners, professionals with rich business acumen and experience as well as representatives from the Government. The application results are expected to be released in the fourth quarter of 2025.

Proposals will be assessed based on the following factors:

- artistic vision and merits of the production or programme;
- representativeness as a production or programme of Hong Kong to showcase characteristics of Hong Kong and the capacity and creativity of local talents;
- marketing and promotion strategy that appeals to a broad range of audience, local and abroad;
- potential for long-running; and
- impact on consolidating Hong Kong's position as an East-meets-West centre for cultural exchange.

The selected proposal must stage at least 15 performances (can be implemented by phase) in Hong Kong and attract at least 10 000 paid audience members. There will be a quota of two productions for this application. Existing programmes with outstanding performances in relevant aspects will also be considered, provided that the programme must substantially transform and enhance existing programmes in terms of creativity and presentations, and have the capacity to generate renewed interest.

Each selected proposal under the SPAPS will receive a direct subsidy of up to \$10 million for a maximum period of three years to support expenses in areas such as creative concepts, stage productions, venue rentals, as well as marketing and promotion of the programme. The SPAPS will also provide a matching subsidy of up to \$5 million to each selected proposal to match private sponsorship raised and income received. In line with the objectives of the Scheme to nurture world-class performing arts productions and international cultural brands that represent Hong Kong, the Scheme will

require that a substantial portion of the expenditure for the production must be expended in Hong Kong and the majority of the key personnel should be Hong Kong residents.

In the event that the selected proposal can generate profit from the 15 stage performances and stage a re-run of an equivalent or larger scale within 18 months after the first run, a matching subsidy equivalent to 20 per cent of the total funding support from the Scheme for the first round of the performance and capped at \$3 million will be provided to match private sponsorship raised and income received in the re-run, with a view to encouraging project proponent to unleash the long-running potential of the proposed programme.

The Government will hold a briefing session in the afternoon on December 17, 2024 at the Lecture Hall of the Hong Kong Museum of Art to provide further details of the Scheme and answer questions. Interested parties who would like to attend the briefing session may register by sending email to spaps@cstb.gov.hk.