

HKAAA E-newsletter (Issue 1, Mar 2021)

Dear Subscriber,

- 【Highlight Recap】 Essential Guide to Effective Arts Management - Unit 9



Having a well-written business plan is an important strategic tool because it provides the organizations (or artists) the ability to lay out their goals and track their progress. Formulating a business plan should always be the first task when we plan to create a performance (or event/exhibition).

Come to the final module, we are shifting our focus to Cultural Programme Development with kickstarting of "How to Write a Business Plan on Cultural Programme", shared by Prof Benny Lim (Visiting Scholar of the M.A. in Cultural Management, the Chinese University of Hong Kong). Benny walked us through the principles and analytical approach of strategic planning for the arts organizations. He shared different business analysis tools including SWOT, "PESTLE" and "5P's" that would be applicable for developing our short- and long-term goals.

We truly thank Benny for his kind sharing and your participation.



If participants would like to do webinar replay, please click [here](#) to login to the e-Learning Platform and check.

Next workshop, we will be discovering Unit 10 "Stages of Creative Production". Please check the workshop details as follows:

Module Three: Cultural Programme Development
"10 Stages of Creative Production"
Date: 9 Mar 2021
Time: 19:30-22:30
Format: Online Workshop (Zoom)
Speaker: Mr Him Lo (Community and Learning Curator, Centre for Heritage Art and Textile)
Event page: <https://www.hkaaa.org.hk/essential-guide-effective-arts-management>
Essential Guide e-Learning platform: <https://essentialguide.hkaaa.org.hk/>

We look forward to seeing you virtually again. If you missed the registration, you can become a member of HKAAA to access exclusive content and enjoy membership prices for our future events.

[Click here to be our Member!](#)
Should you have further enquiries, please contact us at info@hkaaa.org.hk

Featured Event



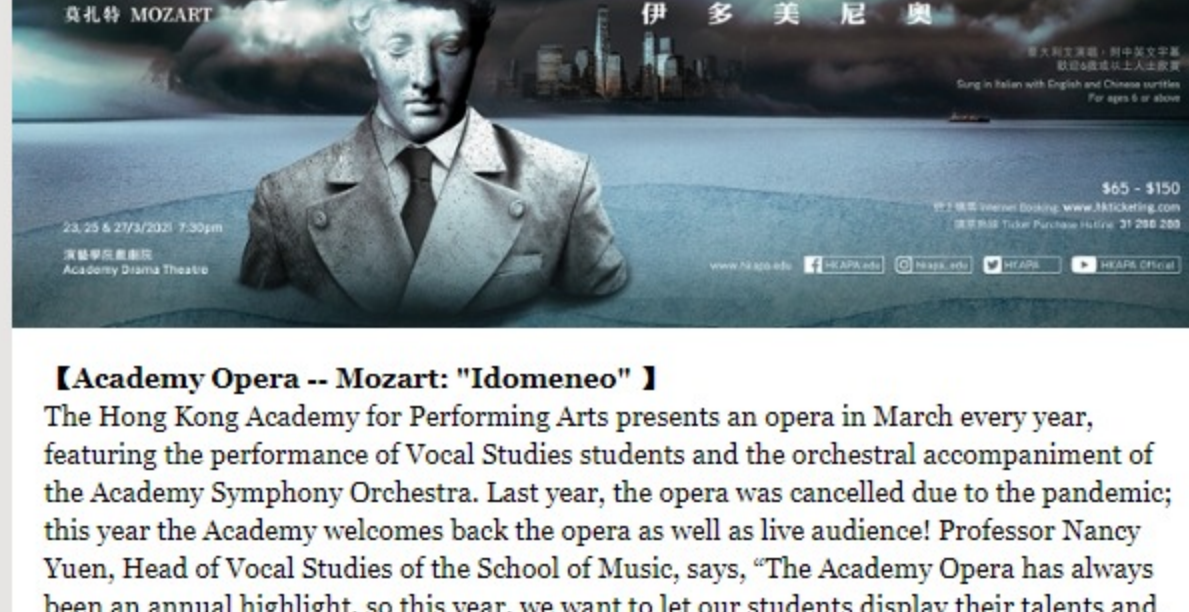
JOCKEY CLUB New Arts Power – JCNAP Mobile Theatre: Romeo & Juliet

Started last weekend, JCNAP Mobile Theatre: *Romeo & Juliet* will continue to feature 100+ performances in various locations throughout Hong Kong in March. During each 30-minute performance, local sand painting artist Hoi Chia teams up with Bel Canto Singers' Music Director David Quah in an imaginative presentation of Shakespeare's romantic classic. Through impressive operatic singing and magical sand arts, the classic love story will be brought to life before the community audience.

Performance schedule:
6-7-3-2021 | The Mills | 13:00 / 14:30 / 16:00 / 17:30
13-14-3-2021 | Kwun Tong (Vessel 03) | (To be announced)

*In light of the latest COVID-19 situation, audience should follow the health precautions set by the venue. The performance schedule and venue are possible to be changed in light of different situations. Please stay tuned with JCNAP social media platform and website for latest notice.

Programme details: <https://bit.ly/2WDeWA4>
Follow us on Facebook / Instagram



Academy Opera – Mozart "Idomeneo" I

The Hong Kong Academy for Performing Arts presents an opera in March every year, featuring the performance of Vocal Studies students and the orchestral accompaniment of the Academy Symphony Orchestra. Last year, the opera was cancelled due to the pandemic; this year the Academy welcomes back the opera as well as live audience! Professor Nancy Vuem, Head of Vocal Studies of the School of Music, says, "The Academy Opera has always been an annual highlight, so this year, we want to let our students display their talents and hard work on stage, in whatever form that might take."

The opera this year is Mozart's *Idomeneo*, which continued the story of the well-known Greek mythology *The Trojan War*. Princess Iliia fell in love with the kind-hearted prince Idamante after she was captured to the Island of Crete. On the other hand, the King Idomeneo promised Neptune, the god of sea, to immolate the first living creature he encountered in order to get saved. Unfortunately, the one he met was his own son, Idamante...

Directed by Tang Shu-wing and conducted by Academy Associate Professor (Répétiteur) Hsu Wei-En, the opera has a strong production team too comprising students, faculty and alumni of the School of Theatre and Entertainment arts. Tang Shu-wing will present this classic work in a brand new style. Audience will for sure be surprised!

Date: 23, 25, 27 March 2021
Venue: Academy Drama Theatre
Ticket Price: \$65 - \$150 (All tickets are sold out on the first day of public sale! Thank you for the support)
More about the production: <https://bit.ly/3dIDa4q>
Feature Interview with Head of Vocal Studies Professor Nancy Vuem: <https://bit.ly/3BkUshw>

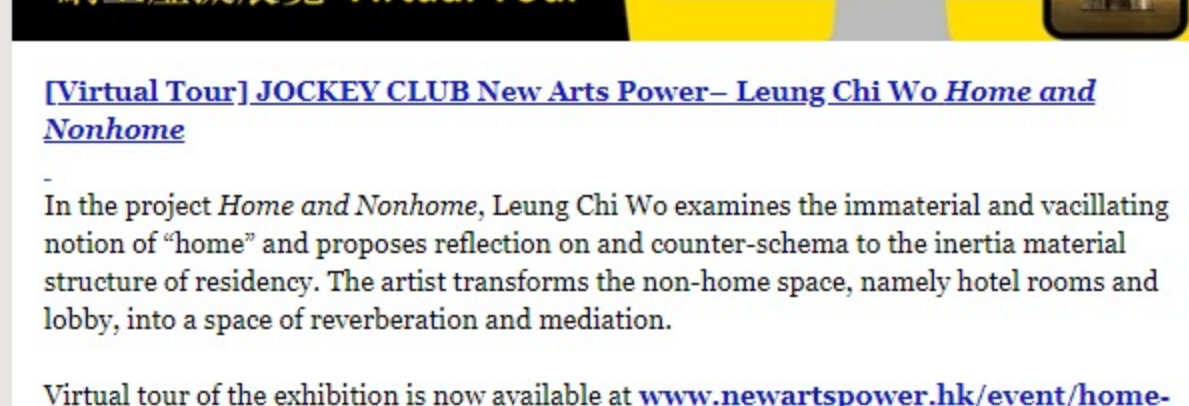


【Behind-the-scenes Video Available Now】JOCKEY CLUB New Arts Power – Bel Canto Singers When Mozart Meets Da Ponte Making-of

Bel Canto Singers' Music Director David Quah takes the baton and rearranges opera songs created by legendary composer Mozart and librettist Da Ponte. Check out the performance highlights, as well as the making-of process of *When Mozart Meets Da Ponte*.
<https://youtu.be/5C-pXyoeEg4>

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Highlighted Event



Going Online in the Pandemic
疫情「新現場」

Chief Executive Officer, International Society for the Performing Arts (ISPA)
David Baile
國際表演藝術協會行政總裁

The 40th Hong Kong Arts Festival – Distinguished Cultural Leadership Series (VII) "Going Online in the Pandemic"

David Baile is the Chief Executive Officer of the International Society for the Performing Arts (ISPA) based in New York. ISPA is an international network of more than 550 leaders in the performing arts from 36 countries. Since joining ISPA, Mr Baile has significantly expanded both the diversity of the membership as well as the programme and its particular leadership development initiatives.

Before joining ISPA, he previously enjoyed a 20-year career in the arts in Toronto in both management and consulting roles. Mr Baile is also very active with volunteer positions including past membership on the Mayor's Round Table on Arts and Culture (Toronto) and positions on the Board of the Toronto Arts Council (Chair of the Large Institutions Committee), and OPERA America, to name a few.

In the past year, Mr Baile has witnessed the performing arts world shift from analogue to digital. In a conversation with Ms Tisa Ho, Executive Director of the Hong Kong Arts Festival, Mr Baile will share with the audience his insights on the industry's shift to digital based on personal experience, as well as observations of colleagues worldwide. The focus will be the impact and opportunities, gains and losses of this shift, and how it will shape the future.

Broadcast Date and Time: 19 Mar 2021 (Fri) 10:00 am – 11:00 am
Speaker: David Baile, Chief Executive Officer of the International Society for the Performing Arts (ISPA)
Host: Tisa Ho, Executive Director of the Hong Kong Arts Festival
In English, without subtitles
Free admission
Registration: <https://zoom.us/join/register?VN=1b6e4a7d-814aac1e113a26>

Organised by the Hong Kong Arts Festival
With promotional support from the Hong Kong Arts Administrators Association

MARKETING FOR GOOD

MarketingPulse is an integrated branding and marketing conference where global marketers, brands, advertising agencies, media, enterprises and innovation professionals can discuss marketing trends, exchange best marketing practices and explore new collaborations in Asia.

This year, **MarketingPulse ONLINE** will be held online on 30 – 31 March 2021. Themed "Marketing for Good", **MarketingPulse ONLINE** will lead the discussion on positive branding, live-streaming commerce, social & community marketing, digital innovation and data strategy. Apart from the inspirational sharing from brands, **MarketingPulse ONLINE** will also bring you a series of practical digital marketing workshops, valuable networking opportunities with marketers worldwide, as well as a virtual exhibition where the latest marketing solutions are introduced. Register now to enjoy member's privilege offer at 55% off discount!

Event Details
Date: 30 - 31 March 2021
Organiser: Hong Kong Trade Development Council
Website: <https://marketingpulse.hktadc.com/en>
Programme: <http://bit.ly/2u0QLaQE>

Register Now to enjoy Member's Privilege Offer at 55% off discount
Original Price: HK\$250 (US\$79)
55% Off Discount: HK\$250 (US\$79)
Promo code: D5N9yH2P
Registration link: <http://bit.ly/2u0Pb3P>

#MarketingPulseOnline #MarketingForGood #GoVirtual
Supported by Hong Kong Arts Administrators Association

Opportunities

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|---|--|---|
| HKAAA - COVID-19 Resources | HKADC - Support Scheme for Arts & Cultural Sector | HKAGA - Artists Residency Abroad Funding Scheme |
| JCCAC - Jockey Club Black Box Theatre Subsidy Scheme | (Chinese only) HKADC - 2021/22 文化及康樂發展基金 資助及支援計劃 | HKADC - The 4th Arts Production Interchange Scheme - Open for Applications (Deadline: 1 March) |
| HKADC - Matching Fund Scheme (1/2021) (Deadline: 31 March) | Hong Kong Tourism Board - The Pilot Scheme for Characteristic Local Tourism Events (Deadline: 30 April) | |

Member's Benefit

40th Hong Kong Arts Festival Hong Kong Sinfonietta & Adrien La Marca
Programme Details:
Details: <https://bit.ly/3e0209p>
Date & Time: 27 Mar 2021 (Sat), 8pm
Venue: HK City Hall Concert Hall
Ticket Price: \$400, \$280, \$160
Tickets at URBTEXT: 2111 5999 / www.URBTEXT.hk
10% off upon showing HKAAA membership card at URBTEXT outlets.
Programme Enquiries: 2836 3336 / www.HKSL.org

40th Hong Kong Arts Festival Inspired by Beethoven Hong Kong Sinfonietta-Eroica
Programme Details:
Details: <https://bit.ly/3r8v8BE>
Date & Time: 28 Mar 2021 (Sun), 8pm
Venue: HK City Hall Concert Hall
Ticket Price: \$450, \$300, \$180
Tickets at URBTEXT: 2111 5999 / www.URBTEXT.hk
10% off upon showing HKAAA membership card at URBTEXT outlets.
Programme Enquiries: 2836 3336 / www.HKSL.org

Chung Ying Theatre Company - Ken Ludwig's Mystery (Re-run)
Programme Details:
Details: <https://bit.ly/3d8v69p>
Date & Time: 09-10, 14-17/04/2021 8pm 10-11, 17-18/04/2021 3pm
"Accessible Performance with Audio Description (Cantonese)"
Venue: Studio Theatre, Hong Kong Cultural Centre
Ticket Price: \$300, \$200
Internet Booking: <http://bit.ly/2N75BHK>
Programme Enquiries: 8106 8338
10% discount by quoting the exclusive promotion code through Art mate online ticketing service (contact HKAAA for discount code)
<https://www.artmatservice.com>

Year-round benefits for HKAAA members

- City Contemporary Dance Company year-round show discounts 20% off for standard price tickets
- Chung Ying Theatre year-round shows discounts 10% off for standard price tickets
- Hong Kong Ballet year-round shows discounts 10% off for standard price tickets
- Hong Kong Chinese Orchestra designated concerts' discount 20% off for standard price tickets
- Hong Kong Dance Company year-round shows discounts 10% off for standard price tickets
- Hong Kong Philharmonic Orchestra year-round show discounts 10% off for standard price tickets (limited to 2 discount tickets per purchase, and it is not applicable to HKPhil Subscription Period)
- Hong Kong Repertory Theatre year-round show discounts 10% off for standard price tickets
- Hong Kong Sinfonietta year-round shows discounts 10% off for standard price tickets
- Lin Yao Ji Music Foundation year-round shows discounts 10% off for standard price tickets
- Lini Icosahedron year-round shows discounts 10% off for standard price tickets
- Hong Kong Art School (HKAS) An exclusive 10% discount for enrolment into short courses conducted by HKAS (Referring to courses that are categorised under the Short Course section on HKAS website, which include our Art for All courses and Professional Art Studies courses, if applicable).
- Special offer on accommodation and catering of Gloucester Luk Kwok Hotel
- Special offer - Y Loft, Youth Square

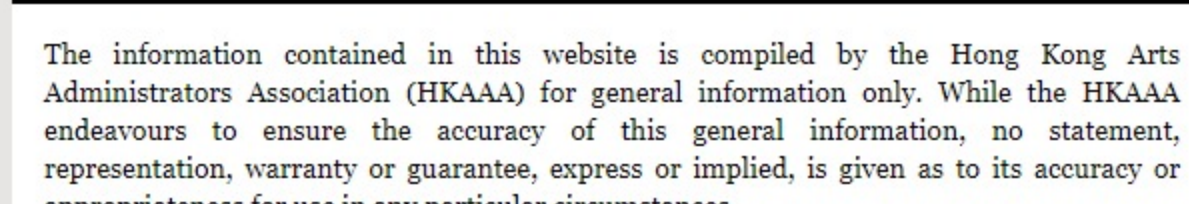
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Hong Kong Arts Administrators Association Limited
Address: Unit 704, Hui Fu Commercial Building, No. 111 Queen's Road West, Sheung Wan
Tel: 2131-1879/7568
Email: info@hkaaa.org.hk
Website: <http://www.hkaaa.org.hk>

