

## **Invitation to be Partner in Hong Kong Ballet Audience Survey 2016**

**Prepared: 4 July 2016**

### **Project Overview**

A flagship performing arts organisation in our city, the Hong Kong Ballet (HKB) has become one of Asia's leading ballet companies since it turned professional in 1979.

To support proactive its audience development and branding strategy, HKB invites marketing research agencies to submit tenders for its Audience Research Project, covering its range of ballet productions from August 2016 to June 2017.

### **Objectives**

- To understand the existing HKB audiences' and non-ballet arts audience's social-demographics, performance-going behaviors and attitudes such as barriers and attractions

### **The Project should contain 2 Parts:**

#### **(A) Quantitative (questionnaire)**

- a) To establish the audience profile in terms of demographics and general cultural pursuits
- b) To understand the audience habits of purchasing tickets for HKB's artistic products
- c) To evaluate the qualities of HKB artistic products

#### **(B) Qualitative (focus group)**

- a) To have a deeper understanding of the existing audience's perceptions, attitudes and opinions toward HKB's artistic products
- b) To gauge the potential audiences from other art disciplines (i.e. theatre, opera, music, visual art) their perceptions, attitudes and opinions toward HKB's artistic products.

The Project will be ready to commence by 19 August.

### **Project Deliverables include:**

- A questionnaire carried out at selected HKB performance from 19 August 2016 to 28 May 2017
- Focus Groups for existing audiences and potential audiences from other arts disciplines (i.e. theatre, visual art)
- The final report of the findings
- Presentation to the HKB Audience Development Committee in Sep 2017

### **Your Proposal**

- Overview of your approach and process in tackling the project
- Examples of previous experiences in the arts and culture industry
- Project plan outlining process, timings and milestones based around the August 2016 implementation date
- Details and biographies of team that would work directly on the project
- A cost breakdown for each of the elements of the project, in particular those related to the design of the questionnaire and cost per interview. To include any meeting charges and expenses
- Client references

### **How we will evaluate the tender**

We will look for the following in the evaluation of your response:

- Ability to fully understand and interpret our requirements
- An ability to demonstrate an understanding of our strategic priorities
- Preparedness to offer their services at a special fee for NGO or for alternative forms of compensation, as the Hong Kong Ballet is not for profit organization.
- Experience of working with clients in the arts and not-for-profit sector
- Demonstration of an understanding of the Hong Kong Ballet's culture and priorities
- References and credentials
- Attention to detail and ability to meet deadlines; project management
- Open and consultative approach and commitment to the success of the venture

All criteria will be weighted in the form of a matrix against company tendering will be score, please see below.

<b>Criteria</b>	<b>Weighting</b>
<b>1. Financial</b>	40%
Cost	
<b>2. Ability to interpret and demonstrate an understanding of our requirements</b>	30%
<ul style="list-style-type: none"> <li>• An ability to demonstrate an understanding of our strategic priorities and needs</li> <li>• Demonstration of an understanding of our culture and priorities</li> </ul>	
<b>3. Track record and credentials</b>	20%
<ul style="list-style-type: none"> <li>• Track record in delivering strategic branding and communications projects, including internal stakeholder engagement, demonstrated by samples/examples of previous work</li> <li>• Experience of working with clients in the arts and not for profit sector</li> <li>• References and credentials</li> </ul>	
<b>Project management, approach and professionalism</b>	10%
<ul style="list-style-type: none"> <li>• Attention to detail and ability to meet deadlines; project management</li> <li>• Open and consultative approach, professionalism and commitment to the success of the project</li> </ul>	

### **Proposal Submission**

The Agency's proposal should reach the Hong Kong Ballet office by 6 pm, 14 July 2016 (Thursday) via (1) email to Elaine Lo at [elaine\\_lo@hkballet.com](mailto:elaine_lo@hkballet.com) or (2) hardcopy to:

Elaine Lo  
 Hong Kong Ballet  
 Ground Floor, 60 Blue Pool Road  
 Happy Valley, Hong Kong.

## **Confidentiality**

All information contained in this document is property of the Hong Kong Ballet and is confidential. No part of it may be reproduced, distributed beyond or discussed outside the invited agency.

### **Note:**

HKB is not bound to accept the lowest tender of the tender with the highest overall mark and reserves the right to negotiate with any tenderer. HKB reserves the right to accept the tender which the tender which the Company at its sole discretion considers to be the most advantageous to the Company.

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