

Award for Arts Promotion

藝術推廣獎

目的

一項藝術活動是否成功，除了取決於活動質素外，亦要推廣有法。透過有效而又具策略性的藝術推廣，能拓展現有的藝術市場，吸引新的觀眾，達到更大的效益。此獎項旨在表揚在藝術推廣方面有成績的人士、團體 / 機構及媒體 * 單位，亦希望藉此機會讓其他藝術工作者分享成功的推廣例子。

* 媒體報導對本地文化藝術活動的推廣相當重要，「藝術推廣獎」本年度起增設「媒體」組別，以表揚本地電子傳媒、報章雜誌及網上媒體在推廣藝術方面的成績。

獎項

- 分為個人、團體 / 機構、媒體 (註¹⁶) 三個競選組別；
- 各競選組別設有金、銀、銅三個獎項。

候選資格

- 只接受在本港註冊的團體 / 機構及媒體，以及本港藝術工作者、藝術行政人員競逐 (候選人士須持有香港身份證)；
- 須由一位人士提名 (提名人可以個人或團體名義進行提名)；
- 須提交在 2010/11 年度 (註¹⁷) 進行的一項藝術推廣計劃報告 (註¹⁸)；
- 候選人、團體 / 機構、媒體只可提交一個推廣計劃競逐獎項；提交的計劃不能同時競逐「藝術教育獎」；
- 推廣的活動須為本地製作，而主要參與人為本地藝術工作者；
- 凡曾獲藝發局頒發「優秀藝術推廣獎」及「藝術推廣獎」的人士及團體 / 機構均可再次接受提名。

評選準則

- 推廣計劃的理念及目標；
- 整體推廣策略，例如定位、推廣、宣傳渠道及策略運用等；
- 推廣計劃的原創性和成效，包括持續與推廣能力；
- 計劃產生的社會效益及影響。

註¹⁶ 媒體組別只限根據香港法例註冊 / 成立的電視台、電台、報章及雜誌。此外，以報導及推廣香港文化藝術為主，並對推動香港文化藝術有助益的網站。

註¹⁷ 計算期為 2010 年 9 月 1 日至 2011 年 8 月 31 日。

註¹⁸ 除提名表格外，候選單位須提交一份不多於 20 頁的計劃報告介紹 2010/11 年度所進行的藝術推廣計劃，內容須包括：

a. 計劃理念及目標；b. 推廣活動介紹；c. 計劃預算、資源分配；d. 推廣策略；e. 計劃成效

另請附上計劃的宣傳資料 (如單張、廣告、海報)、傳媒報導及相關參考資料，有關報告格式，請參閱「藝術推廣獎」表格。



Objective

The success of an arts programme depends not only on its quality but also its promotional strategies. Effective and strategic arts promotion helps to expand the existing market, attract new audiences, and achieve greater effectiveness. The award aims to recognise the achievements of groups, organisations, media* and individuals in the field of arts promotion, and to provide arts practitioners with an opportunity to share their successful experience.

*Acknowledging the important role of mass media in arts promotion, a new category entitled Media is being introduced for the first time this year. It recognises the contributions of local print, electronic and online media in helping to promote the arts.

Types of Awards

- There are three categories: Group / Organisation, Individual and Media ^(Note¹⁶);
- Gold, Silver and Bronze awards will be presented in each category.

Eligibility

- Only Hong Kong-registered groups and organisations, arts practitioners and administrators are eligible for nomination (Individual nominees should possess a Hong Kong Identity Card);
- Nominees should be nominated by one proposer (individuals or on behalf of an organisation);
- A report concerning an arts promotion project that was fully implemented by the nominee during the year 2010/11 ^(Note¹⁷) should be submitted ^(Note¹⁸);
- Each nominee may submit only one promotional project, and that must not be used to support a nominee's nomination for the Award for Arts Education;
- The project must be a local programme in which most of the participants were local arts practitioners;
- Previous recipients of ADC's Outstanding Arts Promotion Award or Award for Arts Promotion may be nominated for this award again.

Assessment Criteria

Nominees will be assessed according to the following criteria:

- Mission and objective of the programme;
- The overall promotional plan, including its positioning, promotional methods, publicity channels and strategies;
- The programme's originality and effectiveness, including its sustainability and ongoing promotion;
- The benefits it generated and its overall impact on the community.

Note¹⁶ Only local TV and radio stations, newspapers and magazines registered or established under Hong Kong law are eligible to compete in the Media category. In addition, websites that are committed to covering and promoting local arts and cultural activities for the development and enhancement of the arts and culture in Hong Kong are eligible to compete for the award.

Note¹⁷ The period covered is from 1 September 2010 to 31 August 2011, both dates inclusive.

Note¹⁸ Together with the nomination form, a project report not longer than 20 pages should be submitted. It should cover arts promotion activities during the year 2010/11 and specify the following details:

a. Programme's mission and objectives; b. Content of promotional activities; c. Budget and allocation of resources; d. Promotional strategies; e. Effectiveness and outcome.

To facilitate adjudication, please attach project-related publicity documentation (e.g. pamphlets, advertisements and posters) and press clippings. Please also refer to the nomination form for report format.