

PREMIERE PERFORMANCES

ANNUAL REPORT

1 July 2021 – 30 June 2022



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Message from Our Founder & Executive Director

As I write this message in December 2022, I feel very optimistic. With Hong Kong finally dropping the Covid travel restrictions, and China opening up to the rest of the world, we are very hopeful that we will resume normal operations. Looking back on the 2021/22 season, we are very proud of all that we accomplished, despite very difficult conditions. We brought international artists into Hong Kong throughout Covid, maintained the same world-class quality for which our concerts are known, and had record attendance at all our events. We cultivated relationships with other arts organizations and worked closely together to bring in international artists. We even added a second show for one of our recitals (David Greilsammer) which has never happened before.

For the fourth year in a row, the Home Affairs Bureau has responded to the financial pressures we are facing by raising the matching ratio of the Arts Development Matching Grant Scheme from 1:1.5 to 1:1.8 and increasing the total grant amount for which we are eligible. We are so grateful that the government understands that we become more dependent on their support in these difficult times.

I would like to thank our loyal donors and audience members for their continued support, which confirms that our work makes a difference to the quality of people's lives. We are now planning a stellar season for 2022/23, and look forward to seeing you in the concert hall again!

Enjoy the music!



Administration (as of 30 June 2022)

Board of Governors

Andrea Fessler, Chair
Winnie Kwan
Harry Lee (until Mar 2022)
Shu Yin Lee
Ester Li

Staff

Andrea Fessler, Founder and Executive Director
Loretta Cheung, Box Office Manager
Ingrid Kwok, Arts Administration Officer (from Nov 2021)
Sharen Lau, Marketing Manager
Henry Leung, General Manager (until June 2022)
Marinella Li, Development Manager (until Aug 2021)
Vanessa Leung, Assistant Arts Administration Manager (from Oct 2021)
Jane Ng, Senior Arts Administration Officer (from Sept 2021)

Interns

If you would like to join one of our committees or volunteer in any capacity, please contact info@pphk.org.

About Premiere Performances

Overview

Founded in 2007 as a registered charity by Andrea D. Fessler, Premiere Performances aims to establish Hong Kong as a leader in the international cultural landscape. Premiere Performances is a presenter of the world's best performers of recitals and chamber music with almost 100 events each year, featuring a dynamic array of instruments, performance styles and musical genres.

Mission

Premiere Performances brings the best classical musicians in the world to Hong Kong for performances and outreach, building a vibrant local arts scene, nurturing local artists, and making the inspiration of a live music performance accessible to all.

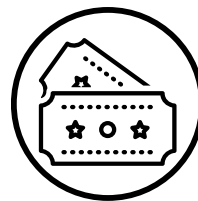
Vision

Premiere Performances is sparking a musical movement. We want to enliven the imagination of Hong Kong audiences through extraordinary performances, inspire those who play to pick up their instruments and play with joy and love, and enable those who listen to have a concert experience like no other.

Beneficiaries

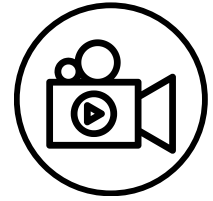
From special needs students to the elite of Hong Kong, we have programmes aimed at all demographics of society. We believe that everybody, regardless of social class or education, ethnicity or language, will be moved by the power of a live music performance presented at a world class level.

In 2021/2022, Premiere Performances organised:



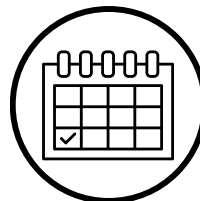
8

Public Concerts



4

Film Screenings



6

Private Events



25

School Concerts



8

Online Events

with



32

Musicians

impacting over

11,000

audience members

Audience Reach

Events (2021/22)	Concert Attendance	Outreach Attendance
David Greilsammer: Scarlatti : Cage	1,441	-
Fiesta Brass Family Concert	346	-
Encore! Chiyan Wong's Goldberg Variations (Concert Film)	142	-
Gilad Harel: A Clarinet Rhapsody with Rachel Cheung, piano	673	-
Alexander Ullman: 3 Sonatas	1,161	-
Xuefei Yang: Crossing Borders	966	-
Creative Ideas to Explore in Music Classroom (Online Teacher Workshop)	-	63
BPMF 2022: Jazz Concert: Eugene Pao with the Bob Mocarsky Organ Trio	199	-
BPMF 2022: Janine Jansen: Falling for Stradivari Concert Film	90	-
Jamal Aliyev: 4 Cities	749	-
Viva! Pipers School Tours	-	2,395
Fiesta Brass School Tours	-	2,325
Romer String Quartet School Tours	-	1,050
Subtotal	5,767	5,833
Total Reach	11,600	

Impact of the COVID-19 Pandemic

This was our third consecutive season tackling the effects brought on by the pandemic. Venue closures and fluctuating travel restrictions continued to make planning very difficult. With the exception of David Greilsammer (which was a rescheduled date from June 2020), all of the artists in our 2021/22 recital season were scheduled only months, sometimes weeks, before the concert date. Other concerts were simply cancelled because of the venue closures which lasted from January through April 2022 (e.g. the Beare's Premiere Music Festival 2022, a piano recital with Frederic-Francois Guy in April 2022 and a family concert in May 2022).

Chamber Music in Schools

Making the inspiration of a live music performance accessible to all is central to PPHK's mission. As one of few organizations in the city that specializes in chamber music, we are proud to be building a vibrant local arts scene and nurturing young audiences with our wide range of Outreach & Education Programmes.

This year, our Chamber Music in Schools Programme crossed the important milestone of reaching over 100,000 students. Since the programme's establishment in 2013, we have brought 14 different overseas and local ensembles to Hong Kong schools, organising over 380 school performances, reaching more than 4,500 teachers and 107,000 kindergarten, primary, secondary and special education needs students.

In 2021/22, our three ensembles visited 2 kindergartens, 13 primary schools, 4 secondary schools and 6 special needs schools.

Fiesta Brass Quintet

Chiu Yang Primary School of Hong Kong
HKFYG Lee Shau Kee Primary School
Lok Sin Tong Ku Chiu Man Secondary School
The Mental Health Association of Hong Kong Cornwall School
Po Leung Kuk Law's Foundation School
Po Leung Kuk Siu Hon Sum Primary School
SAHK Jockey Club Elaine Field School
Tsuen Wan Government Secondary School
Tung Koon School (Sheung Shui)

Romer String Quartet

CCC Chun Kwong Primary School
Lutheran Tsang Shing Siu Leun School
Ma Tau Chung Government Primary School (Hung Hom Bay)
Pui Ling School of the Precious Blood

Viva! Pipers Wind Quintet

Buddhist Ho Nam Kam College
Chinese YMCA Kindergarten
Cheung Chau Sacred Heart School
Evangelize China Fellowship Holy Word School
Holy Angels Canossian School
Holy Family Canossian School
Hong Chi Morninghill School, Tsui Lam
Norwegian International School
SKH Kei Tak Primary School
Society Of Boys' Centres Hui Chung Sing Memorial School
St Charles School
Tsuen Wan Baptist Church Kindergarten

“ I love this performance a lot, I hope you can come our school again.” – Student from *HKFYG Lee Shau Kee Primary School*

“ Players play the instruments very interestingly and the atmosphere is very enjoyable for the whole concert”
– a teacher from *Tsuen Wan Government School*

In 2021/22, we reached

▶ **5,430**
students

▶ **300**
teachers

◀ **25**
in
school visits

In 2021/22, the Chamber Music in Schools Programme continued to be impacted by the pandemic. Although there were no school visits at all during the spring of 2022 due to school suspensions, there was a notable resurgence of interest and demand for in-school performances towards the end of the academic year in the summer of 2022.



With on-going health and safety concerns, we offered schools various options for in-school performances, including live performance, online streaming only or mixed-mode performance (that is, a live performance for a select group of students with streaming to other students in their classrooms). Schools were very appreciative of this kind of flexibility so that they could choose a programme that best served their needs and concerns.



20 live
2 online streaming
9 hybrid mode
performances

Outreach & Education

Our Outreach & Education programmes were greatly affected by the pandemic. Typically, we would organise a wide range of outreach & education activities including community concerts for the public, music talks, open rehearsals and masterclasses, especially during the Beare's Premiere Music Festival. Unfortunately all of these activities were cancelled.

Pre-Concert Zoom Chats and Podcasts

When the pandemic hit in 2020, we were all introduced to a "new normal" in the performing arts. While we are still firmly committed to the live music experience, we decided to go "digital" for the pre-concert talks.

In collaboration with Aura Music, we organised pre-concert Zoom chats with all of our Recital artists, with 30-70 audience members joining us for each chat session.

We then edited the chats into a pre-concert podcast, available on Spotify, YouTube, Anchor, Google Podcasts and other streaming platforms. Audiences were able to listen to the artists giving brief explanations of the music they were going to play in their Recital.



In 2021/2022, we presented 6 pre-concert Zoom chats and 5 pre-concert podcasts:



PODCAST

Pre-Concert Podcasts: Into Chamber Music

Premiere Performances of Hong Kong

Pre-Concert Zoom Chats:

12 Oct - Gilad Harel

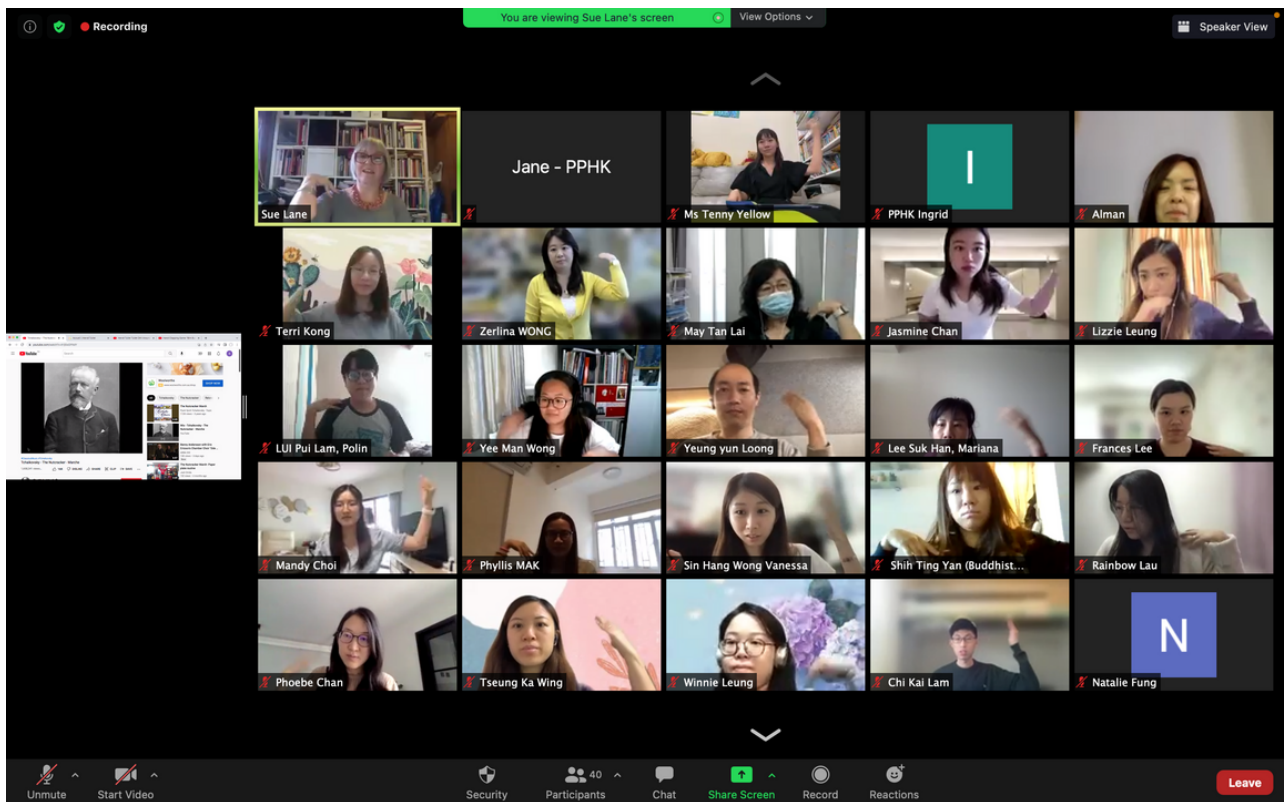
9 Nov - Alexandar Ullman

30 Nov - Xuefei Yang

16 Dec - Dan Zhu

5 Jan- Cho-Liang Lin

9 May- Jamal Aliyev



Online Teacher Workshop

6 & 7 April 2022

Since the local schools were shut down from January to April 2022, we thought we could use this opportunity to focus on teacher development. Dr. Sue Lane, a professional development expert from Australia was invited to brainstorm with music teachers about how to bring creativity into the music classroom.

Two workshops were held in total, and we targeted kindergarten, primary, secondary, special educational need (SEN) schools music teachers and instrumental tutors. There were a total of 63 participants. Almost 90% of the participating teachers said that they gained new insight into music teaching.

Audience of Tomorrow Project

To make world-class music accessible to all, Premiere Performances donated 120 tickets to local NGOs and students. This year's partner organizations included:


- Caritas Bianchi College of Careers
- Hong Kong Baptist University
- Norwegian International School
- The Chinese University of Hong Kong
- The Education University of Hong Kong
- The University of Hong Kong
- Splash Foundation Limited

Recital Series



We had an eventful Recital Series in 2021/22 in which we presented 6 concerts with a wide range of instruments (piano, clarinet, cello and guitar recitals). Based on audience feedback, all of our recitals had a one-hour no-interval format and began at the slightly earlier start time of 19:30.

Due to the challenges of the travel restrictions and quarantine rules, we collaborated with both orchestras to bring in international artists. David Greilsammer and Xuefei Yang were invited through a special collaboration with the Hong Kong Philharmonic Orchestra. Gilad Harel, Alexander Ullman and Jamal Aliyev were invited through a collaboration with the Hong Kong Sinfonietta. We were very grateful to be able to work together with the orchestras during these difficult times. The artists were delighted to perform both a concerto and a recital and it made their two week hotel quarantine worthwhile.



Despite the effects of COVID-19, ticket sales were stronger than ever for our Recital Series in 2021/22. The average attendance rate of our concerts was above 94%, which proves that there is high demand in this city for live classical music concerts with world class musicians.



“ My impression after the concert is, both (Scarlatti and Cage) of them are very unique in terms of their music....their sonatas are both faster in tempo, and full of theatrical effects, therefore from start to finish, a one hour concert was never boring.”

– Hong Kong Economic Journal



David Greilsammer Piano Recital *Scarlatti:Cage*

5 & 8 September 2021

The Fall 2021 Recital Series began with David Greilsammer’s acclaimed solo recital programme “Scarlatti : Cage”. Greilsammer alternated between two pianos, playing the Baroque Scarlatti Sonatas on one piano and the avant-garde John Cage Sonatas on the other ‘prepared’ piano. Due to overwhelming demand, we were able to add an additional performance which was a first in Premiere Performances’ history.

“ I feel fortunate that this concert was arranged and so professionally held. Looking forward to more top notch concerts in HK.”

– Audience Member





“

Mr. Harel is an extraordinary clarinetist with wonderful skills. He plays well with Ms Cheung and their music is extraordinarily beautiful!"

- Audience Member



Gilad Harel Clarinet Recital *A Clarinet Rhapsody*

20 October 2021

Israeli clarinet virtuoso Gilad Harel made his Hong Kong début with pianist Rachel Cheung. Together they performed works by Debussy, Saint-Saëns, Schumann, Mozart – and Harel's signature Klezmer music. This was Premiere Performances' first-ever clarinet recital.

“

It was a great privilege to hear such world-class performers." - Audience Member

“

Loved the selection of music and featuring a wind instrument. Beautiful."

- Audience Member



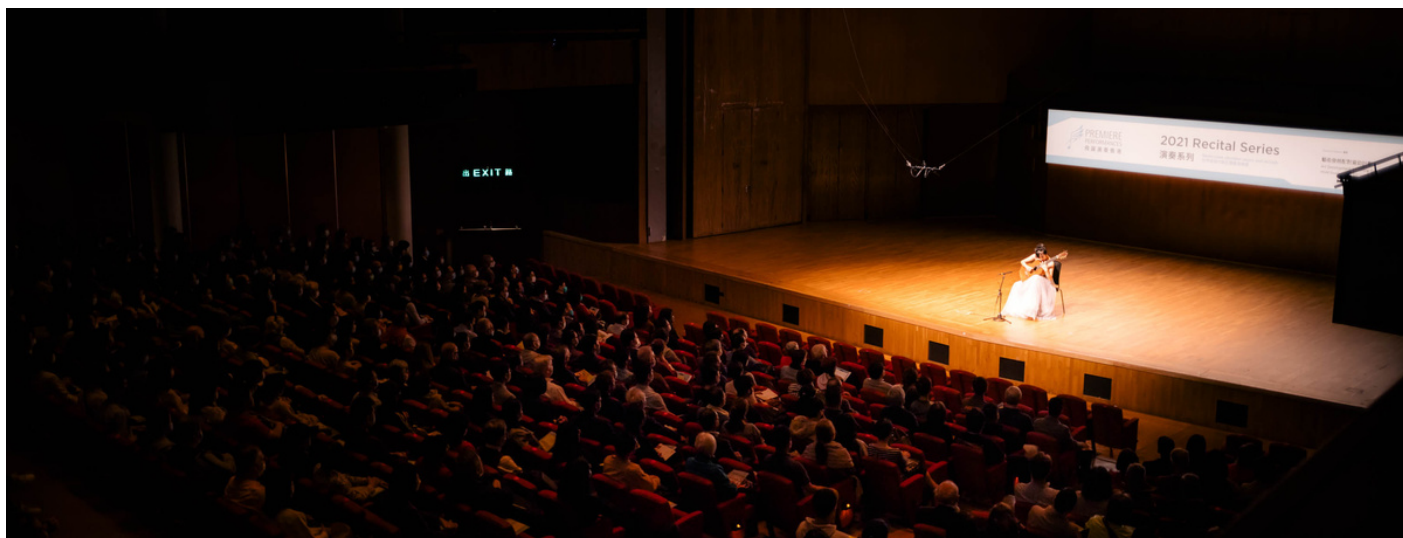
Alexander Ullman Piano Recital 3 Sonatas

18 November 2021

British piano virtuoso and multiple gold medal winner Alexander Ullman impressed the Hong Kong audience with sonatas from three music giants: Haydn, Beethoven and Liszt. Ullman performed his recital on the same day that he was released from hotel quarantine - going from solitary confinement to a concert hall filled with over 1100 people - probably one of the largest audiences anywhere in the world at that time.

“Alexander Ullman is definitely a name everyone should know and pay special attention to.”
- Kathy Lam, RTHK Radio 4

“He indeed has crystalline phrasing! Very impressive.” - Audience Member



Xuefei Yang Guitar Recital Crossing Borders

30 November 2021

Selected as one of Classic FM's "100 Best Artists of Our Time" and BBC Music Magazine's "Six of the best classical guitarists", Xuefei Yang returned to Hong Kong with a colourful and virtuosic programme of Chinese, Spanish and Latin guitar repertoire. Yang first played in Premiere Performances' Recital Series in 2008.

“ Really excellent: choice of pieces and quality of playing.”
– Audience Member

“ World class guitarist... transcribing traditional Chinese works as well as writing her own original compositions. Her interpretation of bossa nova classics was incredible too...”
– Audience Member



“ As soon as he sat down, and took his first breath, I was brought into his world...The soloist and his cello were one. He played Chopin's nocturne first – he was not playing the instrument, but creating that atmosphere...The last time I enjoyed a cello concert so much was, I guess, Rostropovich.”

- **Vincent Liauw, Art News on RTHK 4**



Jamal Aliyev Cello Recital 4 Cities

15 May 2022

Turkish rising-star cellist Jamal Aliyev made his Hong Kong début together with pianists Evelyn Chang and Vanessa Wong Wai Yin. In addition to romantic works by Tchaikovsky, Chopin and Popper, the recital featured the Asian premiere of the captivating Fazil Say Sonata inspired by four Turkish cities, as well as the world premiere of the Katibim Jazz Variations by Cem Oslu. As the venue capacity was reduced to 50%, this concert sold out very quickly!

“ Jamal is an exceptionally passionate artist. He brought well deserved attention to some high quality works by Turkish composers to HK audience like myself. Appreciated.”

- Audience Member

Concert Film: Encore!

Chiyan Wong's Goldberg Variations

11 September & 1 October 2021

This was Premiere Performances' first concert film to celebrate the long-awaited return of live music. Despite a three week hotel quarantine, Berlin-based pianist Chiyan Wong returned to his hometown in March 2021 amidst the COVID-19 pandemic, and gave a heart-felt recital for Premiere Performances. For the first time in almost six months, classical music lovers gathered in a concert hall again for the inspiration of a live music performance. As the centrepiece of his stunning programme, the award-winning pianist shared his unique interpretation of Busoni's kaleidoscopic arrangement of Bach's classic Goldberg Variations.

“ The film has carefully included very thoughtful imageries of Hong Kong along with the concert. Scenes of Hong Kong streets lined with shops with closed shutters...images of the ribbons tied onto the chairs at City Hall to block them...seeing the Star Ferry and the waves of Victoria Harbour... (the film) captured the strong feelings of solitude we all felt [during the pandemic.]

- Kathy Lam on RTHK 4



Beare's Premiere Music Festival 2022

CANCELLED

John & Arthur Beare
FINE VIOLINS SINCE 1892

As concert halls were open for much of 2021, we went ahead with planning a very ambitious Beare's Premiere Music Festival 2022 using many local artists and a few international artists. With great disappointment, performance venues were closed due to the 5th wave just days before our opening concert. This was the second year in a row where we had to cancel the Festival in its entirety due to venue closures. Originally planned for 9th to 16th January 2022, the 13th Beare's Premiere Music Festival was supposed to include the following concerts:

Jazz Concert: Eugene Pao with The Bob Mocarsky Organ Trio

Twilight of Vienna with Dan Zhu

Loved and BeLoved

Journey to the Heartland

Family Concert: Carnival of the Zodiac

Janine Jansen Falling for Stradivari Concert Film

Encore! Chiyan Wong's Goldberg Variations

Open Air Concert: String Bouquet



Festival artists were already in town and had begun rehearsals when the news broke that the venues would be closed. We decided to carry on with rehearsals and record some of the festival repertoire for broadcast on our YouTube channel and on RTHK TV in August and September 2022. Fortunately, we were able to successfully reschedule the Jazz Concert and the Janine Jansen film at the end of April 2022, during the first week of venue reopening.

Artists who were going to perform in Beare's Premiere Music Festival 2022:

- | | | |
|-------------------|---------------|-----------------------|
| • Jamal Aliyev | • Julie Kuok | • Hui Ling |
| • Richard Bamping | • Born Lau | • Andrew Ling |
| • Phoebe Chan | • Angus Lee | • Xin Shi |
| • Ringo Chan | • Colleen Lee | • Karina Yau |
| • Evelyn Chang | • Ruda Lee | • Eric Yip |
| • Kiann Chow | • Warren Lee | • Dan Zhu |
| • Eric Fung | • Yat Lee | • Zee Zee (Zhang Zuo) |



Jazz Concert: Eugene Pao with The Bob Mocarsky Organ Trio

24 April 2022

Part of the Beare's Premiere Music Festival 2022, we were able to reschedule the Jazz Concert with the Bob Mocarsky Organ Trio for late April - which happened to be the first weekend that venues reopened. Hong Kong's own guitar legend Eugene Pao gave a long-awaited live jazz performance together with Bob Mocarsky and drummer Anthony Fernandes.

“ The performance was impeccable, full of improvisation and interaction, all three musicians were at the top of the game, fully enjoyable and 100 percent satisfaction, excellent ! By the way, venue is perfect too, a big thank you for the crew, bravo !”

- Audience Member

Concert Film: Janine Jansen- *Falling for Stradivari*

24 April 2022

In this award-winning documentary, the audience follows Janine Jansen fly-on-the wall from initial research and rehearsals in Stockholm, to a hectic month in London where, accompanied on the piano by Sir Antonio Pappano, the legendary Director of the Royal Opera House, she faces the challenge of recording, in a very short time, 12 Stradivari violins for one single album.

“ Wonderful documentary in a nice theatre setting. Also really enjoyed being able to watch the full concert film in Part 2.

- Audience Member



Family Series



Fiesta Brass Family Concert

26 September 2021

Fiesta Brass presented their second public Family Concert since their formation in 2017. The musicians demonstrated the trumpet, trombone, french horn and tuba in their usual comic and dramatic ways, and played a range of famous show tunes including the Suite from Monty Python's Flying Circus, Suite Americana and many more. They created a fun and unforgettable afternoon for families and friends.

“ Strongly agree this concert was high quality”

- Audience Member

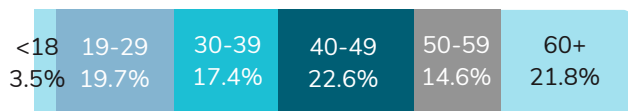


“ The five performers' dialogue was lively and interesting; my 7 year old son was very happy”

- Audience Member

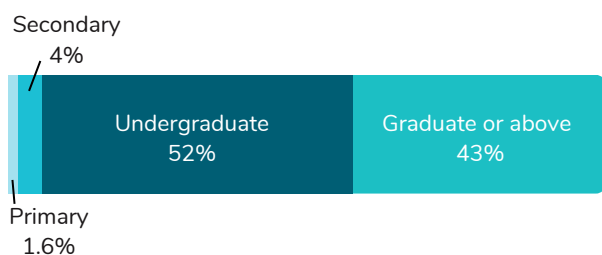
Our Audience

Surveys collected after each Recital and Family Concert tell us about our audience. The following represents an average of both of the series.



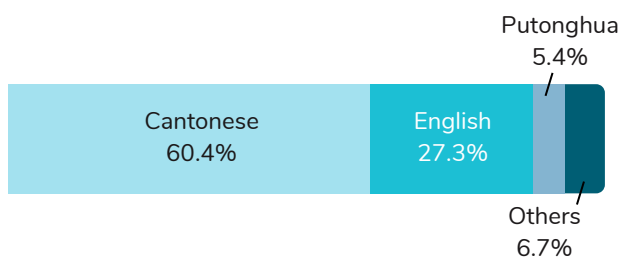
Age

The age of our audience is extremely diverse, with the majority of our audience above 19.



Education

Our audience is highly educated, with over 90% having a university education.



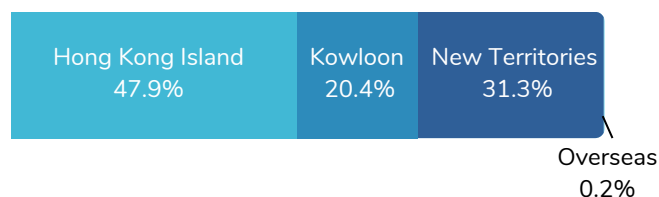
Mother Tongue

A majority of our audience is local, with more than 60% having Cantonese as their mother tongue.



Monthly Income

Our concerts attract a wide range of incomes.



District of Residence

Our audience are mostly lives in Hong Kong with almost 50% coming from Hong Kong Island.

Donor Programmes

Donations at every level are extremely important to us, so we have created various donor programmes to support our work. Developing a strong and stable donor base is essential because we are the recipient of a government matching grant called the Art Development Matching Grants Scheme whereby every dollar we raise from donors is matched 180% by the Culture, Sports and Tourism Bureau. Without private donations, we would simply not be able to continue delivering the range and quality of our programmes.

Audience of Tomorrow

The Audience of Tomorrow Project is a donor initiative that underwrites tickets to Premiere Performances' concerts, allowing underprivileged children and elderly to attend our concerts. In 2021/22, we donated 120 tickets to

beneficiaries from 7 charities and schools. See page 7 for the list of charities.



Gilad Harel salon in Mid-level



Xuefei Yang salon in Happy Valley

Salon Circle

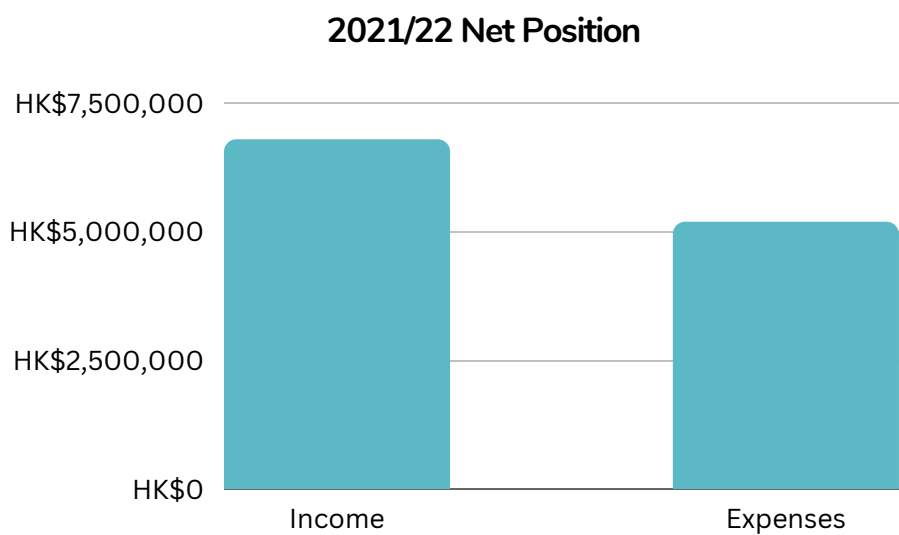
Premiere Performances organises private salon concerts featuring our world class artists for our top donors and invited guests. Taking place in private homes and boutique venues, these salons are a unique opportunity to see performances by the best in the world in an intimate setting. Donors of \$10,000 or more receive invitations to private salon concerts.

Young Music Lovers Circle

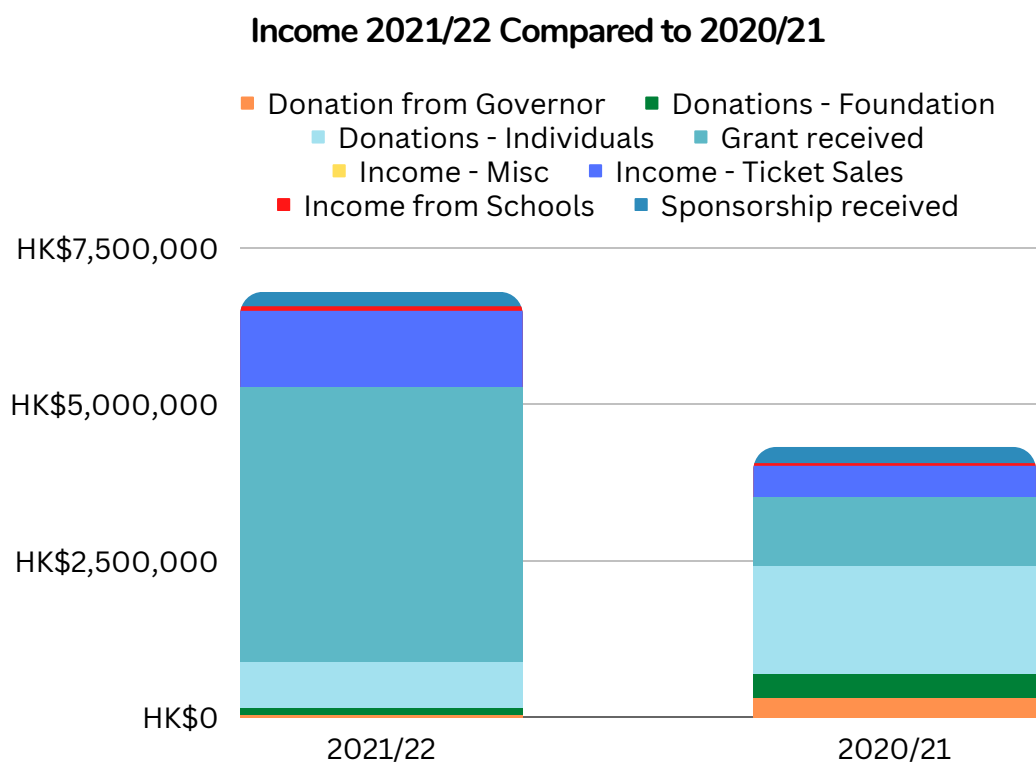
The Young Music Lovers Circle is a philanthropy circle for young professionals in their 20s and 30s who are passionate about arts and culture. For an annual donation of at least HK\$2,500, Young Music Lovers are invited to exclusive events involving world-class musicians.

Financial Information

COVID19-related social distancing rules and travel restrictions continued throughout the 2021/22 fiscal year. While our income and activities still did not return to pre-pandemic levels, they were materially better than in the previous fiscal year. All things considered, we are very proud of what we were able to accomplish this year despite the four month shutdown due to the pandemic.

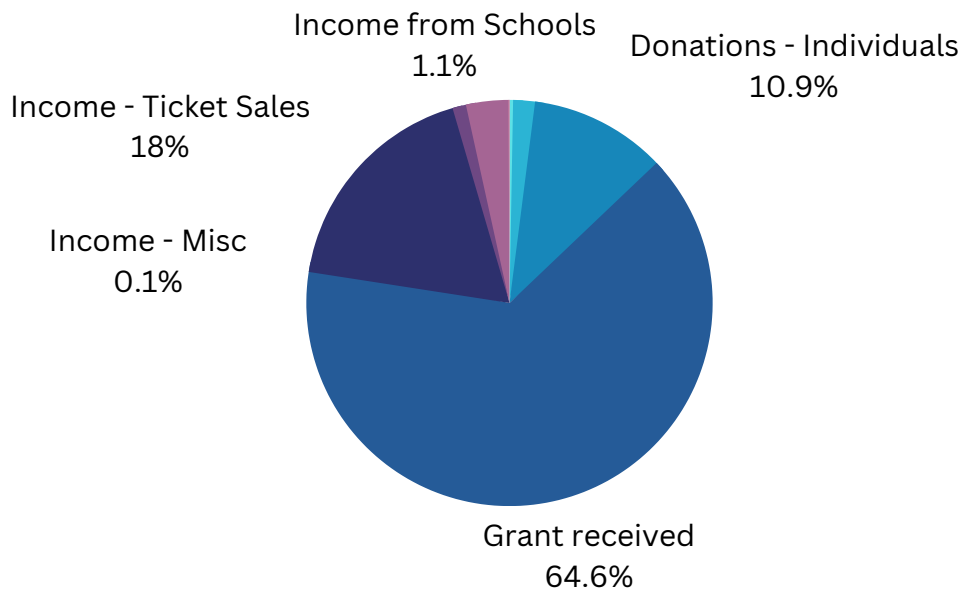


Income



Our income increased by 58% in 2021/22 compared to the previous fiscal year. We are very fortunate to have the support of the Culture, Sports and Tourism Bureau under the Art Development Matching Grants Scheme. For the third year in a row, the Culture, Sports and Tourism Bureau retroactively changed the matching ratio from 1.5:1 to 1.8:1, and increased the maximum amount of the grant from \$4.0 million to \$4.5 million as a special subsidy due to the hardships of the pandemic.

Income 2021/22



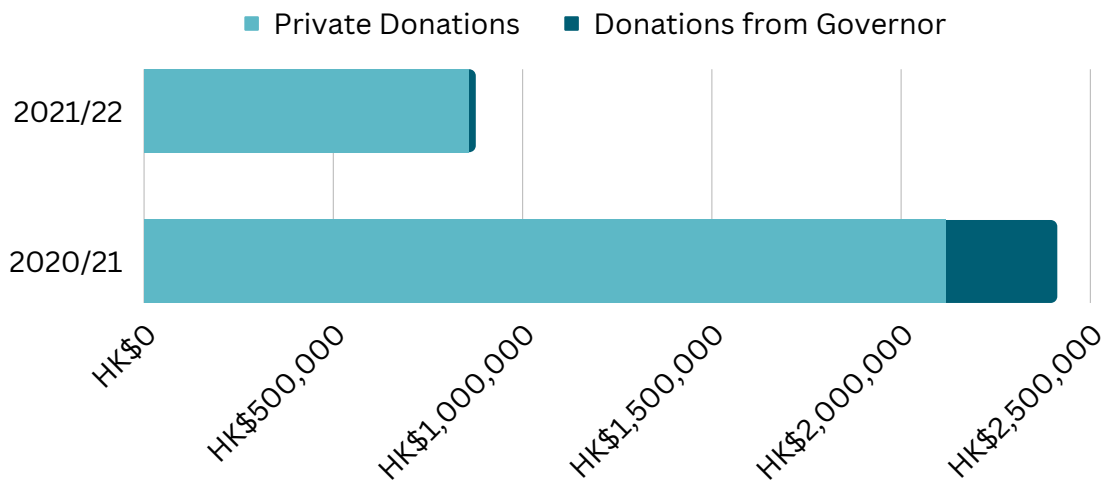
Our biggest income category was Government Grants, which jumped from 25% to 65% of our annual income, up 300% year on year (\$4,382,790 in 2021/22 up from \$1,089,675 in 2020/21). This big increase is due to the unusual circumstances that we did not receive any installments of our matching grant in the last fiscal year. Furthermore, in addition to our matching grant, we also received Hong Kong government subsidies for Covid-19. Grants which we received in FY2021/22 included the 1st and 2nd installment of the 5th round of the Art Development Matching Grant Scheme, the 8th Arts Administration Internship Scheme, the Arts and Culture Sector Covid-19 Subsidy Scheme and the Employment Subsidy Scheme.

On the other hand, our donation income dropped considerably, perhaps reflecting donor fatigue during the pandemic. Donation income (donations from individuals, foundations and governors) dropped by 64% to only \$874,936 in FY2021/22 (down from \$2,411,009 in FY 2020/21). The number of active donors dropped from 155 in 2020/21 to 125 in 2021/22.

This means that for the first time in Premiere Performances' history, ticket revenue (\$1,223,928) was actually our second largest category of income, even though it still only accounted for 18% of our income (up 140% from \$509,528 in FY2020/21). All of the recitals in FY2021/22 had incredible ticket sales, even taking into account the reduced capacity of the venue (which ranged from 50% capacity to 85% capacity). In FY2021/22, we successfully presented five artists in six recitals (we ended up adding a second show for David Greilsammer's Scarlatti : Cage recital as the first one was sold out), as well as two rescheduled events from the 2022 Beare's Premiere Music Festival and one Family Concert. In contrast, we only had four recitals in FY2020/21. Nevertheless, that ticket sales represents our second largest category of income is more of an indication of how weak other categories were, especially sponsorship and to some extent donations.

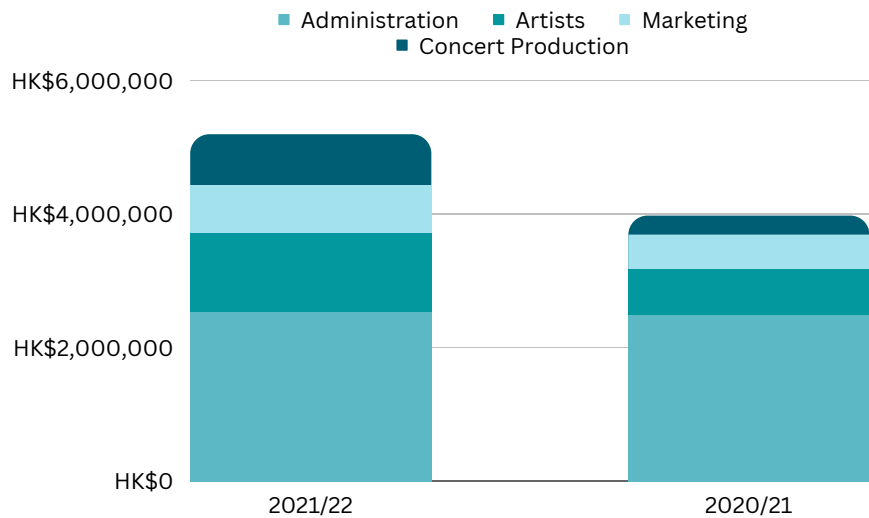
Corporate sponsorship remained negligible, accounting for only 3% of our annual income. We only raised \$229,000 from corporate sponsors, which represents a decrease of 11% from last year (\$257,600). With all the uncertainty surrounding the travel restrictions and constantly-changing rules, we never knew until a month or two before a concert which artist would be able to come, which made it almost impossible to find corporate sponsors. For that reason, we had no corporate sponsors for any of our Recitals. As the Beare’s Premiere Music Festival was cancelled for the second year in a row, the contribution from J&A Beare was considerably reduced. The only corporate sponsor that we retained was BNP Paribas, who continued to support the Viva! Pipers for their Chamber Music in Schools tour. and Systematic Edge who supported the Recital Series.

2021/22 Donation Income Compared to 2020/21



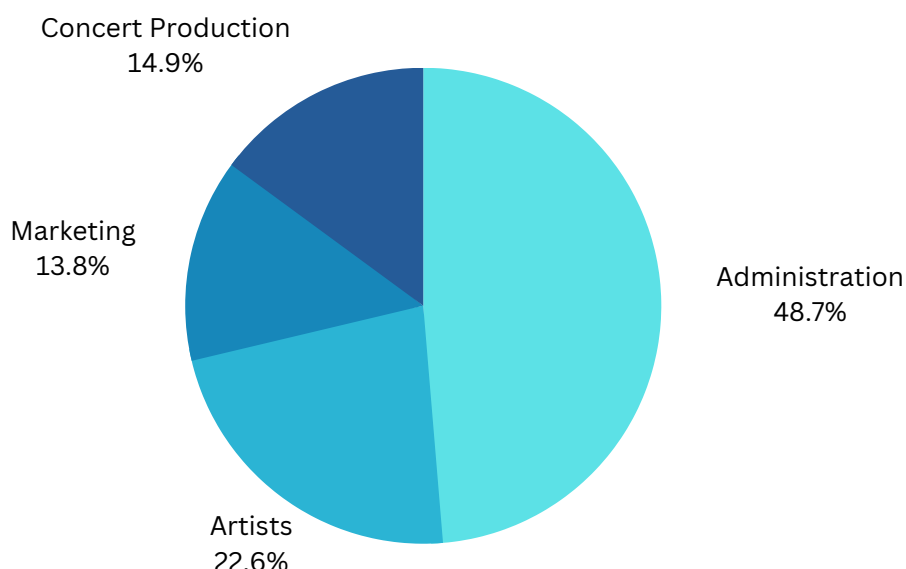
Expenses

2021/22 Expenses Compared to 2020/21



With our increased activity, our Total Expenses for FY2021-22 increased by 31% over the previous year, to \$5,187,781, up from \$3,969,216 in FY2020-21.

2021/22 Expenses



For the third year in a row, our biggest category of expenses was Administration, which comprised 49% of Total Expenses (down from 62% in the previous year). Administration costs increased by 2% year-on-year (\$2,525,231 in FY2021/22, up from \$2,469,860 in FY2020/21). Payroll costs (plus MPF) accounted for 69% of Administration costs, and office rent was 8% of Administration costs. This was actually less than in FY2020/21, with Payroll costs decreasing by 15% year-on-year.

Our second largest category was Artist Expenses, which comprised 23% of our Total Expenses (up from 17% in FY2020/21). With increased concert activity, it is no surprise that Artist Expenses also increased by 70% year-on-year (\$1,172,668, up from \$688,131 in the previous fiscal year). Since Artist Expenses includes Airfare and Hotel costs as well as Performance Fees, those costs increased significantly this year. We had to cover the costs of the quarantine hotels, there were fewer flights travelling to Hong Kong and we had to compensate the artists for spending two weeks in a hotel.

Fortunately, we were able to share flight and hotel costs with both the Hong Kong Philharmonic Orchestra (our collaborator for David Greilsammer and Xuefei Yang) and the Hong Kong Sinfonietta (our collaborator for Gilad Harel, Alexander Ullman and Jamal Aliyev).

Concert Production (venue rental, production, printing) accounted for 15% of our Total Expenses (7% in FY2020/21), increasing in dollar terms by 172% to \$774,118 up from only \$290,572 in FY2020/21. This increase is directly attributable to the number of concerts held. For the second year in a row, we benefitted from a special subsidy by LCSD venues reducing the rental cost of City Hall by 80%.

Marketing Expenses increased by 36% over the previous fiscal year, constituting 14% of our Total Expenses (up from 12% in FY2020/21). We spent \$715,763 for Marketing (up from \$527,000 in 2019/20). Although our Marketing spend per Recital was in line with our usual budget, we also incurred Marketing Expenses for cancelled events, including the 2022 Beare's Premiere Music Festival. As we benchmark Marketing Expenses against Ticket Income, it is clear that our marketing endeavours have been very successful, as we earned over \$500,000 more in Ticket Income than we spent on Marketing.

Thank You to Our Supporters!

Premiere Performances is financially supported by the Art Development Matching Grants Scheme of the Government of the Hong Kong Special Administration Region.

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