

# Maritime Promotion Project Funding (“The Promotion Fund”) under the Maritime and Aviation Training Fund (“MATF”)

## Guide to Application

### 1. Introduction

The objective of the Promotion Fund is to promote various aspects of the maritime industry and attract more talents to join the industry through different promotion activities organised by the maritime-related organisations or professional bodies, especially with a view to reaching out more youngsters through targeted promotion strategies.

### 2. Scopes

To strengthen the **promotion of the maritime industry** and to facilitate the applicant to make use of the Promotion Fund in a more effectively and targeted manner, especially when **reaching out to more youngsters through targeted promotion strategies**, the scope of the Promotion Fund covers three categories of eligible promotion activities, namely –

- (A) **General Promotion Activities;**
- (B) **Knowledge Sharing Promotion Activities such as, locally held maritime-related seminars, conferences and workshops; and**
- (C) **Visits and Professional Exchange Activities outside Hong Kong such as, maritime-related seminars, conferences and workshops held outside Hong Kong.**

### 3. Application Procedures

Organisation applying for the Promotion Fund should complete and submit the **Funding Application Form** together with the project proposal in accordance with the following deadline applicable to respective category. The processing time normally takes around two months upon receipt of all necessary documents and information in good order.

| Category   | Submission Deadline   |
|--|---|
| A. General promotion activities                                  | <b><u>3 months before</u></b> the commencement of the promotion project |
| B. Knowledge sharing promotion activities                        | <b><u>4 months before</u></b> the commencement of the promotion project |
| C. Visits and professional exchange activities outside Hong Kong | <b><u>4 months before</u></b> the commencement of the promotion project |

#### 4. **Funding Criteria**

To ensure more effective use of public funds and to enhance the promotion of the maritime industry, especially when reaching out to more youngsters through a more targeted manner of promotion, there are ceilings on individual items and maximum sponsorship set for individual projects falling into different categories.

4.1 **Category A: General Promotion Activities** aims to provide subsidy to maritime sectors to organise visits, exhibitions, competitions etc.

4.1.1 **A ceiling of \$0.5 million** is set as the total sponsorship amount for individual projects.

4.1.2 Co-organising of events among organisations, including the Hong Kong Maritime and Port Development Board (“HKMPDB”), is allowed but the total sponsored amount for that particular project will still be capped at \$0.5 million.

4.1.3 The engagement of an agency to organise the promotional activity is allowed but the overall spending for the project will still be capped at \$0.5 million with the same caps to be set for items as described in 4.14.

4.1.4 The funding request for a few expenditure items would be capped:

(a) expenses for engagement of part-time staff should not exceed 15% of the total approved budget;

(b) expenses for volunteers should not exceed 10% of the total approved budget;

(c) miscellaneous expenses such as the design and printing of participant certificates, or goodies /souvenirs for participants, etc., the value of each certificate or goodie/souvenir shall not exceed HK\$20, and the maximum amount approved for this item for each activity is HK\$1,500; and

(d) if the proposed project involves a district or territory-wide competition, each prize shall not exceed HK\$600 and the maximum amount approved for prizes for each competition shall be HK\$2,500.

4.1.5 Other sponsoring items like fees for hiring transportation services, rental and cost of decoration or set-up of venues, and fees for designing, printing, delivering and posting promotional materials etc. mentioned in the **Funding Application Form** or funding requests beyond the limits set for items 4.14 (c) & (d) will be considered on a case-by-case basis by the Manpower Development Committee (“MDC”) under the HKMPDB.

4.2 **Category B: Knowledge Sharing Promotion Activities** aims to provide subsidy to maritime sectors to organise larger scale activities such as seminars, conferences, workshops or forums with specific maritime-related themes for the public, especially the younger generations.

- 4.2.1 **A ceiling of \$0.5 million** is set as the total sponsorship amount for individual projects.
- 4.2.2 The funding request for a few expenditure items would be capped:
- (a) venue booking at \$200,000 in total for a maximum of four days;
  - (b) miscellaneous expenses for non-local speakers which covers the local transportation and accommodation etc. at \$1,800 per day for each speaker ;
  - (c) honorarium for speakers (for local and non-local) at \$800 per hour; and
  - (d) round-trip air tickets (economy class) at \$3,500 for each non-local speaker.
- 4.2.3 Other sponsoring items are fees for hiring transportation services, rental and decoration fees of venues, and fees for designing, printing, delivering and posting promotional materials etc. mentioned in the **Funding Application Form** or funding requests beyond the limits set for items 4.2.2(d) will be considered on a case-by-case basis by the MDC.
- 4.3 ***Category C: Visits and Professional Exchange Activities outside Hong Kong*** aims to facilitate the younger professionals to gain more exposure which are conducive to their personal development as well as the manpower development of the industry, and to provide subsidy to maritime sectors to organise delegations of young professionals to attend visit programmes, seminars/conferences overseas or in the mainland.
- 4.3.1 **A ceiling of \$0.18 million** is set as the total sponsorship amount for individual projects.
- 4.3.2 No sponsorship will be provided for any administration /supporting staff or visits / exchanges which are originally part of the official duties.
- 4.3.3 The funding request for a few expenditure items would be capped:
- (a) round-trip air tickets (economy) [\$3,500 for each delegate];
  - (b) accommodations (share-room only) [\$500 for each delegate per night]; and
  - (c) miscellaneous items (e.g. local transportation and insurance etc.)
- [\$300 for each delegate per trip].
- 4.3.4 The participants of the delegation should be selected by open recruitment.
- 4.3.5 Sponsorship only covers participants who have met the following requirements :
- (a) aged 35 or below;
  - (b) have joined the industry for at least five years;
  - (c) be working at the operational and middle management level; and
  - (d) eligible individual could only be sponsored once by the

MATF for such kind of activity.

- 4.3.6 Other items mentioned in the **Funding Application Form** or funding requests beyond the limits set for items 4.3.3 (a) & (b) will be considered on a case-by-case basis by the MDC.
- 4.4 Fees may be charged for the activities sponsored by the MATF. The applicant should utilise all sources of income from the activities prior to using the Promotion Fund to meet the necessary expenses arising from the activity itself, irrespective of whether this is stated in the proposal. The same arrangement should apply to sponsorship, cash donations and other sources of income. Any unspent amount of the funds shall be returned to the HKSAR Government after the completion of the project. The income records of the project should be kept for seven years and be available for inspection by the HKSAR Government where necessary.
- 4.5 The applicant shall submit original copies of receipts clearly marked with the purchased items and quantities. If the receipts do not list out such information clearly, the organisation shall provide invoices or write the information on the receipts and certified it with official chop or stamp. Any items without sufficient and valid supporting documents will not be reimbursable.
- 4.6 All publicity materials of the activities (including backdrops, posters, banners, invitation letters/cards, admission tickets, coupons, flyers, etc.) should bear the words “**Sponsored by the MATF**”, and display the logos of “**Government-funded Programme**” and the MATF as far as possible. To acknowledge sponsorship/ donation on publicity materials of the activity, the name(s) and the logo(s) of sponsor(s)/donor(s) must not be larger and more prominent than the name(s) and the logo(s) of the MATF.

## 5. **Project Proposal**

The assessment of the projects will include a quantitative evaluation based on various measurable metrics to determine the effectiveness in reaching out to the participants, in particular the younger generations. The proposal should include the following information:

### (a) **For new application or new activity/ activities**

- (i) the theme/ objective of the activity/ activities;
- (ii) the target participants and their demographic profile;
- (iii) the co-organising parties, including schools, colleges or industry organisations;
- (iv) the promotion strategy including the extent of outreach to other organisations, associations, or societies the use of social media platform for promotion, visits, posters etc to enhance participation;
- (v) Expected deliverables of the activity/ activities; and

- (vi) A survey of participants' feedback, or an alternative measure of equal effectiveness, should be adopted to measure the effectiveness of the activity/ activities.

**(b) For recurrent activity/activities**

- (i) provide justification for the continuing to organise the activity/ activities
- (ii) the estimated number of target participants joining the activity/ activities, particularly the proportion of new participants to the overall participants (e.g. on the basis of the past record of actual numbers of participants for similar activities). The applicant should try to enroll at least 60% of the new participants as compared with last application;
- (iii) The applicant should provide information about the means to attract new participants, such as visit to schools, associations, or advertisement through social media etc.;
- (iv) the number of new co-organising parties, such as schools, colleges or industry organisations as compared to the last application and their respective role for the activity/ activities;
- (v) any change to the demographic profile. If so, the reason for the change;
- (vi) the number of brand-new activities introduced and the objective/ theme of these brand-new activities and the synergy with other activities under the same application;
- (vii) a summary of the enhancements made to this year's activity/ activities based on last year's evaluation;
- (viii) expected delivery of this year's activity/ activities; and
- (ix) a survey of participants' feedback, or an alternative measure of equal effectiveness, should be adopted to measure the effectiveness of the activity/activities e.g. survey of participants' feedback, self-evaluation.

**6. Reimbursement**

**Within 3 months** upon completion of the project, the applicant should submit the following documents with supporting details to the MATF Secretariat for reimbursement.

- (a) an **Evaluation Report (Form C)** of the activity which should include:
  - (i) a summary of the whole project and/or a brief summary of each activity held;
  - (ii) the number of participants and photographs taken for the respective activities and details of souvenirs distributed;
  - (iii) the response or feedback received from participants via a survey or an alternative measure of equal effectiveness, including but not limited to whether the objectives and anticipated targets of the activities have been achieved;

- (iv) an evaluation on the benefits or achievements of the project (including the percentage of youngster participation in the activities, the ratio of new and returning participants, participants' referral rate, annual growth in participation compared to previous years,(for recurrent activity/activities) outreach efforts (e.g. number of outreach emails to schools or organisations, number of school visits, etc.); and
  - (v) the composition of the delegations, in particular the age, the positions as well as the profile of individual members of the delegation for projects (Category C only).
- (b) a financial report with copies of all relevant quotations, receipts and/or invoices for the sponsored expenditure items together with **Record of Quotations (Form A)**, quotation documents, **Expenditure Statement (Form B)**, **Details of Expenditure Items (Attachment B1)**.

## **7. Enquiry**

For enquiries about the applications of the Promotion Fund, please contact the MATF Secretariat via email at [matf@tlb.gov.hk](mailto:matf@tlb.gov.hk) or call the MATF hotline at 3509 7261.

**HKMPDB Secretariat**  
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