**Appendix V**

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

**Key Performance Indicators (“KPIs”) and Targets**

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

| **Key Performance Indicators (“KPIs”)** | | **Targets** | **Applicant’s Proposed Performance\*** |
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| **Area 1.  General Operation** | | | |
| 1.1 | Opening hours | General  1000 hours to 2000 hours daily (except Chinese New Year holidays)  Provision of food and beverage (if any)  1000 hours to 2000 hours daily (except Chinese New Year holidays) |  |
| 1.2 | Online booking services | 24 hours |  |
| 1.3 | Online enquiry | 24 hours, with  interim response between 2000 hours and 1000 hours |  |
| **Area 2.  Venue Operation** | | | |
| 2.1 | Usage rates of facilities and individual exhibition venues and performance  venues, etc.  at:   * the Lower Ground Floor; * Ground Floor; * First Floor; * the Roof; and * Upper Roof Floor | No less than 70% on average[[1]](#footnote-1) |  |
| **Area 3.  Programmes** | | | |
| 3.1 | Student programmes/ workshops | At least 10 programmes per year |  |
| 3.2 | Open studio/guided tour activities | At least 10 programmes per year |  |
| 3.3 | Public programmes  (The programmes can include exhibitions, live performances, drama, dance, theatre, or other art forms. Please specify and provide the suggested number of proposed programmes for each of the art forms.) | At least 24 programmes per year |  |
| **Area 4.  Audience/Participants** | | | |
| 4.1 | Workshops/guided tours | At least 15 participants per each workshop/tour of a programme on average |  |
| 4.2 | Exhibitions | At least 2000 participants per exhibition programme on average |  |
| 4.3 | Performances  (Including but not limited to live performances, musical, drama, dance, theatre, film screening or other art forms.) | At least 30 audience per performance programme on average |  |
| **Area 5.  Marketing and publicity** | | | |
| 5.1 | Programme announcements | At least 2 times per each programme |  |
| 5.2 | Positive media exposure | At least 12 times per year |  |
| 5.3 | Social media reach | Audience reach  At least 240 000 per year  Engagements  At least 12 000 per year |  |
| **Area 6.  Number of local and international programmes** | | | |
| 6.1 | Number and percentage of programmes curated by the Applicant | At least 30% of the programmes |  |
| 6.2 | Number and percentage of programmes involving Mainland arts groups/artists | At least 15% of the programmes |  |
| 6.3 | Number and percentage of programmes involving arts groups/artists other than item 6.1 and 6.2 | At least 15% of the programmes |  |
| **Area 7.  Collaboration projects/events** | | | |
| 7.1 | Number of partnership/ collaborations with local organisations | At least 15% of the programmes |  |
| 7.2 | Number of partnership/ collaborations with Mainland or overseas organisations | At least 15% of the programmes |  |
| **Area 8.  Satisfaction level of visitors and audience** | | | |
| 8.1 | Satisfaction level of visitors and audience  (to be ascertained by conducting surveys with visitors and audience) | Average satisfaction rate of over 80% |  |
| **Area 9.  Response time to public complaints and enquiries** | | | |
| 9.1 | Response time to public complaints and enquiries | * Reply to complainant/enquirer within 10 calendar days for general complaints/enquiries; and * Reply to complainant/enquirer within 24 hours for urgent complaints/ enquiries |  |

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| ***To be completed and signed by the Applicant*** | | | |
|  |  |  |  |
| Signature (to be signed by the Applicant / authorised signatory for and on behalf of the Applicant) |  |  |  |
| Name of the authorised signatory (where applicable) |  |  |  |
| Post Title of the authorised signatory (where applicable) |  |  |  |
| Telephone Number |  |  |  |
| Name of the Applicant |  |  |  |
| Date |  |  | Organisation Chop |

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