

To : Secretariat, Mega Events Fund Assessment Committee
Tourism Commission,
22/F, West Wing, Central Government Offices,
2 Tim Mei Avenue, Tamar, Hong Kong

(Official Use Only)

Date of Receipt : _____

Reference No. : _____

Email : mefsecretariat@cedb.gov.hk

Fax : (852) 2121 8791

**Application Form for
Mega Events Fund (MEF)
(for Funding Support under Tier-2)**

(3rd Round Application: September 2013)

1. Please read and comply with the provisions therein the **Guide to Application for MEF (for Funding Support under Tier-2)** available at the Tourism Commission's website at <http://www.tourism.gov.hk/english/mef/mef.html> carefully before completing this application form.
2. Applicants must be the organizer of the proposed mega arts, cultural, sports or entertainment event. If the proposed event will be organized by two or more organizations, the principal or lead organization should fill in this form, and a joint application should be submitted.
3. Please attach supplementary sheet(s) if more space is required.
4. Applicants wishing to apply for the MEF for more than one event should complete a separate application form for each individual event.
5. The personal data provided in the applications and related supporting documents and supplementary information will be used by Government and the MEF Assessment Committee for the following purposes:
 - (a) processing and assessing the applications, conducting relevant checks, and authenticate the applications for the MEF;
 - (b) payment of the MEF funding;
 - (c) preparing statistics and research;
 - (d) arranging public announcement and publicity;
 - (e) meeting any disclosure requirements;
 - (f) monitoring the performance of the agreement(s) and evaluating the funded events;
 - (g) taking any remedial or follow-up action on the funded events; and
 - (h) purposes relating to the above.
6. Your provision of all the personal data requested in the applications is obligatory. Your applications may not be considered if you fail to provide all information as requested. Subject to exemptions under the Personal Data (Privacy) Ordinance (Cap. 486), you have the right of access and correction with respect to your personal data. If you wish to exercise such a right, please contact the Secretariat, MEF Assessment Committee.
7. Wherever possible applicants should endeavour to provide all information requested in this form and attach relevant supporting documents to facilitate assessment of the applications.
8. Applicants should notify the Secretariat immediately in respect of any material variation or modification to the proposed event including change of implementation timetable, event scope, contents or nature, or change to the approved budget, cash-flow projection, or change of the key personnel of the event team.

Event Title	(Eng)	
	(Chi)	
Applicant(s)	(Eng)	
	(Chi)	

MEF 09/2013

 Please put a tick in the appropriate box(es)

Please delete as appropriate

Section A – The Proposed Event¹	
1. Event Title	
(Eng)	
(Chi)	
2. Event Nature	
<input type="checkbox"/> Arts event <input type="checkbox"/> Cultural event <input type="checkbox"/> Sports event <input type="checkbox"/> Entertainment event	
3. Event Date and Venue	
(a) Event Date <i>(day/month/year)</i>	
From	/ / To / / <input type="checkbox"/> Proposed <input type="checkbox"/> Confirmed
(b) Commencement Date for the organization of the event <i>(day/month/year)</i> / /	
(c) Event Venue(s)	
Venue Name	
Venue Address	
Has the venue(s) been confirmed? <input type="checkbox"/> Yes <input type="checkbox"/> No	
4. Event Summary	
<i>(Please state the scale, nature, status and significance of the event, as well as whether the content of the event contains an international element.)</i>	
5. Event Objective(s)	
<i>(Please state concisely, preferably in point form, the objectives that the event aims to achieve.)</i>	

¹ Only mega arts, cultural, sports or entertainment events proposed to be organized in Hong Kong on or before 31 March 2017 will be considered by the MEF for funding support under Tier-2. Examples of entertainment events are street parade, beer festival, pop concert, fashion show, etc.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

6. Operational and Business Plan – Implementation Plan

(a) Please provide the implementation plan in detail.

(b) Key Implementation Stages

Stage <i>(please name or number the stage(s))</i>	Period <i>(day/month/year)</i>	Key Milestones / Key Deliverables
	/ / to / /	

7. Marketing and Promotion Strategy of the Event

(a) Please describe the channels / means for promotion, both locally and outside Hong Kong.

(b) Sales and ticketing methods.

MF09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

(c) Others (if applicable).

8. Description of Event Deliverables

(Please provide details for event deliverables e.g. total number of visitors / Mainland and overseas participants to be attracted to the event, their expected length of stay, economic and tourism benefits to be generated for Hong Kong, promotion plan (both locally and outside Hong Kong), number of non-local reporters, frequency of local and non-local media coverage etc.)

Number of people involved	Local	Visitors	Total
<i>Participants</i> <i>(e.g. players/ coaches/agents)</i>			
<i>Spectators/Audience</i>			
<i>Reporters</i>			
Total			
Expected length of stay of visitors			
<i>Participants</i>			
<i>Spectators/Audience</i>			
<i>Reporters</i>			
Economic and tourism benefits to be generated by the event			
Estimated job opportunities directly created by the event and details <i>(number, nature and duration of the jobs)</i>			

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

<p>(a) Please state in clear and specific terms, the justifications for the event including the tangible and intangible benefits and contributions of the event to Hong Kong including the following areas:</p>
<p>(1) How can the event generate economic benefits to Hong Kong, particularly on the promotion of tourism?</p>
<p>(2) How can the event attract Mainland and overseas participants?</p>
<p>(3) How can the event attract visitors and extend their length of stay in Hong Kong?</p>
<p>(4) How can the event raise the profile of Hong Kong internationally?</p>
<p>(5) How can the event help in Hong Kong's city branding work?</p>
<p>(6) How can the event attract local and non-local media coverage?</p>
<p>(7) Other justifications:</p>

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

(b) If there are similar events in the community or you have organized similar events in the past, please illustrate the edges of the proposed event.

9. Evaluation Method(s)

(a) Please state (a minimum of 3) proposed performance indicators of the event.

(b) Please state the evaluation methods (e.g. scoring of feedback survey(s), number of media reports etc.) to be used for assessing the effectiveness of the event. Evaluation in relation to each performance indicator, deliverable/target and/or key milestone is preferred.

10. Risk Assessment

(a) Please list the most probable risks to which the event may be subject.

(b) Please state the proposed risk control / contingency plan.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

11. Staffing / Key personnel for organizing and implementing the event

Please give details on the key personnel for organizing and implementing the event.

(A) Event Co-ordinator		(B) Deputy Event Co-ordinator	
Name (Eng) (Mr/Ms/Prof/Dr)#		Name (Eng) (Mr/Ms/Prof/Dr)#	
Name (Chi)		Name (Chi)	
Post Title		Post Title	
Organization		Organization	
Address		Address	
Tel No.		Tel No.	
Fax No.		Fax No.	
Email Address		Email Address	
Website		Website	

Please describe the experience, expertise and track record of the Event Co-ordinator and Deputy Co-ordinator in the organization and implementation of events.

Please provide a brief description of other supporting staff including their responsibilities.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

Section B – Financial Viability of the Event

1. Budget of the Event

(a) Income / Contribution from Applicant(s) and Sponsorship from other sources² (Value in HK\$)

Item(s) ³ (Please itemize, as appropriate)	Form of Contribution (Cash/Manpower/Sponsorship in kind)	First 12 months	Remaining period	Total	Remarks
		/ to / (mm/yy)	/ to / (mm/yy)		
(A) Box Office					
(B) Sponsorships / Donations ⁴					
(C) Others (Please specify, e.g. advertisements, TV broadcasting fees, etc.)					
Applicant's Contribution (A) + (B) + (C)					
(D) Other public funding					
(E) Amount of MEF money required					
Total Income (A)+(B)+(C)+(D)+(E)					

Detailed Explanation

(Please provide details for each income item, including how would you raise income from the events.)

(A) Box Office

² Applicants are required to provide funding from their own sources and/or from other sources (such as contributions or sponsorships from third-parties) to meet at least **50%** of the total actual event cost. Applicants should also explain whether and how they would raise income such as charging admission fees from the events. Please provide documentary proof of contribution from the Applicant(s) and secured sponsorship (in cash and in kind) from other sources. Please note that the Government's total contribution (including MEF's support) must not exceed 50% of the total cost of the event.

³ Revenues generated from the event should be itemized and show calculation.

⁴ Applicants should submit documentary proof on the secured sponsorship (in cash and in kind). For in kind sponsorship, please also provide proof to demonstrate that the claimed values of the sponsored items or services are comparable with the market prices.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

(B) Sponsorships / Donations *(Please list out the items separately with details. e.g. are they in cash or in kind? What are the categories (services, food and beverages, accommodation, transportation, manpower, consumable items etc.)? Please also provide appropriate documents to demonstrate that the claimed values of the sponsored items or services are comparable with market prices.)*

(C) Others *(Please list out items separately, such as funding from your own sources, advertisements, TV broadcasting income, etc.)*

(D) Other Public Funding *(Please provide the sources and whether they have been secured / approved)*

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

Detailed Explanation (Please provide justifications and breakdown for each expenditure item.)								
(A) Manpower								
(B) Equipment (Please also specify whether the Applicant(s) possesses similar equipment and, if so, the reason why the existing equipment cannot be deployed for this event.)								
(C) Other Direct Costs (Please list out items separately)								
(c) Cash flow projection ⁹ (Value in HK\$)								
	First 12 months				Remaining Period			
	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr	1 st Qtr	2 nd Qtr	3 rd Qtr	4 th Qtr
Period (mm/yy)	/ to /	/ to /	/ to /	/ to /	/ to /	/ to /	/ to /	/ to /
Receipts								
MEF funds applied								
Other income								
Sub-total (A)								
Payments								
Expenses								
Sub-total (B)								
Net cash flow requirement (A) – (B)								
(d) Will you still proceed with organizing the proposed event without MEF funding support? <input type="checkbox"/> Yes <input type="checkbox"/> No								

⁹ Please state the cash flow projection assuming that the total amount of the Funds applied for was approved.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

2. Other Funding Information ^{10 and 11}

Is the event a new event or an existing event?

New event

Existing event

If it is a **new** event, has public funding been earmarked under other HKSAR Government funding sources / schemes for the event, or have you sought / going to apply for funding / financial support from other Government department(s) or public funding source(s)/schemes?

Yes

No

If Yes, please provide the details.

If it is an **existing** event, was it financially self-sufficient in the past?

Yes

No

If Yes, please provide the details.

(Please provide evidence on separate sheets, including an attachment of audited financial statements / management accounts of the event in the last 3 years (if any).)

If it is an **existing** event receiving government funding or has normally been earmarked with public funding, please provide the details, and elaborate what are the details of the additional activities you are going to organize. How would you plan to significantly enlarge the scale of the upcoming event or significantly raise its international profile vis-à-vis the past event(s)?

(Please provide full justification and evidence on separate sheets, including a comparison with the past event(s) in terms of budget involved, deliverables and scale.)

If it is an **existing** event which has been financially self-sufficient, what are the details of the additional activities you are going to organize? How would you plan to significantly enlarge the scale of the upcoming event or significantly raise its international profile vis-à-vis the past event(s)?

(Please provide full justification and evidence on separate sheets, including a comparison with the past event(s) in terms of budget involved, deliverables and scale.)

¹⁰ An event for which public funding will normally be earmarked under other HKSAR Government funding sources/schemes will **NOT** be considered under the MEF **UNLESS** full justification is given to the satisfaction of the Assessment Committee and the Controlling Officer of the MEF that the additional funds sought will be deployed strictly to organize additional activities to significantly enlarge the scale of the event or significantly raise its international profile.

¹¹ An existing event which is financially self-sufficient will **NOT** be considered under the MEF **UNLESS** full justification is given to satisfaction of the Assessment Committee and the Controlling Officer of the MEF that the additional funds sought will be deployed strictly to organize additional activities to significantly enlarge the scale of the event or significantly raise its international profile.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

3. Control

Please list out measures of cost/budget control of the event. *(Please also state who will be responsible for carrying out the cost control measures of the event and his/her qualifications, experience and track records.)*

MEF 09/2013

- Please put a tick in the appropriate box(es)
- # Please delete as appropriate

Section C – Particulars of the Applicant¹²

In case of a joint application, the principal applicant should fill in this form and supply all necessary information with the consent of the joint applicant(s).

1. Information of the Organization			
Name	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			
Website			
2. Name and Details of the Contact Person			
Name	(Eng)		
	(Mr/Ms/Prof/Dr)* (Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			
3. Registration Information			
The status under which the Applicant is registered : <i>(Please attach the related documentary proof, and provide photocopy of relevant registration certificates and the Constitution of Society / Company's Memorandum and Articles of Association, whichever is applicable.)</i> <i>(Please provide documentary evidence on the non-profit-making status and bona fide nature of the organization, including an attachment of audited financial statements / management accounts of the organization in the last 3 years (if any).)</i>			
<input type="checkbox"/> Charitable institution or trust of a public character under section 88 of the Inland Revenue Ordinance (Cap. 112)			
<input type="checkbox"/> The Societies Ordinance (Cap. 151)			
<input type="checkbox"/> The Companies Ordinance (Cap. 32)			
<input type="checkbox"/> Other Ordinances <i>(Please specify)</i> :			
Date of establishment		Number of Members	

¹² Only registered local bona-fide non-profit-making organizations, such as sports organizations, non-governmental organizations, arts associations / arts festivals, chambers of commerce, etc., are eligible to apply:-

(a) Applicant(s) should be registered in Hong Kong under the Societies Ordinance (Cap. 151), or incorporated under the Companies Ordinance (Cap. 32), or formed by statute in Hong Kong, or registered on the list of approved charitable institutions or trusts of a public character under the Inland Revenue Ordinance (Cap. 112); and

(b) Applicant(s) are required to provide documentary evidence on their non-profit-making status and bona fide nature to the satisfaction of the MEF Assessment Committee.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

<p>History and background of the organization</p>	
<p>Aims / Objectives of the organization</p>	
<p>Core services and activities of the organization</p>	

MEF 09/2013

- Please put a tick in the appropriate box(es)
- # Please delete as appropriate

<p>Governance structure of the organization (with names of Board Members and Senior Management, and an organization chart)</p>			
<p>Experience(s) in running events of similar scale (if any), and elaborate how to support these events in human resources, financial and technical aspects.</p>			
<p>4. Other applications submitted by the applicant in this round of application or in the last 12 months</p>			
<p><input type="checkbox"/> No <input type="checkbox"/> Yes (please specify the event title and application date) :</p>			
<p>Please fill in the following sections if this is a joint application and use a separate sheet for each of the joint applicant.</p>			
<p>5. Information of the joint applicant(s)</p>			
<p>Name (Eng)</p>			
<p>(Chi)</p>			
<p>Address (Eng)</p>			
<p>(Chi)</p>			
<p>Tel No.</p>		<p>Fax No.</p>	
<p>Email Address</p>			
<p>Website</p>			

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

6. Contact Person of the joint applicant(s)			
Name	(Eng)		
(Mr/Ms/Prof/Dr)*	(Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			
7. Registration Information of the joint applicant(s)			
The status under which the joint applicant(s) is registered :			
<i>(Please attach the related documentary proof, and provide photocopy of relevant registration certificates and the Constitution of Society / Company's Memorandum and Articles of Association, whichever is applicable.)</i>			
<i>(Please provide documentary evidence on the non-profit-making status and bona fide nature of the organization, including an attachment of audited financial statements / management accounts of the organization in the last 3 years (if any).)</i>			
<input type="checkbox"/> Charitable institution or trust of a public character under section 88 of the Inland Revenue Ordinance (Cap. 112)			
<input type="checkbox"/> The Societies Ordinance (Cap. 151)			
<input type="checkbox"/> The Companies Ordinance (Cap. 32)			
<input type="checkbox"/> Other Ordinances <i>(Please specify):</i>			
Date of establishment		Number of Members	
History and background of the organization			

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

<p>Aims / Objectives of the organization</p>	
<p>Core services and activities of the organization</p>	
<p>Governance structure of the organization (with names of Board Members and Senior Management, and an organization chart)</p>	

MEF 09/2013

- Please put a tick in the appropriate box(es)
- # Please delete as appropriate

<p>Experience(s) in running events of similar scale (if any), and elaborate how to support these events in human resources, financial and technical aspects.</p>	
<p>Nature and details of collaboration with the principal applicant</p>	
<p>Responsibility of the joint applicant(s)</p>	
<p>8. Other applications submitted by the joint applicant(s) in this round of application or in the last 12 months</p>	
<p><input type="checkbox"/> No <input type="checkbox"/> Yes (please specify the event title and application date) :</p>	

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

Please fill in the following sections if a company / person (whether profit-making or not) is / will be engaged as an agent of the applicant(s) to implement the event and / or handle public relations matters. If there are more than one agent handling different aspects of the event, please use a separate sheet for each of the agents.

9. Information of the Agent			
Name	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			
Website			
10. Name and Details of Contact Person of the Agent			
Name	(Eng)		
	(Mr/Ms/Prof/Dr)* (Chi)		
Post Title	(Eng)		
	(Chi)		
Address	(Eng)		
	(Chi)		
Tel No.		Fax No.	
Email Address			
Background and management structure of the Agent			

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

<p>Track records of the Agent in event's implementation and/or handing publicity matters</p>	
<p>Nature and details of services / expertise provided to the event</p>	

Section D – Other Considerations

1. Please state the major source(s) of income of your organization.

2. Please illustrate your capability to deliver the proposed event by detailing your organization's human, financial and technical resources.

3. Please mention other relevant information in support of this application.

MEF 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

Section E – Declaration

- (a) We certify that all information provided in this application, the accompanying information, and the information provided in the future (including all annexes, attachments, supplementary information and revisions) are true and accurate. We understand that giving any false or inaccurate information or withholding any material information will render the application null and void. We undertake to inform the Secretariat immediately if there are any subsequent changes to the above information.
- (b) We declare that if the application is approved, utmost dedication and determination will be given to complete and monitor the event according to the proposal stated in this application.
- (c) We certify that the organization and implementation of the proposed event, and the use or possession by the Government and its authorised users, assigns and successors-in-title of any materials provided by us does not and will not infringe any intellectual property rights of any party.
- (d) We agree that information provided in this application will be used by the Government to process this application and related purposes. We authorize the MEF Assessment Committee Secretariat to handle the personal data/information provided in this application for these purposes.
- (e) We agree that information contained in this application and subsequent submissions (including all its appendices, attachments, supplements and revisions) may be used or disclosed for public announcement and publicity.
- (f) We have read the Guide to Application for MEF (for Funding Support under Tier-2) and will comply with the provisions therein.
- (g) We understand that any false declaration in this application form would lead to termination of funding agreement under the MEF, refund of any funds given, and the possibility of being prosecuted.

Authorised signature with organization chop
(For and on behalf of the Applicant Organization)

Name of signatory
(in block letter)

Name of Applicant Organization

Position / Post Title

Date

If this is a joint application, the joint applicants should complete the following part.

Authorised signature with organization chop
(For and on behalf of the Joint Applicant
Organization)

Name of signatory
(in block letter)

Name of Joint Applicant Organization

Position / Post Title

Date

MI:F 09/2013

Please put a tick in the appropriate box(es)

Please delete as appropriate

Checklist for Submission of Application

- The original application form has been completed and duly signed by the applicant and (if applicable) the joint applicant(s).
- Provision of documentary proof of the registration information of the applicant (with relevant registration certificates and related documents, including the Constitution of Society / Company's Memorandum and Articles of Association, whichever is applicable) and that of the joint applicant(s) (if applicable).
- Provision of documentary proof on the non-profit-making status and bona fide nature of the applicant and that of the joint applicant(s) (if applicable).
- Provision of the list of the board of directors and Senior Management, and organization chart of the applicant and that of the joint applicant(s) (if applicable).
- Provision of documentary proof of contribution from the applicant(s) and sponsorship from other sources towards the event's budget.
- Provision of documentary proof of the secured sponsorship (in cash and in kind).
- For in kind sponsorship, provision of proof to demonstrate that the claimed values of the sponsored items or services are comparable with the market prices.
- Provision of justification and documentary evidence on other funding information of the event as requested in Section B2 (page 12) of the application form (if applicable).
- 2 copies of the completed application form plus 2 copies each of the above supporting documents / information are attached.
- 1 disk copy of the completed application form (together with supporting documents / information) is attached.

Methods of Submission of Application

The original completed application form together with the above documents, copies and disk copy should reach the Secretariat, MEF Assessment Committee by post or in person at *Tourism Commission, 22/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong* **by 12 noon of 4 October 2013.**

- END -

MEF 09/2013

- Please put a tick in the appropriate box(es)
- # Please delete as appropriate

Mega Events Fund
Guide to Application
(for Funding Support under Tier-2)

Table of Contents

	<u>Page</u>
I. Introduction	3
1.1 Background	3
1.2 Objectives of the Fund	3
II. Application for Funding Support under Tier-2	4
2.1 Eligibility Criteria	4
2.2 Application Procedures	5
2.3 Deadline for Submission	6
2.4 Methods of Submission of Application	6
2.5 Enquiries during the Application Period	7
III. Assessment of Applications	7
3.1 Assessment Committee	7
3.2 Assessment Procedures	8
3.3 Notification of Results and Offer Letter	10
IV. Funding Support	11
4.1 Funding Support for Tier-2 Events	11
4.2 Acknowledgement of the Funding Support	13
4.3 Contractual Requirements	14
4.4 Payment Arrangements	17
4.5 Project Account	18
4.6 Surplus or Deficits and Application for Retention of Operating Surplus	19
4.7 Books of Accounts and Records	22
4.8 Equipment	22
4.9 Use of Information	23
4.10 Procurement of Equipment, Services and Staff Employment	24
4.11 Insurance	26
V. Monitoring Mechanism	27
5.1 Progress Reports and Evaluation Reports	27
5.2 Monitoring Visits and Meetings	29
VI. Intellectual Property Rights and Personal Data	30

Annex – Personal Information Collection Statement

Note :

This Guide should be read in conjunction with the Tier-2 Events Application Form.

The content of this Guide may be reviewed and updated from time to time. Up-to-date version of this Guide is available at the Tourism Commission (TC)'s website (<http://www.tourism.gov.hk/english/mef/mef.html>).

Mega Events Fund
Guide to Application
(for Funding Support under Tier-2)

(Note : This Guide should be read in conjunction with the Tier-2 Events Application Form.)

I. Introduction

1.1 Background

1.1.1 In his 2012-13 Budget, the Financial Secretary proposed to allocate \$150 million to the Mega Events Fund (the Fund / MEF) and extend its operation for five years under a two-tier scheme. Funding approval has subsequently been obtained from the Legislative Council in April 2012.

1.1.2 Under the two-tier scheme, Tier-1 is a mechanism to attract internationally-acclaimed mega events to Hong Kong, and Tier-2 aims to provide funding support to local non-profit-making organizations to host events which are of potential to become mega events in Hong Kong.

1.1.3 This Guide is to provide information to applications for funding support under Tier-2. In this Guide, unless the context otherwise requires, terms defined and expressions used in this Guide shall bear the meanings set out in the Tier-2 Events Application Form. Information on Tier-1 should refer to the TC's website (<http://www.tourism.gov.hk/english/mef/mef.html>).

1.2 Objectives of the Fund

The Fund aims to promote tourism, raise the profile of Hong Kong internationally and promote Hong Kong as an Events Capital of Asia.

II. Application for Funding Support under Tier-2

2.1 Eligibility Criteria

- 2.1.1 Subject to paragraph 2.1.3, the applicant must be a registered¹ non-profit-making organization (i.e. a local bona-fide non-profit-making organization, such as sports organization, non-governmental organization, arts association / arts festival, chamber of commerce, etc.) that will host mega arts, cultural, sports or entertainment events² in Hong Kong for the period up to 31 March 2017.
- 2.1.2 Subject to paragraph 2.1.3, the applicant must be the organizer of the proposed mega event, and will be required to provide documentary evidence on its non-profit-making status and bona fide nature to the satisfaction of the MEF Assessment Committee (“the AC”).
- 2.1.3 Joint application (i.e. application jointly made by two or more local non-profit-making organizations) is allowed, but a principal or lead organization must be identified and be responsible for the application. Paragraphs 2.1.1 and 2.1.2 above are also applicable to joint applicants. All applicants should state clearly their respective responsibilities in the Application Form.
- 2.1.4 The proposed arts, cultural, sports or entertainment event in the application should :
- (a) raise the profile of Hong Kong internationally, create a branding impact, attract visitors to come to Hong Kong specifically for the event and/or lengthen their stay in Hong Kong and generate media coverage (both local and non-local);

¹ The applicant should be registered in Hong Kong under the Societies Ordinance (Cap. 151), or incorporated under the Companies Ordinance (Cap. 32), or formed by statute in Hong Kong, or registered on the list of approved charitable institutions or trusts of a public character under the Inland Revenue Ordinance (Cap. 112).

² Examples of entertainment events include street parade, beer festival, pop concert, fashion show, etc.

- (b) be of a considerable scale. The total number of people involved (including participants, spectators and reporters) in the proposed mega arts, cultural, sports or entertainment event should be 10 000 or more;
- (c) contain a non-local element and include participants / spectators from the Mainland and overseas; and
- (d) allow participation by the local public of Hong Kong.

2.1.5 An event for which public funding will normally be earmarked under other Government funding sources / schemes will not be considered unless full justification is given to the satisfaction of the AC and the Controlling Officer³ that the additional funds sought will be deployed strictly for organizing additional activities to significantly enlarge the scale of the event or significantly raise its international profile.

2.1.6 Existing events which are financially “self-sufficient” will not be considered unless full justification is given to the satisfaction of the AC and the Controlling Officer that the additional funds sought will be deployed strictly to organize additional activities to significantly enlarge the scale of the event or significantly raise its international profile.

2.1.7 The proposed event should have no additional recurrent cost implication for the HKSAR Government.

2.2 Application Procedures

2.2.1 When applications for the MEF under Tier-2 are invited, it will be announced through the media and the TC’s website (<http://www.tourism.gov.hk/english/mef/mef.html>).

2.2.2 Applications should be made on the MEF’s Application Form (for funding support under Tier-2) of the appropriate round.

³ The Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) (PSCIT) is the Controlling Officer of the Fund.

- 2.2.3 The up-to-date Application Form can be downloaded from the TC's website (<http://www.tourism.gov.hk/english/mef/mef.html>).
- 2.2.4 This Guide to Application and some frequently-asked questions can be downloaded from the TC's website (<http://www.tourism.gov.hk/english/mef/mef.html>).
- 2.2.5 Applicants wishing to apply for the Fund for more than one event should complete a separate application form for each individual event.
- 2.2.6 Not more than 3 applications may be submitted by each applicant during a 12-month period.
- 2.2.7 Applicants may write to the MEF AC Secretariat to withdraw an application before the agreement (see section 4.3 below) is signed. Such withdrawal is irrevocable.

2.3 Deadline for Submission

- 2.3.1 Deadline for each round of invitation for application under Tier-2 will be set separately. Please refer to the TC's website (<http://www.tourism.gov.hk/english/mef/mef.html>).
- 2.3.2 The deadline for the third round of application under Tier-2 will be **12 noon on 4 October 2013**. Late application or application with incomplete details will not be considered.

2.4 Methods of Submission of Application

- 2.4.1 To make an application, the following documents should reach the MEF AC Secretariat at the following address : *Tourism Commission, 22/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong*, during ordinary business hours (9:00 a.m. to 5:30 p.m.) from Monday to Friday (other than a general holiday) on or before the application deadline :

- (a) original completed Application Form plus two copies of the completed form;

- (b) a disk copy of the completed Application Form (together with supporting documents / information);
- (c) documentary proof of eligibility to apply (please refer to paragraphs 2.1.1 and 2.1.2 above);
- (d) three copies of relevant registration documents;
- (e) three copies of other supporting documents / information as required in the Application Form; and
- (f) any other additional information relevant to the application.

2.4.2 Applicants may be required to submit additional or supplementary information to support their application. They should provide the MEF AC Secretariat with the requested clarification, information and documents from time to time.

2.5 Enquiries during the Application Period

2.5.1 Applicants may contact the MEF AC Secretariat at telephone no. 2810 2500, fax no. 2121 8791 or email address : mefsecretariat@cedb.gov.hk for enquiries and assistance.

2.5.2 Information provided in response to enquiries received by the MEF AC Secretariat may be shared without notice to the applicants with other individuals or organizations as the MEF AC Secretariat considers necessary.

III. Assessment of Applications

3.1 Assessment Committee

3.1.1 The AC, comprising representatives from Government bureaux / departments and non-official members with experience in relevant fields, has been appointed to consider the applications and related matters.

- 3.1.2 To avoid conflict of interest, all members of the AC need to comply with the Guidelines of declaration of interests and related conduct drawn up under the advice of the Independent Commission Against Corruption (ICAC) of Hong Kong.
- 3.1.3 For the purpose of considering and assessing applications, applicants may be invited to present their proposals to the AC, arrange necessary site visits and/or meetings for members of the AC or their representatives, as appropriate.
- 3.1.4 The offer of an advantage to any government officers or members of the AC with a view to influencing the outcome of an application is an offence under the Prevention of Bribery Ordinance (Cap. 201). Any such offer by an applicant or his employee(s) or agent(s) will also render the application null and void.

3.2 Assessment Procedures

- 3.2.1 All Application Forms together with the information and supporting documents submitted with them will be acknowledged by the MEF AC Secretariat.
- 3.2.2 The MEF AC Secretariat will screen an application to ascertain whether it meets all eligibility criteria. Applicants may be requested to provide clarification and/or supplementary information on the application.
- 3.2.3 In assessing an application, particularly with regard to the technical and financial feasibility, operational plan and budget of the proposed event, the AC may invite assistance from independent experts of relevant fields. Such experts will be required to disclose any actual, potential or perceived conflict of interest in relation to the application to the Government. An offer of advantage to the experts with a view to influencing the outcome of the applicants is an offence under the Prevention of Bribery Ordinance (Cap. 201). The AC will also seek comments from relevant Government bureaux / departments or

relevant organizations, such as the Hong Kong Tourism Board (HKTB) on the application. The applicant may be required to provide all relevant financial and related information of the event to the AC, and if the AC considers necessary for the purpose of assessing the application, such information may be disclosed to third party experts, the relevant Government bureaux / departments or relevant organizations without notice to the applicants.

3.2.4 In considering an application, the AC will take into account the following :

- (a) economic benefits of the proposal, such as the number of Mainland and overseas visitors to be brought to the event, their likely length of stay, and the number of jobs to be created;
- (b) public relations and other benefits of the proposal, such as the event's ability to raise Hong Kong's international profile and the number of media reports / coverage that will be generated within and outside Hong Kong, and their publicity value;
- (c) technical and project management capability of the applicant (including human, financial and technical resources), background and governance structure of the applicant, track record and past performance of the applicant, including the effectiveness of past projects;
- (d) whether the proposed schedule of implementation is practicable and reasonable;
- (e) whether the proposed operational plan and budget are prudent and realistic, with justifications for the proposed income and expenditure items;
- (f) the proposed performance indicators of the event;
- (g) the alternative sources of funding for the event; and
- (h) other factors which the AC considers relevant.

- 3.2.5 Taking into account the recommendations of the AC, the Controlling Officer may, in his absolute discretion, decide whether or not to approve an application; the appropriate amount of MEF funding to be approved; and the appropriate terms and conditions to apply to individual events.
- 3.2.6 The Controlling Officer may decide, on the recommendations of the AC, to impose additional terms and conditions in the agreement(s). The Controlling Officer may also stipulate specific terms and conditions on the use of the allocated MEF funding.

3.3 Notification of Results and Offer Letter

- 3.3.1 Under normal circumstances, applicants will be notified of the results of the application in writing within 3 to 4 months after the closure of application.
- 3.3.2 If an application is rejected, the decision is final and absolute. There is no appeal mechanism, but an applicant that failed in the selection may submit a fresh application for another round of selection later on.
- 3.3.3 A letter will be sent to the successful applicant (“The Letter”). The Letter will set out the maximum amount of MEF funding to be offered and the major terms and conditions of the proposed funding.
- 3.3.4 The successful applicant will be required to sign and return a reply slip attached to the Letter to the MEF AC Secretariat within the specified period of time if it accepts the proposed MEF funding on the major terms and conditions set out in the Letter.
- 3.3.5 Once the reply slip is signed by the successful applicant and received by the Government, subject to the satisfaction of the conditions set out in the Letter, the Government may, in its sole discretion and without prior notice to the successful applicant, announce the details of the funded Tier-2 event and the identity

of the successful applicant publicly and prepare the agreement(s) for execution by the relevant parties.

- 3.3.6 In the event that the proposed event requires compliance with certain statutory requirements under the Laws of Hong Kong or other permission, approvals or requirements of the relevant bodies or authorities, it is the responsibility of the relevant applicant to submit the necessary application and obtain the required approval from the relevant bodies or authorities.
- 3.3.7 Under the above circumstances or any other circumstances the AC and the Controlling Officer consider appropriate, the Letter issued to a successful applicant may be conditional, subject to the completion of the additional required formalities within a specified period of time, or approval-in-principle may be given to the application subject to completion of additional procedures within a specified period of time.
- 3.3.8 If an applicant subsequently failed to complete the procedures, the AC and the Controlling Officer reserves the right to withdraw the Letter.
- 3.3.9 Under no circumstances will the Government or the AC accept liabilities for compensation to the applicant.
- 3.3.10 Neither the Government nor the AC is bound to accept or support any application submitted.

IV. Funding Support

4.1 Funding Support for Tier-2 Events

- 4.1.1 The MEF funding provided should solely be used to support the selected Tier-2 event.

- 4.1.2 The Government's total financial contribution (including the MEF funding) to a Tier-2 event shall be capped at 50% of the event's total cost.
- 4.1.3 Applicants will be required to provide funding from their own sources and / or other sources (such as box office or sponsorships from third-parties) which will amount to at least 50% of the event's total cost.
- 4.1.4 Applicants should explain whether and how they would raise income (such as charging admission fees or soliciting sponsorships). Applicants should set out clearly in the Application Form the amount of funding to be provided by them and their sources (including secured sponsorship, in cash or in kind, from the commercial sector).
- 4.1.5 Applicants will be required to submit documentary proof on the secured sponsorship, in cash or in kind. For in-kind sponsorships, applicants should also submit proof to demonstrate that the claimed values of the sponsored items or services are comparable with the market prices.
- 4.1.6 Subject to the written approval of the Government, applicants must not seek and/or accept any non-Government financing / donations / sponsorships which may jeopardize the image or reputation of the Government, the AC or the event.
- 4.1.7 In general, the MEF funding provided may be used to meet the expenses incurred directly in the event. The AC may specify that funding approved should be used for purposes such as to secure exposure, publicity and third party endorsement for Hong Kong, enrich the content of the event and facilitate tourist attendance.
- 4.1.8 Generally speaking, cost of additional manpower directly incurred for the event, cost of procuring or leasing of equipment for implementing the event, venue rental cost directly incurred for hosting of the event, as well as other one-off non-recurrent direct

expenditure, such as expenses for consumables, marketing and tourism promotion cost for the purpose of the event may be funded. Costs for maintaining the applicant's own operation or administration (including cost for setting up or refurbishing an administration office of the applicant's organization, decoration cost, utility charges, entertainment expenses incurred by administrative staff of the applicant's organization, general administrative expenses, legal costs and insurance fee), prize money of the event, as well as other expenditure not directly related to the event, will normally not be funded.

- 4.1.9 The amount of funding support sought should be justified by a prudent, realistic and detailed operational plan, as well as a budget with justifications for the proposed expenditure items.

4.2 Acknowledgement of the Funding Support

- 4.2.1 The successful applicant will be required to prominently feature the following items on all publicity materials for the event (including, but not limited to, printed materials, backdrops, programme booklets, TV commercials, posters, website, banners, advertisements, prizes and souvenirs) :

- (a) The Brand Hong Kong (“BrandHK”) Signature (i.e. the flying dragon) and/or brandline (i.e. “Hong Kong Asia’s World City 香港·亞洲國際都會”);
- (b) TC’s logo plus the wordings “**Sponsored by Mega Events Fund 盛事基金贊助**”; and
- (c) any other logos / slogans that the Government thinks fit.

The BrandHK Signature and/or the brandline shall be prominently featured as the location identifier for Hong Kong and set apart from sponsor’s logos and shall be no smaller or less prominent than those logos of the applicant and any other sponsor. The applicant shall also ensure that all of the aforementioned items shall have dominant presence at the venues of the event and other related locations, to the satisfaction of the Information Services Department (ISD) and the AC.

- 4.2.2 The applicant should seek prior written consent from the BrandHK Management Unit of the ISD on presentation of the BrandHK Signature and the TC's logo on all publicity materials for the event. Information on all advertising, publicity and sponsor(s) displays at event venues, including but not limited to banners, boards, signs and stands, should be submitted by the applicant to the BrandHK Management Unit of the ISD and the MEF AC Secretariat for written approval prior to finalization. Such information shall include the dimensions, locations, quantity and other relevant details of the displays. To ensure proper application, the applicant shall comply with all requirements and guidelines set out in the brand manual accessible at <http://www.brandhk.gov.hk/en/#/en/about/guidelines.html>.
- 4.2.3 The following disclaimer should be included in all print advertisements, programme booklets, website and any other publicity materials for the events as may be required by the AC or the Government –
- “Any opinions or recommendations expressed in this material / any activities organized under this event do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Mega Events Fund Assessment Committee.”*

4.3 Contractual Requirements

- 4.3.1 The terms and conditions approved by the Controlling Officer for the Tier-2 event (see paragraphs 3.2.5 and 3.2.6 above), together with other appropriate financial control measures, will be set out in the agreement(s) (which will be prepared and approved by the Government) to be signed by the Government with the successful applicant and other relevant parties as appropriate. The agreement(s) will prescribe in detail the rights and obligations of the successful applicant.
- 4.3.2 The successful applicant must obtain the AC's prior written approval of any changes to the financing arrangements of the event (including change of the contributors and the amount of

contributions, the event's operational plan and budget, sales estimates, cash-flow schedule etc). The successful applicant must not transfer the ownership and/or rights of the Tier-2 event in question to third party without the Government's prior approval and consent.

- 4.3.3 The successful applicant should immediately notify and seek approval from the AC if there are other material variation or modification to the Tier-2 event, for example, the applicant has secured other sponsorships or donation particularly where such sponsorships or donation may bring the image of the AC and the event into disrepute; change of implementation timetable of the event, size or scope of the event, content or nature of the event; or change of the objects, registration status, nature, ownership, management or control of the applicant's company/organization, and in particular where there is change of Directors or shareholders or other key personnel of the applicant's company / organization or the project team.
- 4.3.4 The agreement(s) may contain such terms and conditions and matters referred to in this Guide, and other matters including but not limited to the governing laws, indemnity, warranty and confidentiality. The successful applicant will be required to comply with confidentiality clauses as the Government thinks fit as provided for in the agreement(s) on using and protection of confidential information and other data (including any personal particulars, records and personal data (as defined in the Personal Data (Privacy) Ordinance (Cap. 486)) and materials of any nature (in or on whatever media)) accessible by the applicant under the agreement(s) or which the Government has disclosed, supplied, made available or communicated to the successful applicant.
- 4.3.5 The Controlling Officer reserves the right to impose appropriate sanctions on the successful applicant if the applicant is unable to deliver or carry out the event (whether or not outside the control of the applicant); the performance of the applicant in organizing the event is considered by the AC as not satisfactory; or if it fails to achieve the pledged targets and deliverables of the event.

These sanctions may include without limitation to terminate the funding agreement, reduce the level of funding, not to disburse the outstanding fund or suspend the applicant from future MEF application, etc.

- 4.3.6 The Controlling Officer also reserves the right to cancel or reduce the MEF funding support if the approved MEF funding or any parts of it were abused, used for purposes other than the specified or approved purposes or other than the specified event.
- 4.3.7 If the agreement(s) is terminated, the successful applicant may be required to immediately repay all or part of the MEF funding provided, all sale proceeds from the equipment disposed of, together with all administrative, legal and other costs and interest accrued up to the date of repayment, to the Government. The Government also reserves the right to claim back all or part of the MEF funding that have been expended.
- 4.3.8 The applicant shall indemnify the Government against all loss, claims, demands, damages, costs, expenses and liabilities suffered or incurred by the Government or which may be brought or established against the Government arising out of the breach of any of the terms and conditions of the agreement(s) by the applicant. Such indemnity should cover claims relating to intellectual property rights infringement. The applicant, whether successful in its application or otherwise, or any employee, agent, servant or associate of the applicant, shall not seek or claim any compensation, reimbursement, damages, indemnity or waiver from the Government in relation to the preparation and submission of the application.
- 4.3.9 Nothing in this Guide shall constitute a contract. No binding agreement will be made between the Government and the applicant unless and until the project agreement(s) is duly executed by all parties.

4.4 Payment Arrangements

- 4.4.1 The Government will only disburse the MEF funding after the agreement(s) have been duly executed by all parties. The MEF funding may be paid by installments on the satisfactory performance of appropriate milestones by the successful applicant, and in accordance with the terms and conditions of the agreement(s).
- 4.4.2 Where payment by installments is provided, the successful applicant may be required to submit progress reports and statements of accounts of the event to the MEF AC Secretariat at a frequency to be specified in the agreement(s). The successful applicant will also be required to maintain the certified invoices or bills for a period of seven years after completion of the Tier-2 event and produce them for inspection as and when required by authorized representatives of the AC, the Government or the Director of Audit.
- 4.4.3 The final payment may be effected upon (i) satisfactory completion of the Tier-2 event before the due date in accordance with the agreement(s); (ii) submission of the event's final audited accounts (produced by an independent registered Certified Public Accountant who is not connected in anyway with the Tier-2 event in question and the successful applicant), the event's evaluation report, media / publicity report, and the survey report⁴ to the satisfaction of the AC and the Controlling Officer; and (iii) the applicant's full compliance with all its obligations and duties under the agreement(s).

⁴ Successful applicant will normally be required under the agreement to conduct a survey on feedback obtained from participants and spectators of the event, and from key stakeholders including the participating players/performers and organizations, the HKTB, tourism and travel trade operators, etc. The feedback survey should cover issues such as increase in visitor arrivals and business volume as a result of the event, non-local visitors' overall satisfaction level towards the event and attendance, revisit intention for similar event and whether they would recommend the event to others, etc. A report on the survey findings should be submitted by the successful applicant together with the post-event evaluation report, audited accounts and publicity report to the Fund's Secretariat for consideration by the AC and Controlling Officer.

4.4.4 Payment is subject to final adjustment upon the submission of the final audited accounts, evaluation report, publicity report and survey report on the completion of the event to the satisfaction of the AC and the Controlling Officer.

4.4.5 The Controlling Officer reserves the right not to disburse the outstanding funds to the successful applicant or reduce the amount of outstanding funds to be paid, if its performance in organizing the events are not satisfactory, or if the event fails to achieve the pre-determined deliverables / targets, or if it breaches any funding terms and condition as stated in the agreement. The applicant may also be suspended from future application.

4.5 Project Account

4.5.1 The successful applicant must open under its name and maintain a separate interest-bearing Hong Kong Dollar account (“Project Account”) in one of a licensed bank in Hong Kong within the meaning of the Banking Ordinance (Cap. 155) for the sole and exclusive purpose of keeping the MEF funding and processing and transacting all other financial transactions of the Tier-2 event in question. Payments from that bank account shall be made by at least two authorized representatives of the applicant approved by the MEF AC Secretariat. Prior agreement must be obtained from the MEF AC Secretariat on any changes of the approved representatives.

4.5.2 The applicant shall pay the MEF funding and all other receipts relating to the event, including without limitation, contributions from the applicant itself, contributions from the sponsors, all income and sale proceeds from the equipment disposed of, plus the Reserved Fund (see paragraphs 4.6.1 and 4.6.2 below), into the Project Account. All interest shall be kept in the Project Account and shall not be taken out or used for any purpose. All record of the Project Account will be subject to inspection as and when required by the AC or any authorized Government representatives or Director of Audit or his representatives.

4.5.3 The Government reserves the right to claim the applicant against any loss or damages incurred in connection with or as a result of the applicant's failure to comply with the requirement to maintain a separate bank account for the event or to plough back all interests generated from that bank account into the event.

4.6 Surplus or Deficits and Application for Retention of Operating Surplus

4.6.1 Without prejudice to paragraph 4.6.2 below, the successful applicant will be required to return any residual funds and operating surplus generated from the event ("Reserved Fund") to the Government (the amount of which will be determined by the Government in its sole discretion according to information available), including all interests and the sale proceeds from any equipment disposed of, up to the amount of the approved funding for the events plus the interest generated or which should have been accrued to the Project Account, within one month after submission of the final audited accounts of the event. The Government may seek legal remedy in case of unreasonable delay in the return of the surplus funds.

4.6.2 The successful applicant may apply to the AC for retaining the Reserved Fund generated from the Tier-2 event for the sole purpose of organizing the same event in the following year in Hong Kong, on the conditions (including without limitation) that –

- (a) the successful applicant has confirmed in writing to the AC that they will endeavour to organize the same event again in Hong Kong in the following year;
- (b) the event in question is considered by the AC worthy of support under the MEF Tier-2 scheme for hosting in Hong Kong on a recurrent basis so as to enlarge the pool of local mega events with tourism appeal in the long run; and
- (c) the past performances of the applicant and the event have been considered satisfactory.

The applicant will need to submit a fresh application for the same event to be held in the following year. Such application will be subject to the consideration of the AC and the approval of the Controlling Officer on the recommendations of the AC. The Government's total financial contribution (including the MEF funding) to the same Tier-2 event in the following year shall continue to be capped at 50% of the event's total cost, and the amount of operating surplus approved to be retained in the Project Account (i.e. the Reserved Fund, plus any interest generated) will form part of the total financial contribution.

- 4.6.3 The applicant will be required to give an undertaking in writing to the Government, containing the terms and conditions reasonably impose, on the applicant's willingness to immediately return the Reserved Fund in full, plus any interest generated in the Project Account, to the Government if –
- (a) the applicant decides to discontinue the event in the following year for whatever reason; or
 - (b) the applicant decides not to apply for MEF support again or declines to receive any MEF funding under Tier-2 for the purpose of organizing the same event in the following year; or the applicant decides not to apply to use the Reserved Fund or declines to use the Reserved Fund to organize the same event in the following year; or
 - (c) the Reserved Fund has been left idle for more than 24 months;
- whichever is earlier.

- 4.6.4 Subject to the approval of the Controlling Officer on the recommendations of the AC under paragraph 4.6.2 above and the undertaking made in paragraph 4.6.3 above, the maximum approved period for which the applicant may retain the Reserved Fund in the Project Account is **31 March 2017**.

- 4.6.5 When the Reserved Fund is used to organize the same event in the following year, the applicant should, following completion of

the event, submit a final audited accounts of the completed event (showing separately the position of the Reserved Fund) to the MEF AC Secretariat as required under section 5.1 below. Where appropriate, the applicant may also be required to submit to the MEF AC Secretariat such certified statement of the Project Account at the end of each accounting period, or at a frequency to be determined by the MEF AC Secretariat.

- 4.6.6 Under no circumstances will the Government and the AC accept liabilities for any deficits arising from the Tier-2 event. The successful applicant will be required to accept liabilities for all deficits arising from the event. If it is foreseen that the total expenditure will exceed the original budgeted expenditure by whatever amount, the applicant should inform the MEF AC Secretariat immediately. In addition, the applicant will be responsible for the shortfall in order to complete the event.
- 4.6.7 If for any reason (whether or not outside the control of the successful applicant) the event failed to be completed by the due date as specified in the agreement(s), or is suspended by the organizations, the Government or the AC may require the successful applicant to repay in full the MEF funding advanced and unexpended, and to indemnify the Government against any loss or expenses incurred as a result of the above.
- 4.6.8 The Government reserves the right to suspend or terminate the funding support for an event if there is a breach of the terms, conditions, warranties or undertakings in the agreement(s); including but not limited to, from the Government's view, the applicant is unlikely to be able to deliver or carry out the Project or the applicant has failed to perform satisfactorily in the progress of implementing the event. The applicant may be required to immediately return all or part of the funds provided, all sale proceeds from all equipment disposed of, all Reserved Fund maintained in the Project Account, together with all administrative, legal and other costs and interest accrued up to the date of repayment, to the Government. The Government

reserves the right to claim back all or part of the funds that have been expended.

4.7 Books of Accounts and Records

4.7.1 The successful applicant should maintain proper and separate books of accounts in accordance with prevailing accounting standards and practice in Hong Kong, as well as all relevant records of the event. The books and records should include any electronic record.

4.7.2 The books of accounts and records of the event should be kept for inspection as and when required by authorized Government representatives, Director of Audit or his representatives and should only be destroyed seven years after the expiry or termination of the agreement. The applicant should also maintain the original invoices and bills in respect of the Tier-2 event for a period of seven years following completion of the event and shall produce them for inspection as and when required by authorized Government representatives.

4.7.3 Where approval has been given to the successful applicant to retain the operating surplus for organizing the same event in the following year, the applicant should keep all books of accounts, statements and records of the Project Account for inspection as and when required by the authorized Government representatives or Director of Audit or his representatives. Such records should only be destroyed seven years after the Project Account has completely been used up or has been returned in full to the Government.

4.8 Equipment

4.8.1 Where the whole or part of the MEF funding provided for the Tier-2 event are expected to be expended on procuring equipment in connection with the implementation of the event, or the MEF funding are provided for the purchase of specific equipment

expenditure items, the following requirement shall apply to the successful applicant and its agents.

- 4.8.2 The successful applicant is required to properly maintain the equipment items and ensure that they are in good conditions at all times. A register shall be maintained to account for all equipment purchased with individual cost of HK\$5,000 or above.
- 4.8.3 The successful applicant must seek prior written approval from the MEF AC Secretariat before they may transfer, sale or disposal of the equipment.
- 4.8.4 After completion of the Tier-2 event, the Government will require the successful applicant to dispose of the equipment items at the prevailing market price by way of sales by public auctions. The successful applicant will then be required to furnish the Government with detailed specifications and photographs of all the equipment items for the purposes of arranging public auctions. They must comply with the Government's procedure and instruction. Any sale proceeds of the equipment items disposed of then belong to Government revenue.
- 4.8.5 If for any reasons (whether or not outside the control of the organizers) the event failed to be completed by the due date as specified in the agreement(s), or is suspended by the organizations, the Government reserves the right for prior claim to any sales proceeds of the equipment purchased by the MEF funding provided.

4.9 Use of Information

- 4.9.1 The Government and the AC have the right to make use of information, disclose or transfer information provided in the applications for the purposes of assessment of the applications, conducting research, arranging publicity of the MEF funding or the funded event, monitoring and evaluating the funded event, administration of the MEF, or any other directly related purposes, etc.

4.10 Procurement of Equipment, Services and Staff Employment

4.10.1 Procurement of services includes engagement of or awarding a contract to another profit-making company as an agent of the successful applicant to implement the Tier-2 event.

4.10.2 The successful applicant or its agents should exercise utmost prudence in procuring equipment, goods or services in relation to the funded event. The successful applicant shall procure that the Project Co-ordinator, Deputy Project Co-ordinator, its Directors, employees, agents, contractors, sub-contractors and other personnels who are in any way involved in the event shall exercise the utmost prudence in procurement of goods, services and equipment, ensure that all purchases of all goods, services and equipment of any value in relation to or for the purposes of the event are made on an open, fair and competitive basis, and only from suppliers who are not associates or associated persons of the successful applicant.

4.10.3 The successful applicant is responsible for the setting up and operation of a proper procurement / tendering and stores management system for the event with sufficient checks and control and in accordance with the following principles :

- (a) Public accountability and value for money – the MEF funding provided under the MEF are public money. The successful applicant is accountable to the public for the use of the funding support under the MEF and should be prepared to account for any of their procurement decisions publicly. They are obliged to achieve the best value for money for their procurement.
- (b) Transparency, openness and fair competition – all requirements and specifications of intended procurement should be clearly made known to potential suppliers and contractors. It is essential to uphold the principles of fairness and competitiveness and maintain a level playing field in all procurement / tendering process. All tenderers

and suppliers should be treated, and must be seen to be treated, on equal footing. The successful applicant should ensure that proper safeguards are put in place to avoid any actual, potential or perceived conflict of interest situations arising in the procurement / tendering process, for example, their staff or agents should be required to declare any conflict of interest in relation to procurement / tendering and staff recruitment, and set up a mechanism to mitigate any such declared conflicts.

4.10.4 All procurement documents (including any electronic record) should be kept for inspection as and when required by authorized Government representatives or the Director of Audit or his representatives, and should be maintained for seven years after the completion of the event.

4.10.5 The successful applicant or its agents who recruit staff directly for the event should observe the principles of openness, fairness and competitiveness during the recruitment process. It is the responsibility of the successful applicant or its agents to ensure compliance with the employment and equal opportunities and data protection requirements under the Laws of Hong Kong.

4.10.6 The successful applicant shall obtain from the ICAC a copy of the following : “Strengthening Integrity and Accountability – Grantee’s Guidebook”. The Guidebook can be downloaded from the ICAC’s website below -

English version :

<http://www.icac.org.hk/en/prevention_and_education/pt/index.html>

Chinese version :

<http://www.icac.org.hk/tc/prevention_and_education/pt/index.html>

The successful applicant is advised to seek the ICAC Corruption Prevention Department’s assistance in adopting the best practices stated in the Guidebook, drawing up a Code of Conduct for compliance by its Directors and employees, and ensuring proper corruption prevention safeguards are incorporated into its

procurement and staff recruitment procedures. The successful applicant shall permit the ICAC to examine his management and control procedures to provide corruption prevention advice.

- 4.10.7 The successful applicant will be required to establish a two-tier approval scheme, under the advice of the ICAC, for the recruitment of key personnel and the award of major goods, service and equipment contracts in the implementation of the funded event.
- 4.10.8 It is the responsibility of the successful applicant or its agents and the staff responsible for the planning and implementation of the event to ensure that they conform with the requirements of the Prevention of Bribery Ordinance (Cap. 201). The successful applicant shall notify in writing and procure that the Project Co-ordinator, Deputy Project Co-ordinator, all their Directors, employees, contractors, sub-contractors, agents and other personnels who are in any way involved in the event that they shall not offer to or solicit or accept from any person any money, gifts or advantages (as defined in the Prevention of Bribery Ordinance (Cap. 201)) in relation to the performance of the agreement or the event.
- 4.10.9 In the event that the successful applicant, the Project Co-ordinator, Deputy Project Co-ordinator, any of their Directors, employees, contractors, sub-contractors, agents or other personnels who are in any way involved in the event commit an offence under the Prevention of Bribery Ordinance (Cap. 201) (including offering of any advantages to AC members or the Government), the Government may suspend or terminate the agreement and hold the successful applicant liable for any loss or damages so caused.

4.11 Insurance

- 4.11.1 The successful applicant will be required in the agreement(s) to procure appropriate insurance policies, including employee compensation, an all-risks insurance in respect of equipment purchased by the MEF funding and public liability including

coverage of occupier's liability, to meet any claim which may arise as a result of the Tier-2 event.

- 4.11.2 Under no circumstances should the Government or the AC be held liable for any third-party claims for loss or damages arising from the Tier-2 event.

V. Monitoring Mechanism

5.1 Progress Reports and Evaluation Reports

- 5.1.1 The successful applicant will be required to submit the following reports on the Tier-2 event to the AC –
- (a) where appropriate, progress reports (together with certified statements of account and updated budget forecast) at a frequency to be specified in the agreement(s);
 - (b) final evaluation report (with the final audited accounts) to be submitted within 4 months following the completion of the event or the termination of the event;
 - (c) publicity report which keeps all the publicity materials and media coverage summary, both local and overseas, in relation to and arising from the event, to be submitted within 4 months following completion of the event; and
 - (d) survey report on the feedback towards the completed event to be submitted within 4 months following completion of the event.
- 5.1.2 The audited accounts should cover all receipts and receivables including contributions (whether in cash or any other forms of contribution) from the applicant, the sponsor and/or other sources, all income, and sale proceeds from any equipment disposed of, the Reserved Fund (if any), and all payments made in respect of the event. It shall include a Statement of Income and Expenditure, a Balance Sheet, Cash-flow Statement, Notes to the Accounts and an Auditor's Report which shall include the

auditor's opinion on whether the successful applicant and the Project Account has complied with the terms and conditions of the agreement(s), and includes an assurance that the MEF funding were spent in accordance with the terms and conditions of the agreement(s). The audited accounts should be audited by an independent registered Certified Public Accountant who is not in anyway connected with the successful applicant and the event in question.

- 5.1.3 The Government reserves the right to claim the applicant against any loss or damages incurred in connection with or as a result of the applicant's failure (including failure of the Project Co-ordinator, Deputy Project Co-ordinator, any of the Directors, employees, contractors, sub-contractors or agents of the applicant) to handle public funds properly.
- 5.1.4 To facilitate evaluation of the event, the applicant will be required to state the event's deliverables, key milestones, targets, and methods for measuring its performance when they submit the proposals in the Application for consideration by the AC.
- 5.1.5 The final evaluation report should contain an evaluation of the results of the completed event using the agreed methods of evaluation, and the results should be measured against the agreed deliverables / targets and any additional funding conditions applicable to the successful applicant / event. In the case that the agreed deliverables / targets and/or additional funding conditions cannot be achieved, the successful applicant may be required to provide explanations to the satisfaction of the AC and the Controlling Officer. The successful applicant may also be invited to attend the AC meeting to present and account for the event's results.
- 5.1.6 The Controlling Officer reserves the right not to disburse the outstanding MEF funding to the successful applicant or reduce the amount of outstanding MEF funding to be paid, if its performance in organizing the event is not satisfactory; if the event fails to achieve the pre-determined deliverables / targets; or

if the funding terms and conditions as stated in the agreement(s) have been breached.

5.2 Monitoring Visits and Meetings

- 5.2.1 AC Members or its authorized representatives, or authorized representatives of the relevant Government bureaux / departments, may participate in progress review or organizing committee meetings of the event or any related activities of the event to monitor the progress of the event. They may also conduct visits to the relevant venues before and during the event is held.
- 5.2.2 The successful applicant will be required to assist in arranging such visits and meetings, and to comply with any formal advice or instructions issued by the AC or the Government from time to time in respect of the event or any related matters.
- 5.2.3 When conducting the monitoring visits or meetings, the successful applicant may be required by the AC or the Government's authorized representatives to assist in verifying the number of staff employed for the event and/or checking the number and market prices of the equipment items procured and used in the event. The successful applicant must comply with the instruction, and produce all the required information on the spot.
- 5.2.4 On site monitoring visits or meetings of the funded event may be recorded. Such observations will be taken into account by the AC and the Controlling Officer in determining whether there are any breaches of the funding terms and conditions, whether the successful applicant's performance in organizing the event is satisfactory or not, and whether the event fails to achieve the pre-determined deliverables / targets as stated in the agreement(s).
- 5.2.5 The Government or the AC may also authorize representatives from other organizations to assist them in carrying out the monitoring work. The successful applicant should supply the

required information to enable them to carry out their work effectively.

VI. Intellectual Property Rights⁵ and Personal Data

- 6.1.1 It is the responsibility of the successful applicants to ensure that they comply with the provisions of the intellectual property laws of Hong Kong. Under no circumstances should the Government or the AC be held liable for any breaches of Intellectual Property Rights caused by the implementation of the Tier-2 event.
- 6.1.2 The Government and the AC shall be entitled to use the Project Materials of the Tier-2 event, free of charge, for the purposes of tourism promotion, public education, arts / sports / cultural development or other non-profit-making purposes. The successful applicant will be required to grant for the benefit of the Government, its authorized users, assigns and successors-in-title an unconditional, irrevocable, non-exclusive, perpetual, royalty-free and world-wide licence to use the Project Materials of the Tier-2 event for the benefit of the Government, its authorized users, assigns and successors-in-title, for the above purposes and by any means and in any manner.
- 6.1.3 The “Personal Information Collection Statement” (“PICS”) (Annex) will apply to the personal data provided by the applicants in connection with the applications. Before the applicants supply any personal data to the AC in connection with their applications, they must ensure that the relevant data subjects have read the PICS.

- End -

⁵ Intellectual Property Rights (IPRs) means “patents, trademarks, service marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs or processes and other intellectual property rights (of whatever nature and wheresoever arising, whether now known or hereafter created) and in each case whether registered or unregistered and including applications for the grant of any such rights.”

**Application for the Mega Events Fund (MEF)
Personal Information Collection Statement**

Purpose of Collection

1. The personal data provided in the applications and related supporting documents and supplementary information will be used by the Government and the Assessment Committee for the following purposes :

- (a) processing and assessing the applications, conducting related checks, and authentication of the applications for the MEF;
- (b) payment of the MEF funding;
- (c) preparing statistics and research;
- (d) arranging public announcement and publicity;
- (e) meeting any disclosure requirements;
- (f) monitoring the performance of the agreement(s) and evaluating the funded events;
- (g) taking any remedial or follow-up action on the funded events; and
- (h) purposes relating to the above.

2. Your provision of all the personal data requested in the applications is obligatory. Your applications may not be considered if you fail to provide all information as requested.

Classes of Transferees

3. The personal data provided in the applications may be transferred or disclosed to other Government bureaux / departments or other relevant persons or organizations or agencies authorized to process the information for purposes relating to paragraph 1 above, or to make any disclosure which is required or authorized by law.

Access to Personal Data

4. Subject to the exemptions under the Personal Data (Privacy) Ordinance (Cap. 486), you have the right of access and correction with respect to your personal data as provided for in Sections 18 and 22 and Data Protection Principle 6 of Schedule 1 thereof. A fee may be imposed for complying with a data access request.

Enquiries

5. For correction of or access to personal data after submission of the applications, please contact :

Secretariat, Mega Events Fund Assessment Committee
Tourism Commission, 22/F, West Wing, Central Government Offices,
2 Tim Mei Avenue, Tamar, Hong Kong

Email : mefsecretariat@cedb.gov.hk
Phone : 2810 2500
Fax : 2121 8791