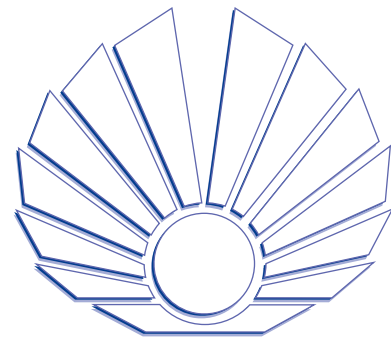
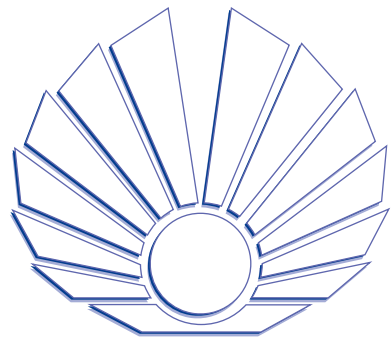


# HONG KONG ARTS FESTIVAL

2015/2016  
ANNUAL REPORT

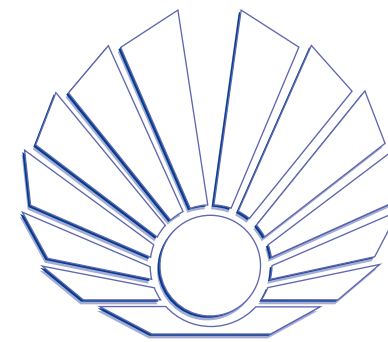
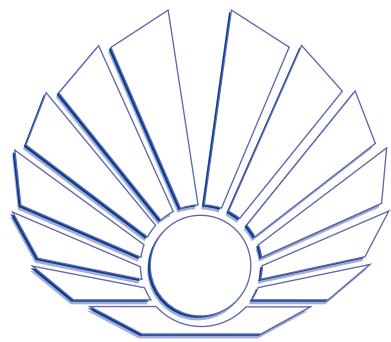


Hong Kong Arts Festival Society Ltd



**The aim of this paper is to provide funding bodies and supporters of the Hong Kong Arts Festival Society with a summary of the Festival’s overall aims and to report on the outcomes of the 2016 Festival.**

	page
<b>Objectives .....</b>	<b>2</b>
<b>2016 Festival Report</b>	
- Scope .....	3
- Programmes, Outreach, Marketing, Sponsorship & Tickets .....	3-5
<b>Financial Summary.....</b>	<b>6-7</b>



### Mission

- To present an arts festival of the highest artistic standards which will:
  - Enrich the cultural life of Hong Kong
  - Act as a catalyst and arouse wider interest in the arts
  - Encourage cross-cultural fertilization

### Programme

- To present a balanced Festival programme which will:
  - Highlight the latest artistic trends
  - Be innovative and inspirational in its influence on the local arts scene
  - Present works not frequently seen in Hong Kong
- To stage programmes from around the world, including mainland China, which sustain the Festival's reputation as a major international arts festival
- To showcase the best of local talent with a preference for:
  - New works
  - Productions specifically mounted for the Festival
  - Programmes highlighting the cultural setting of Hong Kong

### Finance

- To ensure that the Festival is sustainable
- To achieve a minimum target of 80% box office income
- To build sponsorship and other income support for the Festival

### Scope

In its 44th year, the 2016 Hong Kong Arts Festival (HKAF) achieved excellent results, with a strong programme eliciting good support from audiences, sponsors and donors.

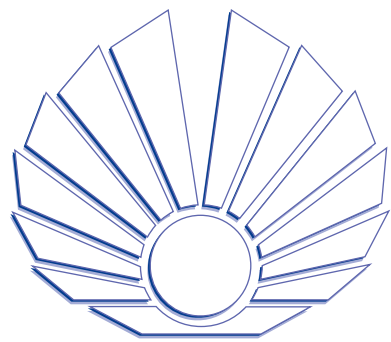
In the year under review, 119 performances were presented. Over 1,400 artists were featured. There were 15 world premieres and 12 Asian premieres.

The total ticketed audience was about 109,000 including approximately 10,800 Young Friends (YFS) who attended performances and special events for YFS members. In addition, special presentations were held in more than 40 schools. Other outreach and enrichment programmes served another 33,000 participants, and an exhibition reaching an estimated 150,000 people was staged.

### Programmes

The 44th HKAF officially opened with Compagnia Finzi Pasca's *La Verità*, a theatrical circus performance; and closed with a performance of *The Sleeping Beauty* by the Mikhailovsky Ballet.

Major highlights included performances by Teatro Regio Torino, which encompassed a lavish production of *Simon Boccanegra*, and concerts conducted by Gianandrea Noseda and Roberto Abbado; the Royal Shakespeare Company's trilogy of history plays; and Thomanerchor performing *St Matthew Passion* with the Gewandhausorchester Leipzig. Star artists included Rufus Wainwright, Omara Portuondo, Roberto Fonseca, Wang Rongrong and Yau Sing Po. A very special highlight was the Asian debut of Anna Netrebko with Yusif Eyvanov. Major productions included the Berlin Rundfunkchor's *Human Requiem*, U Theatre's *LOVER*, and *Scent of Ink* by the National Theatre of Korea. Local productions again proved popular with Hong Kong audiences and ten performances of *Danz Up* were sold out, as were all six performances of *Chinese Lesson*.



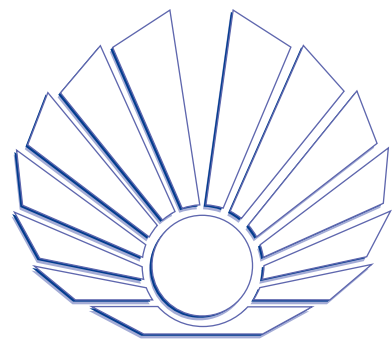
## 2016 FESTIVAL REPORT

### Outreach: PLUS, Young Friends and Educational Activities

PLUS activities were extensive and varied. In addition to master classes, talks and back stage tours, various themed walks with short performances were organised. The annual Distinguished Cultural Leader Talk was delivered by the Artistic Director of the Royal Shakespeare Company, a “*Gin and Jazz*” performance was organised at a jazz bar and a free concert, *Discovering the Brass Beast*, was held at a church for an audience not drawn from the usual concert-going demographic.

Students from 150 secondary schools and 39 tertiary institutions signed up as Young Friends and accounted for approximately 10,800 of those in attendance at 68 Festival events. There were also 30 presentations, 12 talks, and 48 workshops in schools throughout Hong Kong, reaching an audience of nearly 19,000.

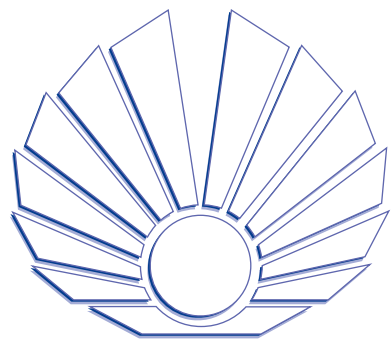
The HKJC continued its sponsorship of special HKJC Student Matinees, and the HKJC Contemporary Dance Series Outreach Project. Educational activities supported by corporate sponsors and charitable foundations further enabled HKAF to increase its reach to young audiences and raise public awareness of this dimension of HKAF’s contribution to the community.



## 2016 FESTIVAL REPORT

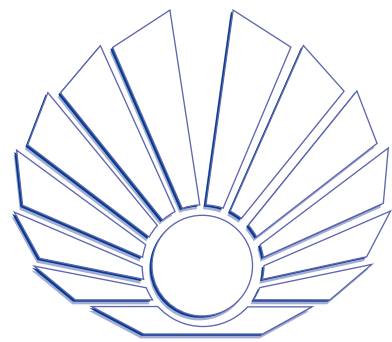
### Marketing and Fundraising

1. Of the 105,119 available tickets, 98,165 tickets were sold, representing an average attendance of 93%.
2. Of the 119 performances, 95 had attendance of over 90%. 79 were at full capacity.
3. The 44th HKAF received wide press coverage, with over 550 articles, reports or listings by media on Festival events, including both online and offline channels. The Festival also attracted non-local coverage from such media as *The Nation*, *People’s Daily*, *China Times*, *Bachtrack*, Shenzhen Radio and *Dance* magazine. Published stories were also found in major publications and websites from Macau, Mainland China, Taiwan, Thailand and the US.
4. Demand for discounted student tickets was high, and around 9,500 half-price tickets were made available to students, supported by donations to the Student Ticket Scheme.
5. The Hong Kong Jockey Club Charities Trust continued its sponsorship of three pillar programmes in The HK Jockey Club Series, the HKJC Student Matinees, the HKJC Contemporary Dance Series, and the Jockey Club Local Creative Talents Series.
6. Other private sector sponsors and donors continued to give generous support, with 25 major sponsors and 6 Patron’s Club members, as well as over 550 individual and institutional donors contributing to the Festival. In-kind support from a variety of sources was also strong, resulting in significant budgetary savings.



## 2016 FESTIVAL REPORT

## FINANCIAL SUMMARY



7. Funding from the Government of Hong Kong SAR, received through the Leisure and Cultural Services Department, remained unchanged for the sixth year.

Total net box office income was \$38.76 million.

Total donation and sponsorship income was \$34.24 million.

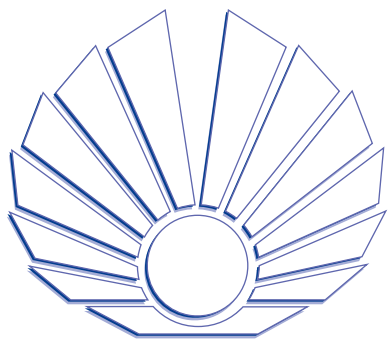
### Finance

The Festival reserve fund is \$34.70 million.

	2013/14	2014/15	2015/16
<b>Income</b>	<b>\$M</b>	<b>\$M</b>	<b>\$M</b>
Government Funding	33.18	33.18	33.18
Box office	39.35	46.07	38.76
Donation	1.85	1.96	1.99
Sponsorship	27.04	30.44	32.25
Other income	4.53	5.20	3.04
	-----	-----	-----
	105.95	116.85	109.22
	=====	=====	=====
<b>Expenditure</b>			
Production costs	21.18	25.29	22.03
Programme costs	59.00	60.91	57.44
Administration	21.03	22.67	24.42
	-----	-----	-----
	101.21	108.87	103.89
	=====	=====	=====
	-----	-----	-----
Surplus	4.74	7.98	5.33
	=====	=====	=====

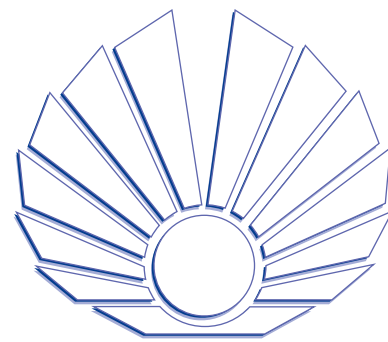
### Note:

1. The financial year of the Society runs from 1 July to 30 June of the following year.
2. "Box office income" figures represent only the income of the Festival Society. Income that goes to co-presenters is not included.
3. "Donation income" represents income from the three donation schemes of the Festival, i.e. Festival Donation Scheme, Student Ticket Scheme and New Works Scheme.
4. "Other income" includes other income derived from fundraising, as well as bank interest, advertising and other sundry items.
5. "Production costs" include marketing costs, sponsorship expenses, ticketing and house programme costs.



## 財政摘要

## 2016 年香港藝術節報告



### 財政年度

	2013/14	2014/15	2015/16
(港元百萬元計)			
<b>收入</b>	<b>\$M</b>	<b>\$M</b>	<b>\$M</b>
政府資助	33.18	33.18	33.18
票房	39.35	46.07	38.76
捐款	1.85	1.96	1.99
贊助	27.04	30.44	32.25
其他收入	4.53	5.20	3.04
	-----	-----	-----
總收入	105.95	116.85	109.22
	=====	=====	=====
<b>支出</b>			
製作費用	21.18	25.29	22.03
節目費用	59.00	60.91	57.44
行政費	21.03	22.67	24.42
特別項目	-----	-----	-----
總支出	101.21	108.87	103.89
	=====	=====	=====
盈餘	4.74	7.98	5.33
	=====	=====	=====

### 注釋：

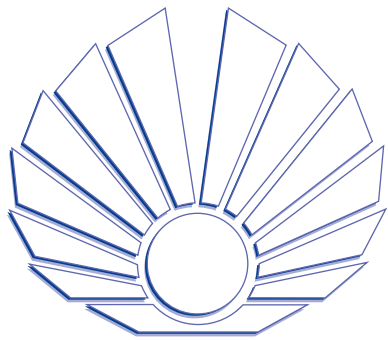
1. 本協會財政年度由 7 月 1 日起至翌年 6 月 30 日止。
2. 票房收入：本表之數字只反映香港藝術節協會的票房收入，並不包括合辦機構收取的票房收益。
3. 捐款收入為「藝術節捐助計劃」、「學生票捐助計劃」及「新作捐助計劃」之收入。
4. 其他收入：其他籌款收益、銀行利息、廣告收入和其他雜項。
5. 製作支出：包括市場推廣費用、贊助活動支出、票務及製作場刊的費用。

### 市場推廣及籌款

1. 公開發售的 105,119 張門票中，成功售出 98,165 張。平均入座率達 93%。
  2. 119 場演出中，95 場入座率逾 90%、79 場滿座。
  3. 第 44 屆香港藝術節獲得媒體大規模報導，透過網絡及傳統媒體渠道共發表逾 550 篇文章及報導藝術節節目及活動。藝術節吸引了海外媒體報導，例如《The Nation》、《人民日報》、《中國時報》、《Bachtrack》、深圳廣播電台和《舞蹈》雜誌等。有關藝術節報導亦見諸澳門、中國內地、台灣、泰國和美國的主要刊物、報章及網站。
  4. 公眾對學生優惠票需求龐大，第 44 屆香港藝術節透過學生票捐助計劃共提供約 9,500 張半價學生票。
  5. 香港賽馬會慈善信託基金繼續贊助了「香港賽馬會藝粹系列」3 個主要節目、香港賽馬會學生專享節目、「香港賽馬會當代舞蹈平台」及「賽馬會本地菁英創作系列」。
  6. 贊助者及捐助者一如往年給予藝術節大力支持，本屆藝術節得到 25 個主要贊助機構及 6 位贊助舍會員與逾 550 位私人和機構捐助者的贊助及捐款。實物贊助者的慷慨支持亦為藝術節節省了大量開支。
  7. 香港特區政府透過康樂及文化事務署提供資助，撥款第六年維持不變。
- 總票房收入為港幣三千八百七十六萬元。
- 總贊助及捐助收入為港幣三千四百二十四萬元。

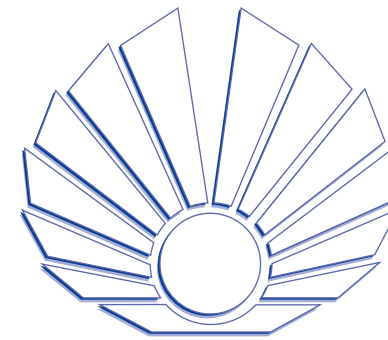
### 財政

藝術節的財政儲備為港幣三千四百七十萬元。



# 2016 年香港藝術節報告

# 目標



## 規模

2016 年第 44 屆香港藝術節成績優秀，豐富優質的節目獲得觀眾的歡迎，以及贊助者和捐助者的大力支持。

逾 1,400 位藝術家參與 119 場演出。演出包括 15 項世界首演及 12 項亞洲首演。

總購票入場觀眾約 109,000 人次，其中包括了 10,800 位藝術節青少年之友會員出席的演出場次和特別項目。此外，共有逾 40 所學校參與了特別舉辦的藝術展演。其他外展及延伸活動更吸引了超過 33,000 人次參加，而展覽活動亦把藝術節帶給估計約 15 萬人次。

## 節目

第 44 屆香港藝術節由芬茲·帕斯卡劇團的雜技戲劇表演《真相奇幻坊》開幕，並由米克洛夫斯基芭蕾舞團以《睡美人》閉幕。

第 44 屆香港藝術節中值得一提的參演團體和節目有：都靈皇家劇院的演出，包括歌劇《父女情深》和分別由諾斯達和阿巴度指揮的兩場音樂會；皇家莎士比亞劇團的歷史劇三部曲；以及萊比錫聖多馬合唱團與萊比錫布業大廳樂團唱奏《聖馬太受難曲》等。星級藝術家陣容包括魯弗斯·溫萊特、奧瑪拉·波圖翁多、羅伯特·豐塞卡、王蓉蓉和尤聲普。安娜·涅翠柯與尤西夫·伊瓦佐夫的亞洲首演，也是第 44 屆香港藝術節的矚目亮點。主要製作則有：柏林廣播電台合唱團《人的安魂曲》及其與優人神鼓合作的《愛人》；韓國國家舞蹈團《墨香》。本地製作廣受香港觀眾歡迎，十場《炫舞場》和六場《論語》均告滿座。

## 外展：加料節目—青少年之友會員及教育活動

今屆藝術節的加料節目全面且多元。除了大師班、講座和後台參觀，更舉辦了配合小型聖樂演奏會的文化導賞遊。年度傑出文化領袖講座則由皇家莎士比亞劇團藝術總監格雷格·多蘭主講。亦在一間爵士酒吧舉辦了「醉人爵士樂」；「繽紛銅管樂派對」免費音樂會，則在教會內為鮮有機會接觸藝術表演的觀眾而舉辦。

來自 150 間中學和 39 間高等院校的學生登記成為青少年之友會員，並出席了 68 場藝術節演出、共 10,800 人次。藝術節期間更在香港不同學校展開了 30 場藝術展示、12 場講座和 48 場工作坊，出席者人次接近 19,000。

香港賽馬會繼續贊助學生專享節目和「香港賽馬會當代舞蹈平台」的外展計劃。由其他企業和慈善基金所贊助、專為學生而設的藝術教育活動則協助香港藝術節吸引更多的年輕觀眾。

## 使命

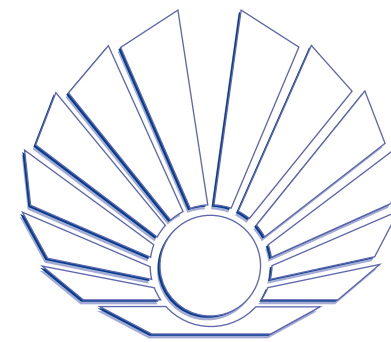
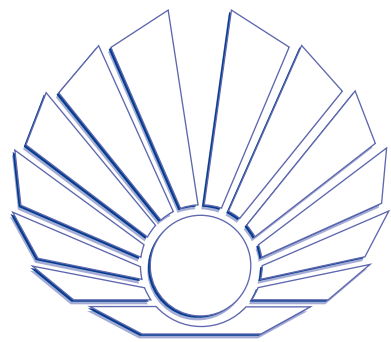
- 舉辦一個高水平的藝術節，得以：
  - 豐富香港文化生活；
  - 產生催化作用，引起大眾對藝術的興趣；
  - 促進文化交流。

## 節目安排

- 呈獻一個兼收并蓄的藝術節，涵蓋：
  - 介紹最新藝術趨向的節目；
  - 具創意及可激發本地藝術節發展的節目；
  - 本港難得一見的製作。
- 安排上演世界各地（包括中國內地）的節目，以維持藝術節作為重要國際藝術節的地位。
- 推介本地傑出人才，特別著重：
  - 新作品；
  - 特別為藝術節製作的演出；
  - 凸顯香港文化特色的節目。

## 財政

- 確保藝術節的持續發展；
- 門票收入最少能達到八成；
- 爭取贊助和其他收入來源。



	頁	
* 目標.....	2	
* 2016 年香港藝術節報告		本年報旨在向香港藝術節協會的資助機構
• 規模.....	3	
• 節目、加料節目、市場推廣、 贊助及門票.....	3-4	和支持者簡介本協會的宗旨，并匯報 2016
* 財政摘要.....	5	年香港藝術節的成績。



# 香港藝術節

二〇一五至二〇一六年度  
年報



香港藝術節協會有限公司