

CENTRAL HARBOURFRONT EVENT SPACE

A presentation to the Harbourfront Commission's
Taskforce on Harbourfront Developments on
Hong Kong Island

10 March 2017

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Recap

- Government's open tender for the "Central Harbourfront Event Space" was issued in September 2013.
- The tender was awarded to Central Venue Management (CVM) in March 2014.
- The Tenancy for the site commenced on 23 May 2014.
- CVM organised its first event on the site – the "Green Summer Festival" open to the public free of charge – from mid August
- CVM was again awarded the tenancy in a open tender for the next 3 years

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Events : free entry community



GREEN SUMMER FESTIVAL - 2014

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Events: free sporting demonstrations



Red Bull X-Fighters Jam - 2015

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Events : ticketed, tented international shows



CAVALIA - 2015

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Events : free entry family entertainment



LAI YUEN SUPER SUMMER - 2015

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Events : international performances



UDDERBELLY- 2016

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Events : International carnival



THE GREAT EUROPEAN CARNIVAL – 2014/ 2015/ 2016

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Events : art fair



ART CENTRAL – 2015/ 2016/ 2017

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Events : free entry sculpture park



BOTERO HONG KONG EXHIBITION - 2016

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Events : free entry park and community events



SUMMERFEST @CENTRAL HARBOURFRONT - 2016

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Events : international car race



HONG KONG EPRIX - 2016

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Events: music and arts festival



CLOCKENFLAP - 2016

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Events: mixed genre music festival



DRAGONLAND MUSIC FESTIVAL - 2017

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Food Truck Pilot Scheme



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FIGURES SO FAR

	From May 2014 – March 2017
No. of Events/ Activities	180
No. of Events Open to the Public for Free	140
Approximate number of visitors to events	4,000,000

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Challenges

- This first-of-its-kind approach meant that CVM and the government departments had to collaborate in new ways which had its challenges but all supportive.
- Hong Kong's strict licensing policies relating to temporary events creates a challenge to local and international events.
- CVM would like to see industry code of practice being developed to help support organizers and gov't departments.
- Limited availability of dedicated event spaces in Hong Kong means restriction on vibrancy and opportunities.
- CHES has helped build an industry of creative, sports, cultural, community and entertainment events.

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KEY LEARNINGS

- If you build it, they will come – availability of outdoor event space facilitated our ability to attract new-to-Hong Kong events as well as provide a site for nurturing home-grown events like Clockenflap and The Great European Carnival.
- There is continued local and overseas interest – events wanting to book 18-24 months in advance, and for consecutive years
- Larger event spaces are more conducive to larger-scale events
- We believe the events and activities taking place on the Central Harbourfront Event Space over the past three years have:
 - ✓ Enhanced public enjoyment of the Central harbourfront area
 - ✓ Facilitated successful public engagement on the harbourfront
 - ✓ Provided the local public with a diverse choice of events and activities to participate in and enjoy
 - ✓ Provided a variety of entertainment for tourists to Hong Kong

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Looking ahead

- Making more permanent sites for temporary events available will create more opportunities to bring more and varied events to Hong Kong. CHES has shown that event sites of all sizes and locations are necessary for the vibrancy of the city.
- Having currently idle sites available on a temporary basis would encourage better use of such sites for public enjoyment. However, the current process for application to use idle sites for events is lengthy and cumbersome and Lands Departments policy of applying a “market rate” for use of these sites does not differentiate between use of the site as a carpark or a children’s sports festival.

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Thank You

Central Venue Management Limited

T: 852 3929 9500 E: info@cvm.com.hk W: www.cvm.com.hk

