

SWIRE PROPERTIES COMMUNITY-INNOVATIVE PROJECT

HOMETOWN HEROES: I AM A DREAM MAKER

Project Backgrounder & Briefing

BACKGROUND

HOMETOWN HEROES

HOMETOWN HEORES 2018 OVERVIEW



HOMETOWN HEROES is a Swire Properties community initiative that connects people to enhance the community where they work, live and stay, by participating in co-creativity experiences themed around the arts, culture and beyond.

There are four core projects under the umbrella of HOMETOWN HEROES; all of them will be showcased across the company's various portfolios as well as at our annual CSR event, the White Christmas Street Fair.

More Information:

<https://hometownheroes.swireproperties.com/>

<https://www.facebook.com/SwireHometownHeroes/>



KEY OBJECTIVES

Community

Contribute

People

Connect

Collaborate

Creativity

Celebrate

2018 PROJECTS

I AM A
PLACEMAKER 社區創客



400 community artworks

I AM A COOKING
ACE 東隅廚俠



5 tastes of TKS lovingly prepared

I AM A DRINKS
MASTER 混味星爵



12 drinks of Xmas by SSP lovers

I AM A SINGER
SONGWRITER 唱作家



6 songs inspired by the community

BACKGROUND

WHITE CHRISTMAS STREET FAIR

WHITE CHRISTMAS STREET FAIR

Having run for six years, The White Christmas Street Fair – our annual CSR event and Christmas celebration for the greater HK community – has become a popular festive tradition for our communities in Wanchai and Quarry Bay.

The event took place at the Starstreet Precinct and Taikoo Place from late November to early December, and serves as a dynamic platform to engage, celebrate, and give back to our local communities.

More Information:

<https://www.facebook.com/SwireXmasFair/>

<https://www.instagram.com/whitexmasstreetfair/>

6 YEARS OF COMMUNITY CELEBRATION



2013



2015



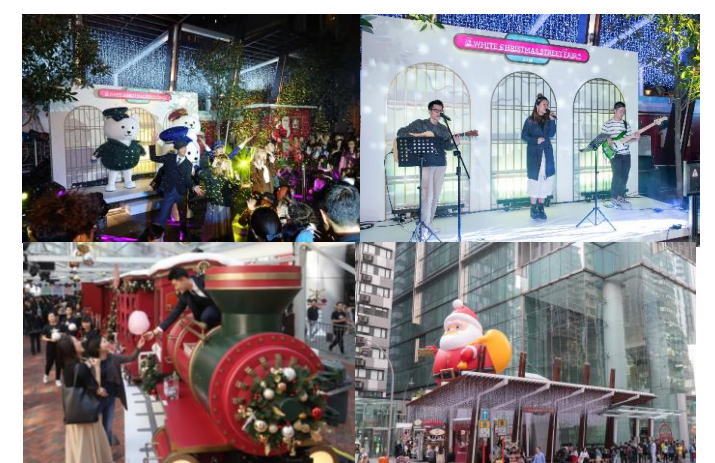
2017



2014



2016



2018

6 KEY EVENT ELEMENTS



Unique Attractions



X'mas Shopping



Festive Food & Drinks



Live Entertainment



DIY Workshops



Charity

WHITE XMAS STREET FAIR 2018 OVERVIEW

6th Year of Community Celebration

- **2** Locations
- **6** Days
- **20+** SPL retail and F&B tenants
- **70+** Christmas shopping booths & DIY Workshops
- **50** NGO / Performance units
- **250** Volunteers from Community Ambassador
- **500+** Members of the community involved
- **80,000** Visits over 6 days



The poster for the White Christmas Street Fair 2018 features a red background with gold and white text and graphics. At the top, the Swire Properties logo is displayed. The main title 'WHITE CHRISTMAS STREET FAIR' is in a gold banner, with '2018' below it. A subtitle in Chinese reads '太古地產 2018 白色聖誕市集'. The central graphic is a stylized train engine with a star on top, labeled 'THE SANTA EXPRESS'. Below this, the text 'ALL ABOARD FOR A HEART-WARMING CHRISTMAS CELEBRATION' is written, followed by the Chinese phrase '登上聖誕列車 歡渡窩心佳節'. The event dates and locations are listed at the bottom: Starstreet Precinct, Wanchai (灣仔星街小區) and Tong Chong Street, Taikoo Place (太古坊禮廊街). A calendar grid shows the dates from November 23 to December 1, 2018. The bottom of the poster includes the beneficiary 'Operation Warmth' and social media links for Facebook and Instagram.

太古地產
SWIRE PROPERTIES

WHITE CHRISTMAS STREET FAIR
2018

太古地產 2018 白色聖誕市集

THE SANTA EXPRESS

ALL ABOARD FOR A HEART-WARMING
CHRISTMAS CELEBRATION

登上聖誕列車 歡渡窩心佳節

Starstreet Precinct, Wanchai
灣仔星街小區

Tong Chong Street, Taikoo Place
太古坊禮廊街

2018

NOV	NOV	NOV			NOV	NOV	DEC	2018
23	24	25			29	30	1	
FRI	SAT	SUN			THUR	FRI	SAT	

Beneficiary
太古地產

OPERATION
WARMTH
Unit One Hongkong Hotel

Swire Properties White Christmas Street Fair

WhiteChristmasFair

WHITE XMAS STREET FAIR 2018 OVERVIEW



Starstreet Precinct, Wan Chai



Tong Chong Street, Taikoo Place

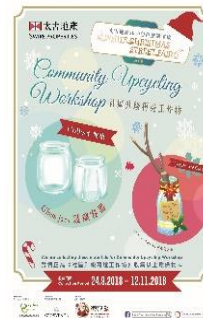
WHITE CHRISTMAS STREET FAIR 2018

YOUTH EMPOWERMENT INITIATIVES

The 2018 version of Street Fair carries a unique focus on youth empowerment. Special programmes include: providing mentorship and retail space for start-ups under the Po Leung Kuk Young Entrepreneurship Foundation; co-organising workshops with St James' Settlement for young upcycling artists; and working with the young artists of M21 from the Hong Kong Federation of Youth Groups, to produce the event's promotional materials.



PLK Young Entrepreneurship Foundation



St. James' Settlement Jockey Club Upcycling Centre



Hong Kong Federation of Youth Groups



HOMETOWN HEROES: I AM A DREAM MAKER

WHITE CHRISTMAS STREET FAIR 2019

Creative Idea & Social Media Strategy Proposal Competition

HOMETOWN HEROES 2019 OBJECTIVES

- Generate social benefit by ***empowering HK youth*** to think big, and take action – to provide them with access to knowledge, opportunities and resources to realise their dreams at our signature CSR event the White Christmas Street Fair.
- Leverage the signature annual event of White Christmas Street Fair as a showcase for ongoing ***community collaboration and celebration***.
- ***Sustain SPL's vision in creative placemaking***, transfer knowledge of quality design and planning process to the next generation of the Hong Kong youth through an Innovative outreach programme - SPL Placemaking Academy.

HOMETOWN HEROES: I AM A DREAM MAKER

HOMETOWN HEROES: I AM A DREAM MAKER is a youth empowerment project that offers students from Hong Kong universities a rare opportunity to take the lead in designing, planning and executing the White Christmas Street Fair 2019, Swire Properties' annual community celebration, and one of HK's biggest and most popular seasonal events.

Participants will pitch ideas to organisers, with a maximum of two teams winning the HK\$200,000 paid 6-month project internship at the **Swire Properties Placemaking Academy**. Here they will learn from the Company's senior management and event-planning experts, as well as from a host of thought leaders from the design and community-planning industries. Most importantly, they can further develop their innovation skills and broaden their horizons.

- **A 6-month programme** whereby students from universities will compete to have the winning team realise their dreams.
- They will join the **SPL Placemaking Academy**, get a full internship to join the SPL PAD team to put their creative ideas into realization.
- They will also be inspired by an esteemed line up of panel experts in the areas of **Innovation, Design, or Community Engagement** and from SPL's senior management to get hands on experience in engagement programme execution.



SPL PLACEMAKING ACADEMY – CURRICULUM STRUCTURE



SPL PLACEMAKING ACADEMY PANELS

Guy Bradley

Chief Executive, Swire Properties

Erwin Huang

Co-Founder & Executive Chairman, DreamStarter

Christopher Law Kin Chung

Founding Director, the Oval Partnership

Julian Law Wing-Chung

Partner, Jervois 1

Patrick Lee (TBC)

Emmy Award winner in Outstanding Editing: News, 60 Minutes, CBS

Fiona Ma

Director, Marketing & Communications, Swire Properties

and more...

SPL PLACEMAKING ACADEMY – CURRICULUM TIMELINE

PRESENTATION & EVENT

Kick-off Briefing Session

1 Jun 14:00-17:00 @
Blueprint

Proposal Presentations

25Jun 09:00-17:00 @
Blueprint

Fine-tuned Proposal Presentation

Mid-Aug

Execution Plan Presentations to SPL Senior Management

Mid-September

- Event planning
- Communication Strategies
- Presentation Skills

Media Preview Event

Mid-November

White Xmas Street Fair

5-8 Dec

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Academy Curriculum by Academy Lecturers

July (1hr each)

- Innovative Thinking
- Design & Planning
- Social value creation

Event Planning & Promotion Mentorship by Panel

Aug to Mid-Sep (1hr per week)

- Event creatives
- Stakeholders Engagement
- Communication & Social Media

Event Management Mentorship by SPL Public Affairs Department

On-going

Paid Project Internship – Winner (2 Jul to mid-Dec)

2 days per week @ Blueprint, Taikoo Place

Paid Project Internship – Social Media (Sep to Mid-Dec)

2 days per week @ Blueprint, Taikoo Place

CURRICULUM

ELIGIBILITY

Full-time undergraduate student of all disciplines from Universities funded by The Universities Grants Committee

- City University of Hong Kong (CityU)
- Hong Kong Baptist University (HKBU)
- Lingnan University (LU)
- The Chinese University of Hong Kong (CUHK)
- The Education University of Hong Kong (EdUHK)
- The Hong Kong Polytechnic University (PolyU)
- The Hong Kong University of Science and Technology (HKUST)
- The University of Hong Kong (HKU)

Each team should comprise 4 to 6 students from the same university regardless of academic discipline. Given the scope of work of the proposal and project internship, however, students possess knowledge in the following disciplines would be an advantage:

- Visual & design
- Architecture, Surveying & Engineering
- Marketing & Communications
- Business & Event Management

JUDGING CRITERIA

Student's Viability

- Academic background and strength
- Relevant qualification or experience
- Team diversity
- Language (English and Cantonese)
- Presentation skills

Creativity

- Thematic presentation & Novelty
- Tacticality of the theme
- Feasibility of creative implementation
- Narrative, messaging and communication of the theme
- Understanding of community engagement

Event Elements

- Complementation to the theme
- Suitability to target audience
- Novelty & provide unique experience
- Technical competencies and feasibility
- Social media strategy and execution plan
- Charitable elements
- Sustainability supports

IDEA PITCHING STAGES

STAGE

DETAILS

CRITERIA

All Entries

First Round Screening

Overall Ideation



Shortlisted

Finalists for Presentation

Creativity, Narrative & Event Details



Final Three

Final Battle Out

Aspiration, Attitude & Problem Solving



Winners

Overall Theme & Social Media

19-21 Jun

25 Jun @ Blueprint, Taikoo Place

AWARD & PRIZES

Winner - Overall Theme

- HK\$150,000* Project Internship (Mandatory) of the White Christmas Street Fair 2019
- Office space at Blueprint for up to 6 months
- Right to attend all project curriculum (Mandatory)

Winner - Social Media

- HK\$50,000* Project Internship (Mandatory) of the White Christmas Street Fair 2019
- Office space at Blueprint for up to 4 months
- Right to attend all project curriculum (Mandatory)

Runners-up for 4 teams

- \$2,500 Dinning Voucher at EAST, HONG KONG for each team
- Right to attend all project curriculum (Mandatory)

**Internship fee paid monthly on the basis of HK\$50 per hour per person; two 8-hour working days per week*



PROJECT INTERNSHIP SCOPE OF WORK

Winner – Overall Theme

8 Hours per Day on every Mon & Tue from July to December 2019

1. Creative concept & theme of the event
2. Event identity & key visual
3. Key attractions, decoration and venue setup
4. Event element ideas of retail booths, F&B booths and live entertainment
5. Promotion channels recommendation
6. Media preview event
7. Event on-site job duties
8. On-site survey & evaluation

Winner – Social Media

8 Hours per Day on every Mon & Tue from September to December 2019

1. Social media strategy & execution
2. Coordination with retail booths, F&B booths and live entertainment units
3. Media preview event
4. Event on-site job duties
5. On-site survey & evaluation

THANK YOU!

Enquiry:

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