A presentation to the Harbourfront Commission's

Taskforce on Harbourfront Developments on

Hong Kong Island

10 March 2017



#### 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



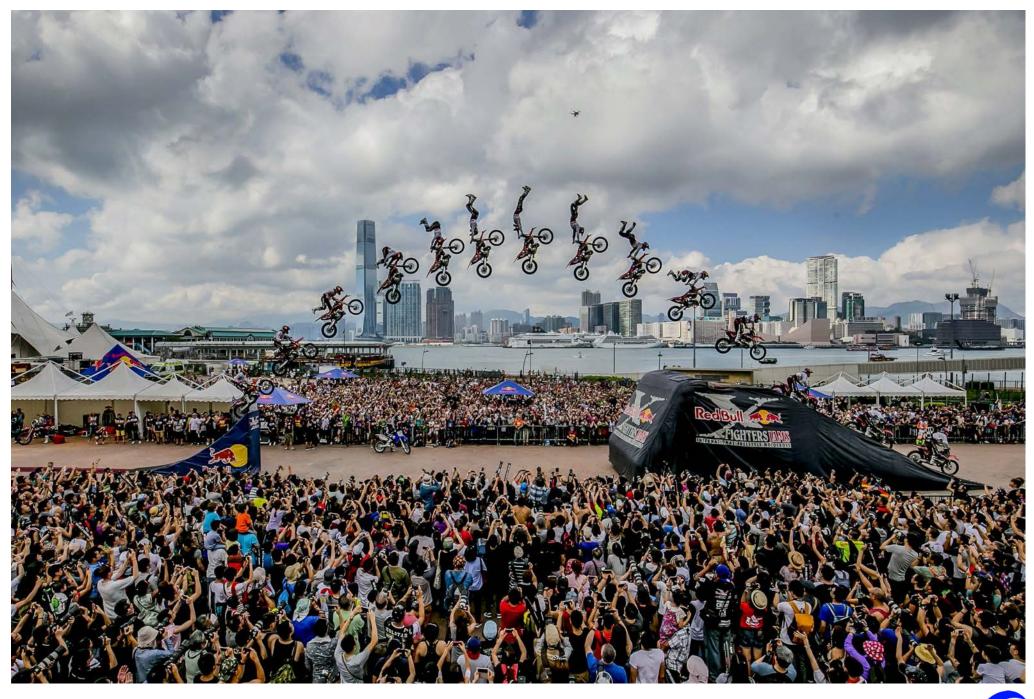
Events: free entry community







Events: free sporting demonstrations





Events: ticketed, tented international shows





Events: free entry family entertainment



LAI YUEN SUPER SUMMER - 2015



Events: international performances





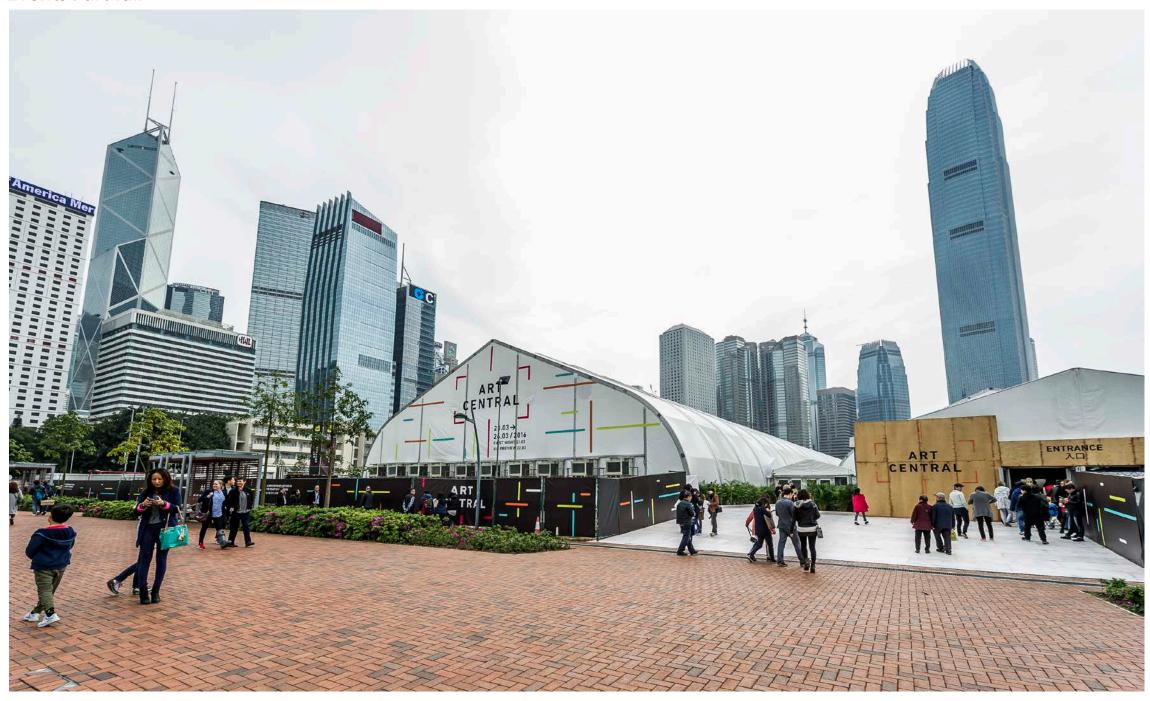
Events: International carnival

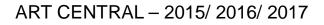






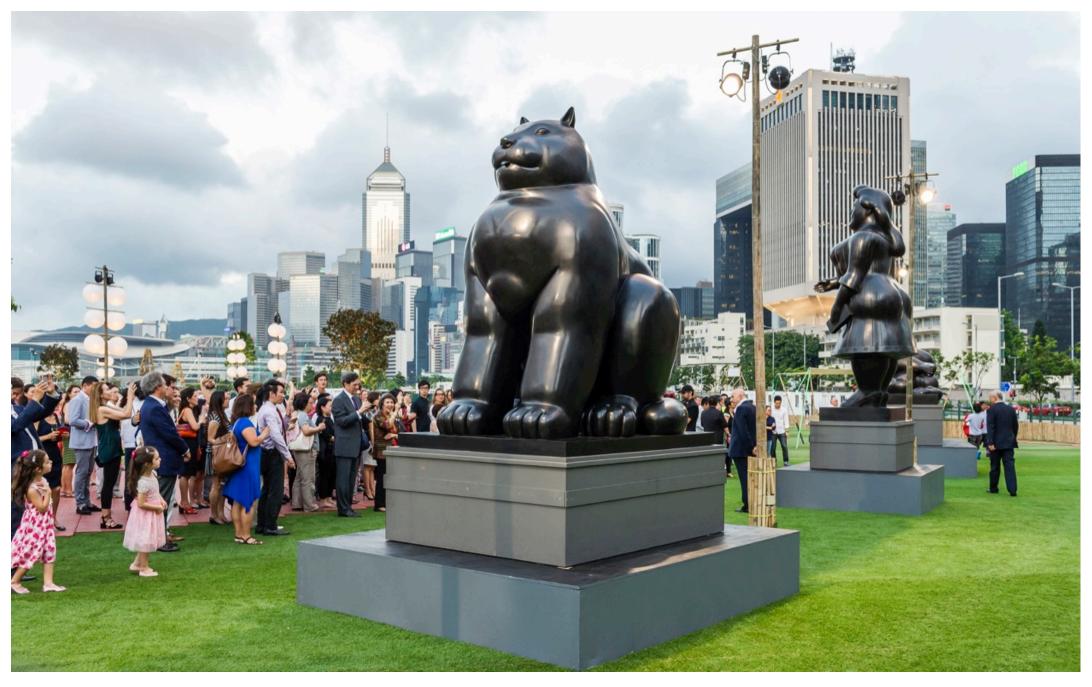
Events: art fair





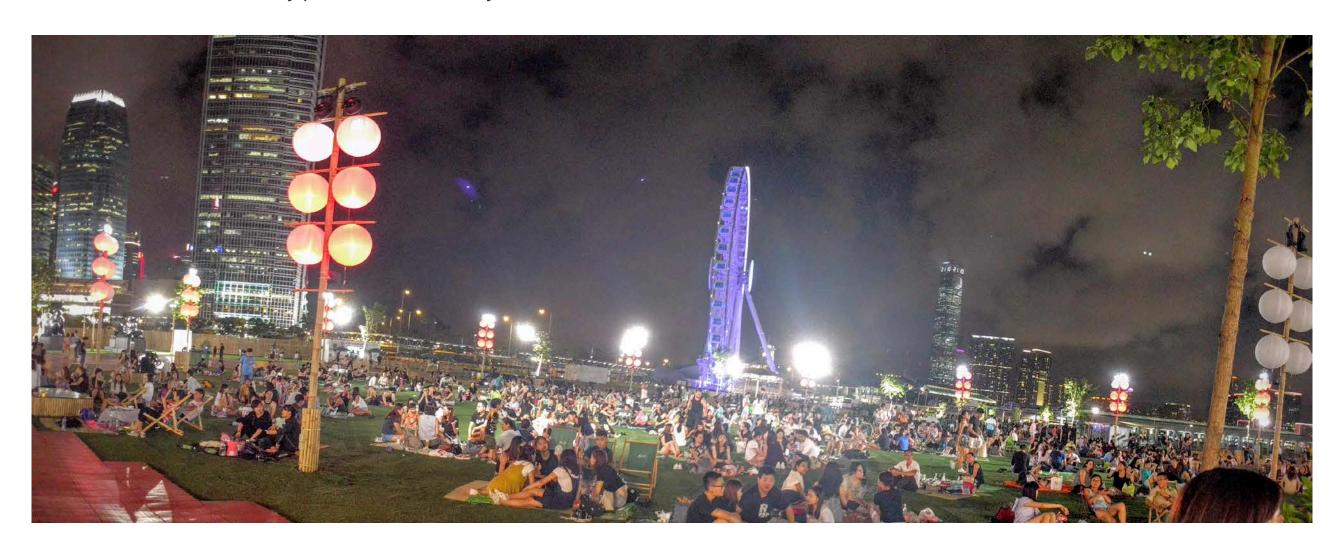


Events: free entry sculpture park





Events: free entry park and community events



SUMMERFEST @CENTRAL HARBOURFRONT - 2016



Events: international car race





Events: music and arts festival



Events: mixed genre music festival





#### Food Truck Pilot Scheme





#### 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



#### 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.



#### **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



#### 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.



#### Thank You

Central Venue Management Limited

T: 852 3929 9500 E: <u>info@cvm.com.hk</u> W: <u>www.cvm.com.hk</u>

