

Culture, Sports and Tourism Bureau

**Invitation for Proposals for
operating, managing, conserving and revitalising for
arts and culture use Haw Par Mansion situated on
15A Tai Hang Road, Wan Chai, Hong Kong**

Key Performance Indicators (“KPIs”) and Targets

** If the Applicant cannot meet the targets of the KPIs, please specify and provide reason(s). If the Applicant considers the KPIs not applicable in view of the scope of his/her project proposal, please state “not applicable” and provide reason(s).*

Key Performance Indicators (“KPIs”)		Targets	Applicant’s Proposed Performance*
Area 1. General Operation			
1.1	Opening hours	<u>General</u> 1000 hours to 2000 hours daily (except Chinese New Year holidays) <u>Provision of food and beverage (if any)</u> 1000 hours to 2000 hours daily (except Chinese New Year holidays)	
1.2	Online booking services	24 hours	
1.3	Online enquiry	24 hours, with interim response between 2000 hours and 1000 hours	
Area 2. Venue Operation			
2.1	Usage rates of facilities and individual exhibition	No less than 70% on	

Key Performance Indicators (“KPIs”)		Targets	Applicant’s Proposed Performance*
	venues and performance venues, etc. at: - the Lower Ground Floor; - Ground Floor; - First Floor; - the Roof; and - Upper Roof Floor	average ¹	
Area 3. Programmes			
3.1	Student programmes/workshops	At least 10 programmes per year	
3.2	Open studio/guided tour activities	At least 10 programmes per year	
3.3	Public programmes (The programmes can include exhibitions, live performances, drama, dance, theatre, or other art forms. Please specify and provide the suggested number of proposed programmes for each of the art forms.)	At least 24 programmes per year	
Area 4. Audience/Participants			
4.1	Workshops/guided tours	At least 15 participants per each workshop/tour of a programme on average	
4.2	Exhibitions	At least 2000 participants per exhibition programme on average	

¹ The usage rate (%) is calculated by dividing the total number of days in a year, i.e. 365, by the number of programme days by the artists/arts groups and the Operator.

Key Performance Indicators (“KPIs”)		Targets	Applicant’s Proposed Performance*
4.3	Performances (Including but not limited to live performances, musical, drama, dance, theatre, film screening or other art forms.)	At least 30 audience per performance programme on average	
Area 5. Marketing and publicity			
5.1	Programme announcements	At least 2 times per each programme	
5.2	Positive media exposure	At least 12 times per year	
5.3	Social media reach	<u>Audience reach</u> At least 240 000 per year <u>Engagements</u> At least 12 000 per year	
Area 6. Number of local and international programmes			
6.1	Number and percentage of programmes curated by the Applicant	At least 30% of the programmes	
6.2	Number and percentage of programmes involving Mainland arts groups/artists	At least 15% of the programmes	
6.3	Number and percentage of programmes involving arts groups/artists other than item 6.1 and 6.2	At least 15% of the programmes	
Area 7. Collaboration projects/events			
7.1	Number of partnership/ collaborations with	At least 15% of the programmes	

Key Performance Indicators (“KPIs”)		Targets	Applicant’s Proposed Performance*
	local organisations		
7.2	Number of partnership/ collaborations with Mainland or overseas organisations	At least 15% of the programmes	
Area 8. Satisfaction level of visitors and audience			
8.1	Satisfaction level of visitors and audience (to be ascertained by conducting surveys with visitors and audience)	Average satisfaction rate of over 80%	
Area 9. Response time to public complaints and enquiries			
9.1	Response time to public complaints and enquiries	<ul style="list-style-type: none"> • Reply to complainant/enquirer within 10 calendar days for general complaints/enquiries; and • Reply to complainant/enquirer within 24 hours for urgent complaints/enquiries 	

To be completed and signed by the Applicant

Signature (to be signed
by the Applicant /
authorised signatory
for and on behalf of
the Applicant)

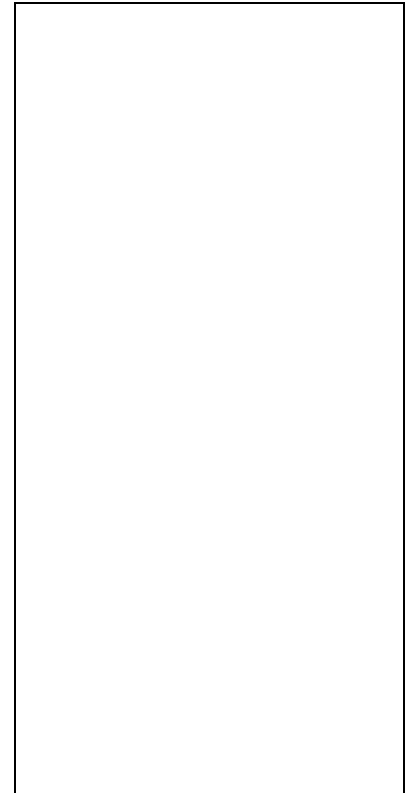
Name of the
authorised signatory
(where applicable)

Post Title of the
authorised signatory
(where applicable)

Telephone Number

Name of the Applicant

Date



Organisation Chop