

**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.

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, the scope of the Promotion Fund covers three categories of 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 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 *Application Form* and submit the project proposal in accordance with the following deadline applicable to the category.

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

4. Funding Criteria

To ensure a more effective use of public fund and to strengthen the promotion of the maritime industry in a more targeted manner, there are ceilings and maximum sponsorship on individual items set for 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 Promotion 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 *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.

- 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 *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 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.

5. Reimbursement

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

- (a) An evaluation report of the activity which contain such information as
 - i. summary of the whole project and/or brief summary of each activity held;
 - ii. number of participants and photographs taken for the respective activities and souvenirs distributed;
 - iii. general response/feedback received from the participants;
 - iv. evaluation on the benefits or achievements of the project; and
 - v. in particular, age and occupation profile, the composition of the delegations for projects under Category C.
- (b) A financial report with the copies of all relevant quotations/receipts/invoices for the sponsored expenditure items

6. Enquiry

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

HKMPB Secretariat
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