

Large Scale Events on the Harbourfront

The Clockenflap Perspective

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MAGNETIC ASIA



INTRODUCTION TO MAGNETIC ASIA

- A Hong Kong based company employing over 30 people
- Launched Clockenflap in 2008. Now in its 10th year, it attracts over 35,000 people which generates over 80,000 visits to the harbour front
- Launched Ticketflap in 2012, and grown it to be one of the top 3 ticketing companies in HK, servicing a broad range of the biggest indoor and outdoor events in Hong Kong.
 - Rugby 7s
 - Formula E
 - Taste
 - Arts Central
 - Jockey Club



America Merrill Lynch

FWD
STAGE

STAGE

FWD
STAGE

CCCB

Citi

STAGE

INTRODUCTION TO MAGNETIC ASIA

- Launched YourMum in 2010, a regular series of international music shows featuring the best of new, established and legendary musicians
- 2014 we launched Neon Lights festival in Singapore
- 2017 we are launching Sonar Festival in Hong Kong. Sonar is from Barcelona and attracts over 100,000 people each year with 50 instances globally.

YOURMUM *presents*





OBJECTIVES OF THIS PRESENTATION

- Share some of our event insights
- Share our 8 years of experience of working at WKCD and Central
- Share our view of the venue needs and approach (Venue park concept)
- Share our proposed ideal Event space in Central
- Identify venues on the waterfront
- How a future Harbour Front Authority could benefit the growing events industry



WHAT IS CLOCKENFLAP

- Hong Kong's largest music and arts festival, recognized for its cultural significance
- 150 bands from all over the world including over 60 local bands and 20 regional bands
- Over 35,000 attendees
- 21% tourists, of which 80% are from China
- 70% of survey respondents state they are Hong Kong Chinese
- Multi discipline arts content, including performance, film, installation and new media arts
- Family friendly
- World class F&B



TAMAR PARK

ADMIRALTY

CITY HALL

HARBOURFLAP STAGE

FWD STAGE

Carlsberg BAR

LUNG WO ROAD

KEF STAGE

KUUCHI CAFE

FUTURE FIELDS POWERED BY FWD

COCKTAILS! POWERED BY CATHAY PACIFIC

CRAFT MARKET

ACORN STAGE

TALK2ME

SILENT DISCO BY CAMPER

FUTURE FIELDS WORKSHOP

Levi's TAILOR SHOP

RECHARGE WITH GP

ENTRANCE

Kohl's NATURAL MIX DJ SCHOOL

FOOD BAZAAR

PICNIC AREA BY Calverton

ROBOT STAGE adidas

WARP BLACK BOX

CLUB MINKY THEATRE

CINEMA SILENZIO

ELECTRIC STAGE

THE AMAZING MAZE THE CLUB

IFC

CENTRAL

CENTRAL HARBOURFRONT

PIER 10

PIER 9

STAR FERRY

OBSERVATION WHEEL

IFC FOOT BRIDGE

YIU SING STREET

YIU SING STREET

GLOBAL EVENTS INDUSTRY GROWTH

- Total worldwide entertainment and media revenues will rise at a compound annual growth rate (CAGR) of 5.1% over the coming five years, from US\$1.74trn in 2014 to US\$2.23trn in 2019. [PwC]
- Spending on live music ticket sales and cinema box office will rise at a combined global CAGR of 4.7% to 2019, outpacing overall consumer spending at 2.9%. In China, box office revenues will rise at a CAGR of 15.5% [PwC]



HONG KONG EVENTS INDUSTRY GROWTH

- No data exists about the event industry in Hong Kong
- Anecdotal evidence shows growth inline with global trends and probably on the upper end of the scale
 - Central Harbourfront has events all the time
 - Venues are increasingly harder to book
 - Ticketflap did 2 events in 2012 now we do 2 a day
- The industry needs real data
- The potential is enormous as we are sophisticated city surrounded by a few billion people



CHANGING LIFESTYLES IN HONG KONG

Based on our own market research (panel of 1000 HK Chinese people representing diverse demographic).

- Greater demand for experiences beyond retail therapy
- Strong interest in events especially food and music
- Strong desire to be outside
- At the weekend people want immersive experience to take them away from their homes and forget long stressful work weeks



CLOCKENFLAP @ WKCD

- First instance was in 2011 when operated by LCSD
- Years 12,13,14,15 saw exponential growth and ever more use of the available land
- Amazing views
- Immersive experience as in the city but out of the city

Challenges

- WKCD is hard to get lots of people away quickly and safely without causing road congestion.
- Ever changing land availability was hard to plan
- Hard to get future dates secured until quite late



Clockenflap

Clockenflap
← PWD STAGE
KEEP STAGE
FUTURE FIELDS

Clockenflap
FOOD BAZAAR →
CLUB MINKY
ROBOT

MUSIC PEOPLE
ART

seaco
\$ ADD VALUE 增值 \$

CHINA SHIPPING

Bar

THINK ABOUT THE FUTURE
REWARD PLASTIC WASTE RECYCLED

CLOCKENFLAP @ CENTRAL

Achievements

- No noise complaints which was due to significant noise mitigation work and investment
- Everything ran 100% on time even though we experienced the worst weather in 9 years
- The artist feedback was almost entirely “amazing audience”, “best festival we’ve played”, “amazing city”, “impressive organisation”
- Fantastic reviews and overwhelming positive coverage from local, regional and international media



CLOCKENFLAP @ CENTRAL

Advantages

- Incredible experience to be in heart of the city and experiencing an event of that scale
- Incredible 360 vista
- Crowd Safety due to massive egress routes
- Convenience of access to the site and public transport options
- Higher profile due to passing footfall and visibility



CLOCKENFLAP @ CENTRAL

Challenges

- Securing 4 different venues from 4 different landlords
 - LCSD
 - Lands Department – APO
 - Wheel operator
 - CVM
- Maintaining public access through the festival site.
- Road closure
- Huge additional costs due to the use of a new venue and the resulting unknowns
- Vendor imposed Central tax
- Limited set up time due to high demand for the site and limited



CLOCKENFLAP @ CENTRAL

Challenges cont...

- Government agencies had an outdated view of crowd management practices but weighed in very heavily on suggestions and requests.
- Securing dates more than 12 months in advance is still a problem which effects our programming.



HARBOURFRONT VENUE PARK CONCEPT

Events on the harbour front show off Hong Kong in a way no brochure can

- Commercial entities invest lots of money to transform the venues into impressive spectacles with 1000s of people
- TV Coverage
- Live video streaming
- Social Media – Attendees and contributors
- Performers interviews reach 10s of millions



HARBOURFRONT VENUE PARK CONCEPT

We propose that there should be a permanent Central venue

It should be open to the public as a park when no events are being held but closed during events.

This model always faces the challenge of how to make it work as a park when an event is on. It does not need to.

- Over 50% of HK land mass is open space
- Over 70% of residents live within 400 meters of park or country side
- Only 6 to 8 months a year are suitable for large events due to typhoon risk
- Global precedent is extensive



PING PONG
PENGALAMAN BERMAIN
TENIS MEJA

HARBOURFRONT VENUE PARK CONCEPT

- Commercial or government the landlord must be independent and motivated to do events
- The experience of CVM and WKCDA (post 2014) are both very positive as they have a clear pro-event agenda. They have to book events.



HARBOURFRONT VENUE PARK CONCEPT

Event selection body to mitigate the problems of greater demand than supply

- Currently events get policy support from a variety of government entities which is necessary to unlock government venues.
- It would be simpler and fairer if an event body existed with representatives from TC, HC, HAB, DB, InvestHK that could review applications for and then issue policy support.
- Those with event body policy support could apply to use the venue park.
- Rental fees could be waived based on various factors.



HARBOURFRONT VENUE PARK CONCEPT

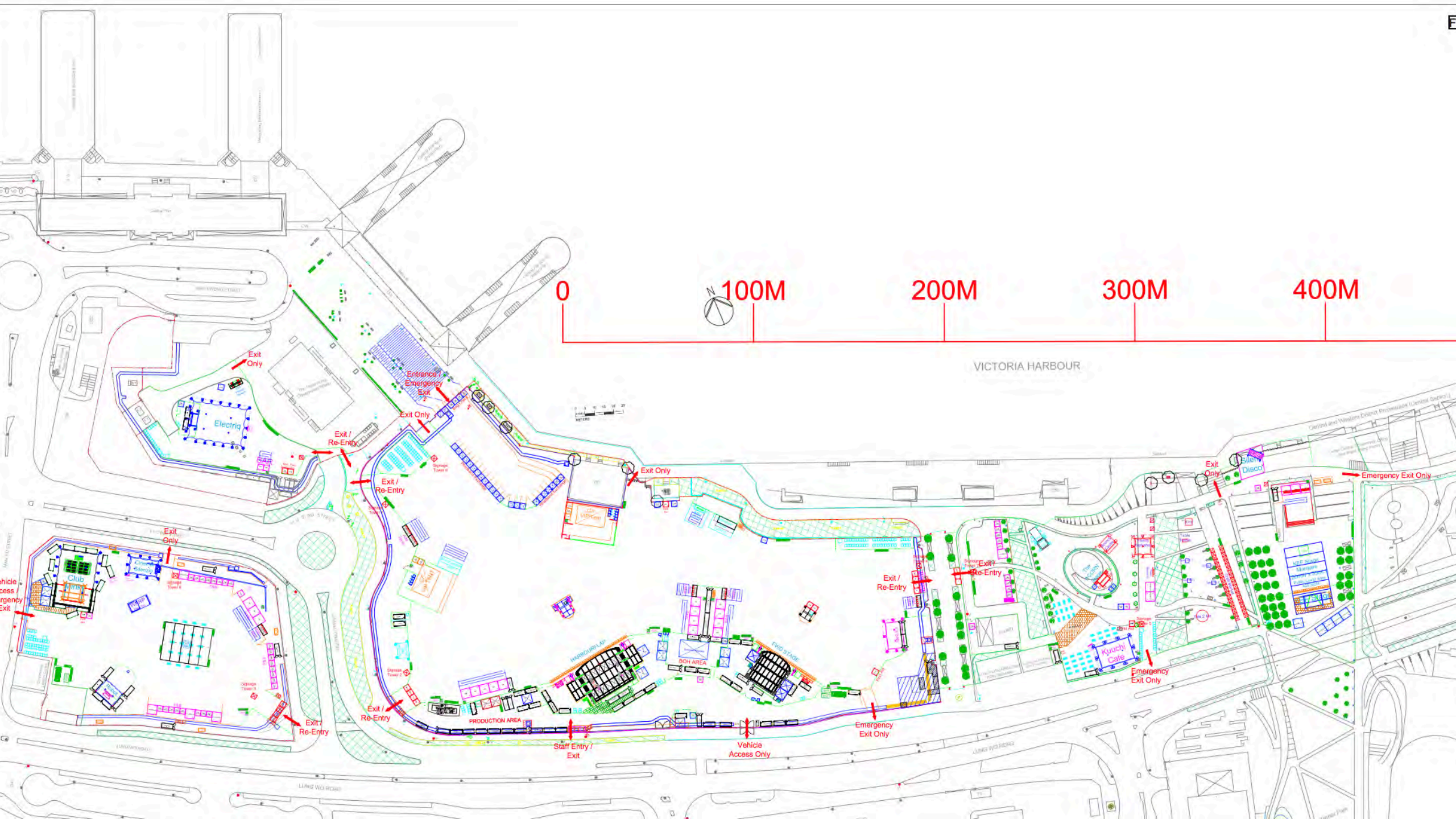
- Basic infrastructure needs
 - Limited permanent structures
 - Toilets
 - High load foundations for stage structures
 - Entrance
 - Perimeter lighting
 - Power
 - Water/drainage/grease traps
 - Consideration of fencing, signage, site lighting
 - Recycling provisions



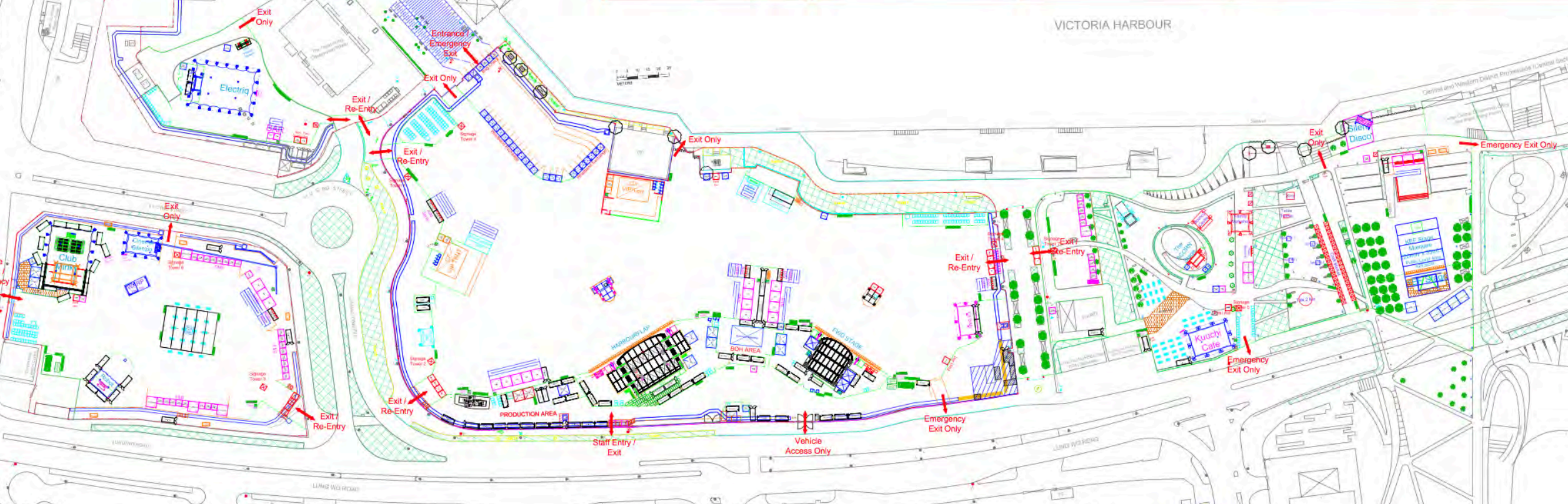


THE IDEAL CENTRAL VENUE

- Multiple connected spaces which have broken site lines to give an event character and enhance discovery.
- Stretch from IFC walkway to Tamar Park.
- Large concrete open spaces such as the big circle at WKCDA with grass surrounding
- Where there is grass there should be a venue supplied covering system which can be used if desired to minimize damage in high foot fall areas.
- Connected to the water front but still allow public outside of the event to access the waterfront 100% of the time
- Possible to rent all or small parts
- Booking priority is given based on a scoring system which is public and fair, and this should not be the biggest payer gets priority.
- Have basic infrastructure but no permanent structures beyond sensibly placed covered areas for rain/sun?



VICTORIA HARBOUR





COCKTAILS!

FWD

\$ ADD VALUE 增值 \$

Carlsberg Bar Carlsberg

CHINA S

sedco

OTHER VENUES

- Roof of Central ferry piers
- North Point pier
- Quarry Bay Promenade + park
- Under Island Eastern Corridor
- Western District Public Cargo Pier



HARBOURFRONT AUTHORITY INFLUENCE ON THE EVENT INDUSTRY

- Ensure there are venues to do events
- Promote the benefit of events and take a firm stance on why events are good for Hong Kong's growth, community and global standing
- Promote only the highest quality events that offer broad appeal
- Put in place a sensible hirer mechanism for all event spaces that are government owned



Clockenflap

Clockenflap

AIA

MUSIC
PEOPLE
ART