



**HONG KONG
HOUSING SOCIETY**
香港房屋協會

**Application Guidelines
for
Event Space Operator at KEyPoint
(English Only)**



1. Background

- 1.1 Positioned as Hong Kong's "housing laboratory", Hong Kong Housing Society ("HKHS") is committed to creating homes for sustainable living and developing innovative housing solutions that address the evolving needs of the community. Beyond housing development, HKHS adopts a holistic approach to fostering vibrant and inclusive communities through community-building and place-making initiatives that enhance residents' well-being and strengthened social capital.
- 1.2 In recent years, HKHS has adopted intergenerational harmony as a key strategic direction across all business portfolios. Through the integration of physical spaces, community programmes, and partnership initiatives, HKHS seeks to create opportunities for people of different ages to interact, participate and build meaningful connections, while fostering mutual support across generations.
- 1.3 KEyPoint, our first flagship retail destination at Kai Tak, is envisioned as Hong Kong's first intergenerational-themed shopping mall. Through its thoughtfully curated tenant mix, inclusive spatial design, and diverse programme offerings, KEyPoint aims to become a vibrant community hub where children, youth, adults, and elderly can meaningfully engage through shared experiences.
- 1.4 To support this vision, HKHS has designated event spaces within KEyPoint for programming and activities that promote intergenerational interaction, community participation, and social connectedness. HKHS now invites interested organisations to partner with us as the Event Space Operator to activate these spaces and contribute to the development of KEyPoint as a distinctive intergenerational community hub for Kai Tak and the wider community.

2. KEyPoint and Event Space Information

- 2.1 KEyPoint is a 300,000-square foot intergenerational community hub located at 2 Muk Chun Street in Kai Tak, Kowloon East. It is scheduled to commence operation in second half of 2027.
- 2.2 Two dedicated event spaces on 2/F and 3/F of KEyPoint have been designated to invite Event Space Operator to organise events, programmes, and community activations in support of KEyPoint's intergenerational harmony vision.

Designated Event Space	Approximate Area
2/F Event Space	2,100 sq. ft.
3/F Event Space	1,600 sq. ft.



- 2.3 Detailed introduction of KEyPoint and the designated two event spaces, including the layout plan and indicative design references, are provided in **Appendix I** for reference. Applicants should note that the design remains subject to further development and refinement.

3. Event Space Operation

Objectives

- 3.1 HKHS is seeking a committed operator to collaborate with us in activating the designated event spaces at KEyPoint and advancing its vision as a distinctive intergenerational community hub through:
- Co-creating a welcoming and inclusive place that fosters meaningful interactions and social connectedness among people of all ages;
 - Curating innovative, engaging, and inclusive programmes that encourage community participation and visitation;
 - Building strong community partnerships and networks to engage diverse segments of the community and broaden programme reach;
 - Establishing a long-term and sustainable collaborations with HKHS to deliver impactful space activations that align with HKHS's intergenerational harmony vision.

Role and Responsibilities of Event Space Operator

- 3.2 The appointed event space operator is responsible for the followings:
- A) Event Space Activation and Management
 - Activate and manage the event spaces at 2/F and 3/F of KEyPoint to generate footfall, drive utilisation and enhance visitor engagement
 - Plan and manage end-to-end event delivery
 - Oversee and coordinate logistics, vendors and onsite execution
 - B) Programme Design and Delivery
 - Develop thematic programming calendar that aligned with HKHS's intergenerational harmony vision
 - Curate a balanced mix of signature events, recurring series, and community-led initiatives
 - C) Partnership and Community Engagement
 - Build and maintain partnerships with schools, NGOs, community groups, social enterprises, and mall tenants to broaden participation and programme impact



- D) Promotion and Event Marketing
 - Develop and implement promotional strategies for programmes and activities organised within the event spaces
 - Coordinate with HKHS to ensure alignment with the branding and positioning of KEyPoint
- E) Performance Tracking and Reporting
 - Monitor programme performance and outcomes
 - Regular catchup with HKHS to share insights and improvements

HKHS's Role in Supporting the Event Space Operator

- 3.3 To facilitate the successful operation of the event spaces, HKHS will:
- Lead the overall branding, positioning, and marketing of KEyPoint;
 - Coordinate mall-wide promotional campaigns and integrated marketing initiatives;
 - Provide property management services; and
 - Facilitate networking and collaboration opportunities with KEyPoint's tenants where appropriate.

4. Application

Eligibility Criteria

- 4.1 Eligible Applicants include any organisations that support HKHS's intergenerational harmony vision and demonstrate relevant capability in event management, community engagement, and venue operation.
- 4.2 The organisation must be legally registered in Hong Kong and demonstrate its commitment and capability to support the objectives of KEyPoint in driving an intergenerational community hub.

Application Procedure

- 4.3 Applicants must complete the [online application form](#) and submit the application proposal and all supporting documents, on or **before 6:00pm of 7 September 2026**.
- 4.4 Applicants must submit the application proposal and all supporting documents to keypoint.leasing@hkhs.com on the same day they submit the online application form. (The email must be the same as provided in the online application form. Please use the subject line: Application for Event Space Operator at KEyPoint – [Organization Name].)



- 4.5 The application proposal and appendices should not exceed 10 pages each with total file size up to 10 MB, while the accepted file format is PDF, DOC, DOCX, PPT, PPTX, JPEG, JPG, GIF, PNG, ZIP, or 7Z.
- 4.6 Applicants are required to submit the Copy of Business Registration Certificate, Certificate of Incorporation or other relevant registration documents, and audited report for the previous year as supporting documents.

Application Proposal Requirements

- 4.7 The application proposal should contain the followings –

(a) Alignment with HKHS's intergenerational harmony vision and community engagement strategy

- Understanding of HKHS's Intergenerational Harmony vision and collaboration objectives
- Proposed approach to fostering meaningful interactions, and social connectedness among people of different generations
- Strategy for engaging different community segments and contributing to the positioning of KEyPoint as an intergenerational community hub

(b) Proposed event programming and annual activation plan

- Overall programming theme and strategy
- Proposed 12-month event calendar, including signature events, recurring programmes, and seasonal activations, assuming the calendar starts from September 2027 – August 2028
- Target beneficiaries and expected outcomes of the proposed programmes

(c) Proposed operation model and financial sustainability

- Proposed operating model, including staffing structure, manpower resources and key responsibilities
- Venue operation, programme delivery, and management arrangements
- Proposed financial model, funding sources, and approach to ensuring long-term sustainability of event space operations
- Community outreach and participation strategy
- Risk management and contingency arrangements for programme delivery



(d) Organisation profile, relevant experience and partnership network

- Organisation background, mission and governance structure
- Relevant experience in organising community, cultural, educational, intergenerational and/or large-scale events
- Experience in venue operation and management
- Existing partnerships and networks with schools, NGOs, public bodies/ government, community groups, social enterprises and other relevant stakeholders

Assessment of Applications

4.8 Applications will be evaluated according to the following criteria:

Assessment Criteria		Weighting
A)	Alignment with HKHS's Intergenerational Harmony Vision	10%
	• Demonstrate a clear understanding of HKHS's Intergenerational Harmony vision	
	• Demonstrate how the proposal will contribute to the positioning of KEyPoint as an intergenerational community hub	
B)	Innovativeness & Comprehensiveness of Event Calendar	30%
	• Demonstrate an innovative and creative approach to fostering meaningful intergenerational interactions	
	• Propose a diverse and well-balanced mix of programmes catering to different age groups and community segments	
	• Demonstrate the ability to deliver year-round programme calendar with clear themes, objectives and expected outcomes	
C)	Event Space Operation & Management Capability	40%
	• Demonstrate a feasible and sustainable operating model, including staffing, resource allocation, financial sustainability and partnership arrangements	
	• Demonstrate the capability and approach to independently operate and manage multiple event spaces effectively	
	• Demonstrate a practical strategy to drive participation, audience development and community outreach	
	• Demonstrate appropriate operational, risk management and programme delivery arrangements	
D)	Organisational Experience and Partnership Network	20%
	• Demonstrate relevant experience and successful track records in organising community, cultural, educational and/or intergenerational programmes	



	• Relevant experience in managing large-scale or multi-site events and programmes	
	• Proven partnership and networks with relevant stakeholders, including schools, NGOs, community groups, social enterprises and other organisations that can support programme delivery and participation	

Result Announcement

4.9 HKHS will notify all applicants of the application result in November 2026.

5. Terms and Conditions

Licence Period and Arrangement

- 5.1 The Event Space Operator will be appointed for an initial term of one (1) year. Subject to satisfactory performance and compliance with the terms and conditions of the licence agreement, HKHS may, at its sole discretion, consider extending the appointment for additional period(s). The fees and charges payable during the extension period shall be subject to mutual agreement between HKHS and the Event Space Operator.
- 5.2 The Event Space Operator shall enter into a licence agreement with HKHS for the operation and activation of the event spaces. A nominal licence fee of HK\$1 (if demanded) and an administration fee of HK\$240,000 per annum for both event spaces shall be payable.
- 5.3 The event space area will be provided with electricity daily from 10:00 a.m. to 10:00 p.m. Any requirement for power supply outside the above operating hours, including 24-hour power supply, must be declared in advance and shall be subject to HKHS's prior approval and payment of any additional administrative fees as prescribed by HKHS from time to time.
- 5.4 The Event Space Operator shall be responsible for all out-of-pocket expenses and obtaining all licences, permits, approvals and insurance policies required for the operation of the event spaces and delivery of programmes.
- 5.5 The Event Space Operator shall submit a copy of the insurance policy, together with all relevant licences and supporting documents, to HKHS for review prior to the commencement of the licence period. The



insurance policy shall expressly state the Landlord/Licensor as “Hong Kong Housing Society”.

- 5.6 The insurance policy shall provide coverage for the entire duration of the event space operation period and shall include, but not be limited to, Third Party Accident Insurance and Third Party Liability (Public Liability) Insurance. The policy must indemnify HKHS against liability arising from bodily injury to, or property damage suffered by, any third party as a result of the Event Space Operator’s negligence, as well as any related claims, legal proceedings, costs, expenses, and losses. The minimum indemnity limit shall be HK\$20,000,000 per occurrence. HKHS reserves the right to revise the required insurance coverage amount from time to time according to the nature of the programmes and activities undertaken by the Event Space Operator.
- 5.7 The Event Space Operator shall be fully liable for any injury, loss, or damage suffered by members of the public, or any damage caused to the event spaces, the intergenerational design features and related facilities arising from its use and operation of the event spaces, and shall be responsible for all related liabilities, costs, claims and compensation.
- 5.8 The Event Space Operator shall comply with and ensure that its programme partners, contractors, sponsors, and participants to comply with all HKHS operational requirements, management regulations, house rules, venue booking procedures, event guidelines, safety requirements and such other policies as issued by HKHS from time to time.
- 5.9 The Event Space Operator shall use the event spaces solely for purposes consistent with fostering intergenerational harmony and shall not assign or transfer any of its rights or obligations under the licence, or otherwise permit any third party to occupy the event spaces, without prior consent of HKHS.
- 5.10 All event calendar, programmes, major activations, sponsorships, partnerships, publicity activities and promotional strategy organised by the Event Space Operator shall be subject to HKHS's prior approval. HKHS reserves the right to require amendments to, suspend or reject any proposed activity that is inconsistent with the licence arrangement, the positioning of KEyPoint, the Intergenerational Harmony vision, the reputation of HKHS, or any operational requirements prescribed by HKHS.



Reporting Requirements

- 5.11 The Event Space Operator shall submit quarterly progress reports and an annual performance report covering programme delivery (with photos and/or videos), attendance, venue utilisation, partnerships, financial performance, and community outcomes, etc.
- 5.12 HKHS shall agree with the Event Space Operator a set of Key Performance Indicators ("KPIs"), which will form part of the event space operator's performance assessment and any future extension arrangement.

Acceptance of Event Space Design and Conditions

- 5.13 The Event Space Operator shall accept the event spaces in the form and condition as delivered by HKHS.
- 5.14 The Event Space Operator should note that the event space layout plans and design references provided in the Appendix I are indicative and subject to refinement by HKHS.
- 5.15 HKHS has incorporated dedicated intergenerational design features within the event spaces, including interactive moments integrated into walls, columns and other built-in features, with the objective of encouraging interaction, participation and connection among people of different generations. The Event Space Operator is encouraged to leverage these intergenerational features in their programming wherever appropriate.
- 5.16 HKHS reserves the right to revise the design, layout, facilities and specifications of the event spaces prior to handover. Such revisions shall not constitute grounds for any claim, compensation, withdrawal of proposal, or adjustment of the administration fee payable by the Event Space Operator.
- 5.17 The Event Space Operator shall keep the event spaces clean, safe and tidy throughout the licence period and shall be responsible for reinstating the event spaces following the completion of any event, programme or activity.

Other Terms and Conditions

- 5.18 HKHS is not bound to accept any application received. The event space operation will be awarded to the applicant who can, in the opinion of HKHS, provide the best-fit solution and most capable of



achieving the objectives based on the predetermined application assessment criteria.

- 5.19 HKHS will not be under any obligation whatsoever to discuss or explain the application assessment process and the result of the assessment / award to any applicant.
- 5.20 HKHS reserves the right to make the final decision in case of any dispute, including the right to suspend, modify, or terminate the licence agreement and its terms and conditions.
- 5.21 HKHS reserves the right to terminate the licence agreement upon written notice if the Event Space Operator fails to comply with the terms of the licence agreement and/or acts in a manner that may adversely affect the reputation or interests of HKHS.
- 5.22 Notwithstanding anything to the contrary in the Terms and Conditions of the licence agreement, HKHS reserves the right in its absolute discretion to disqualify an applicant on the grounds that –
- a) the applicant (in the name of persons/organisation/limited companies) has engaged, is engaging, or is reasonably believed to have engaged or to be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise;
 - b) the disqualification is necessary in the interest of national security; or
 - c) the disqualification is necessary to protect the public interest, public morals, public order or public safety of Hong Kong.

6. Contact Information

- 6.1 For any enquiries, please feel free to contact us at keypoint.leasing@hkhs.com.

7. Confidentiality and Disclaimer

- 7.1 All information submitted by applicants will be treated in confidence and used solely for the purpose of assessing applications under this Event Space Operator appointment exercise.
- 7.2 HKHS is not responsible for any loss or damage whatsoever arising out of or in connection with any information in this application guideline. HKHS reserves the right to omit, suspend or edit all information compiled by HKHS in this application guideline at any time in its absolute discretion without giving any reason or prior notice.

App. 1 – Introduction of KEyPoint and the event spaces



HONG KONG
HOUSING SOCIETY
香港房屋協會

Overview of KEyPoint

A new intergenerational destination in Kai Tak



Rendering for reference only

Residential buildings

- 3 blocks of Public Rental Housing,
- 2 blocks of Subsidised Sale Flats

Constitutes

- 2,158 units

Retail and other facilities

- Total commercial area ~300,000 ft²
- Over 250 carparking spaces at basements

GIC Facilities

- Neighbourhood elderly centre
- Childcare Centre
- Centre for ethnic minorities
- Elderly Day Care Centre
- Residential care home for elderly, etc.

Target Completion

2027

Location of KEyPoint



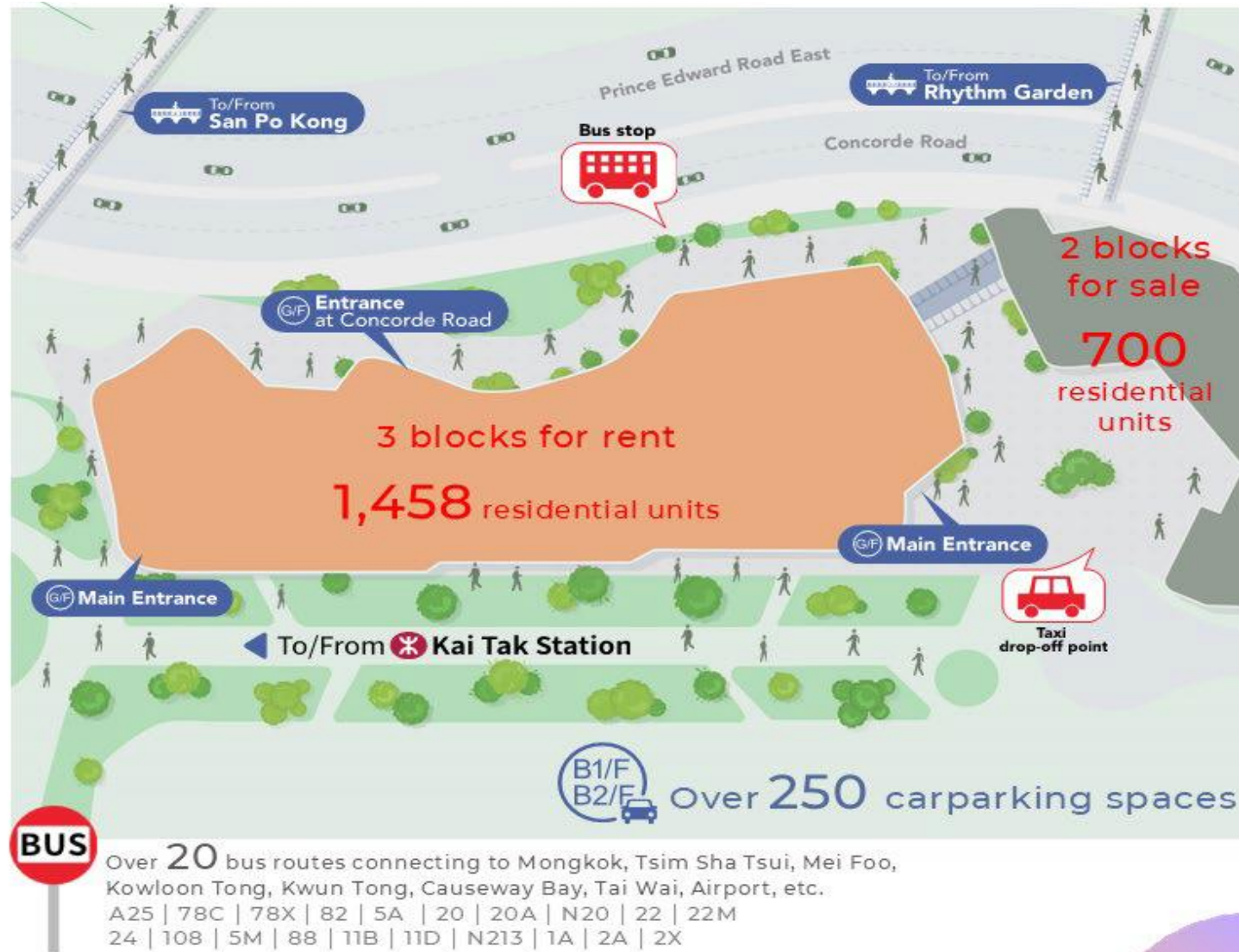
Transportation

Kai Tak MTR station to KEyPoint within a 5-minute walk

Serving as a major transportation hub, it seamlessly connects with anywhere in Hong Kong

Address :
2 Muk Chun Street, Kai Tak, Kowloon East

Easily Accessible for Various Catchment



Images for reference only

Main Entrances abutting Avenue Park



G/F Main Entrance
(south-west bound)



G/F Main Entrance
(north-east bound)



Garden entrance abutting Concorde Road



Pet Friendly
Outdoor Play Space



Garden Entrance
(to Mall)



Developing an Intergenerational Harmony (IG) themed destination

IG Tenants

Diversified business operations to facilitate interactions among all generations



Wayfinding

× Bridging young and old with inclusive navigation



Event Spaces

× Flexible spaces at different floors for social connectedness



Interactive Moments & Furniture

× Facilities and games for leisure, play and community building



Overall Floor Plan of KEyPoint



3/F

Little Moments @ Wellness

2/F

Little Moments @ Edutainment hub

1/F

Little Moments @ Living

UG/F

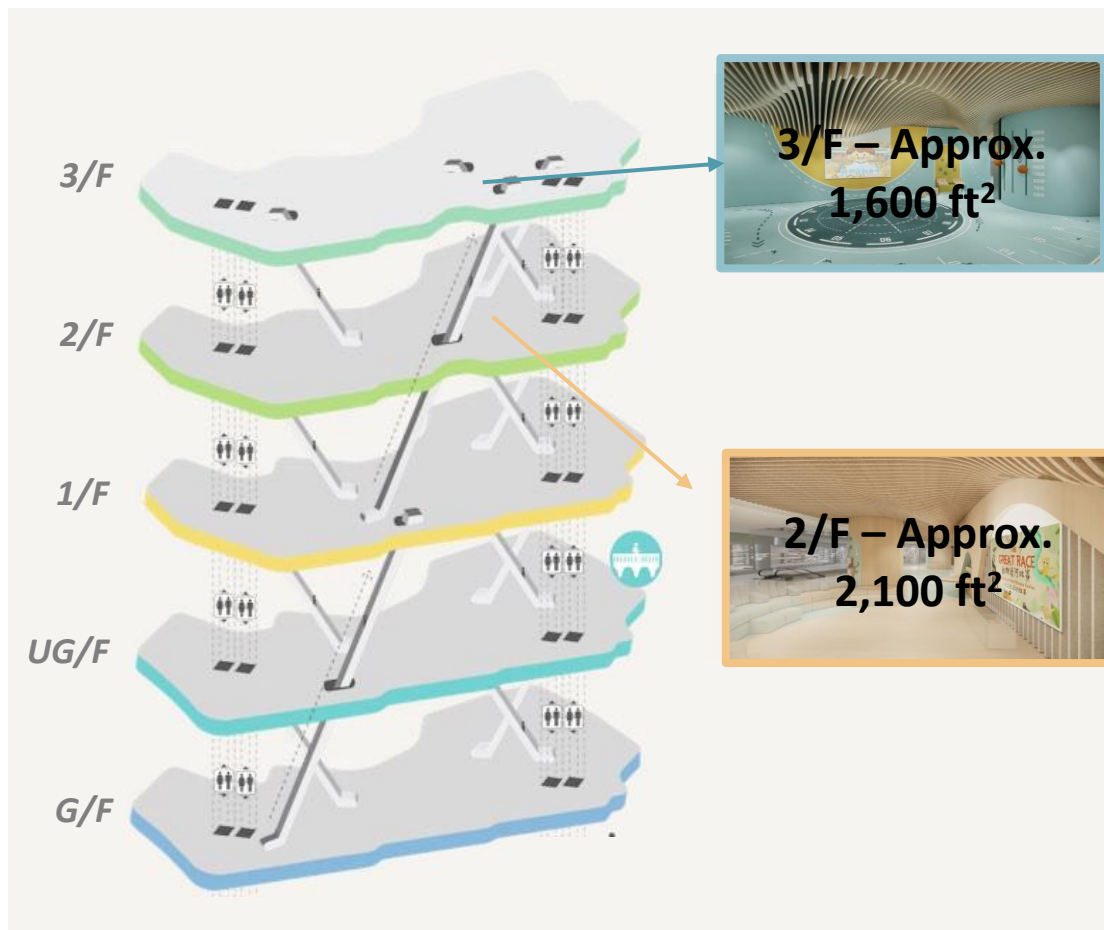
Little Moments @ Leisure and Style

G/F

Little Moments @ Mood of Hong Kong

Design Intent of the Event Spaces

2 event spaces designated at the heart of KEyPoint



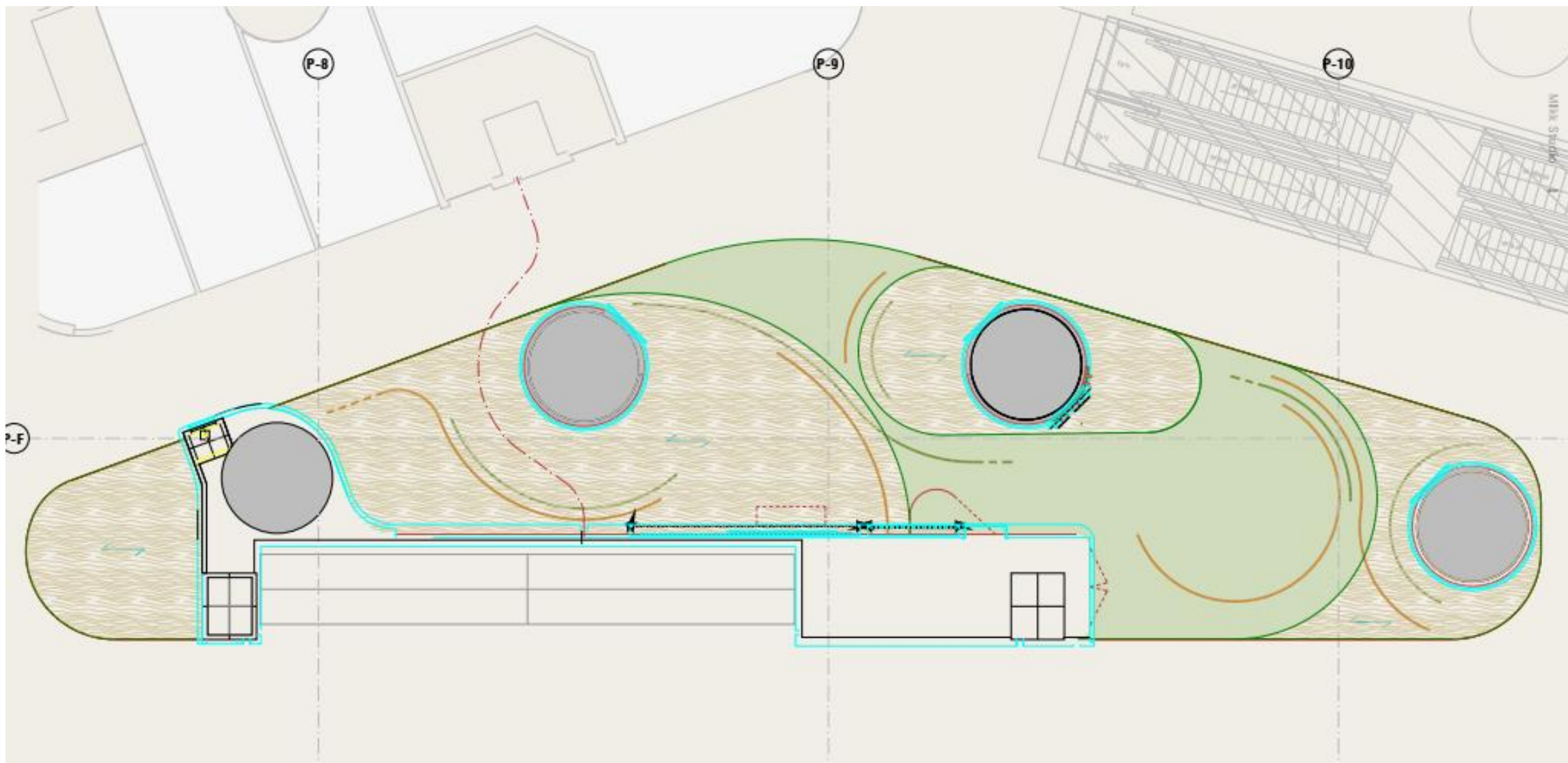
3/F Event Space

- Located adjacent to wellness and lifestyle-oriented uses
- Intended for workshops, thematic activities and community programmes
- Suitable for smaller scale interactive activities

2/F Event Space

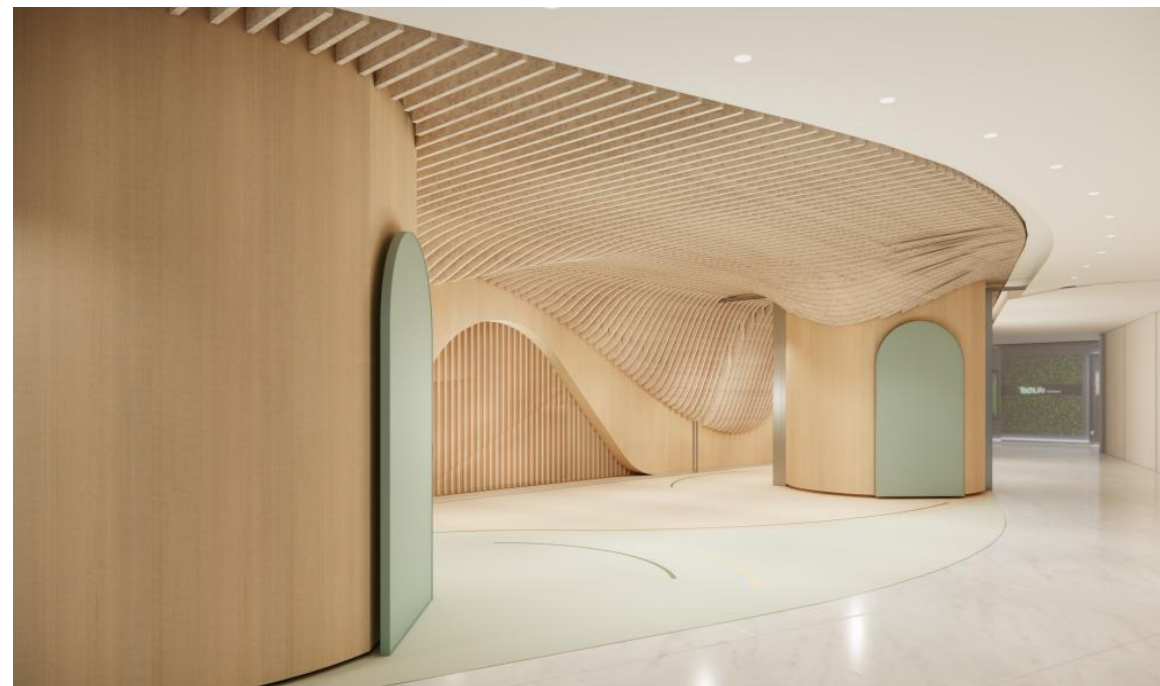
- Located within a higher traffic area featured edutainment
- Intended for larger scale programmes, exhibitions and activations
- Suitable for community events and public engagement activities

2/F Event Space – Floor Plan



Size: Approx. 2,100ft²

2/F Event Space – Indicative Design Reference



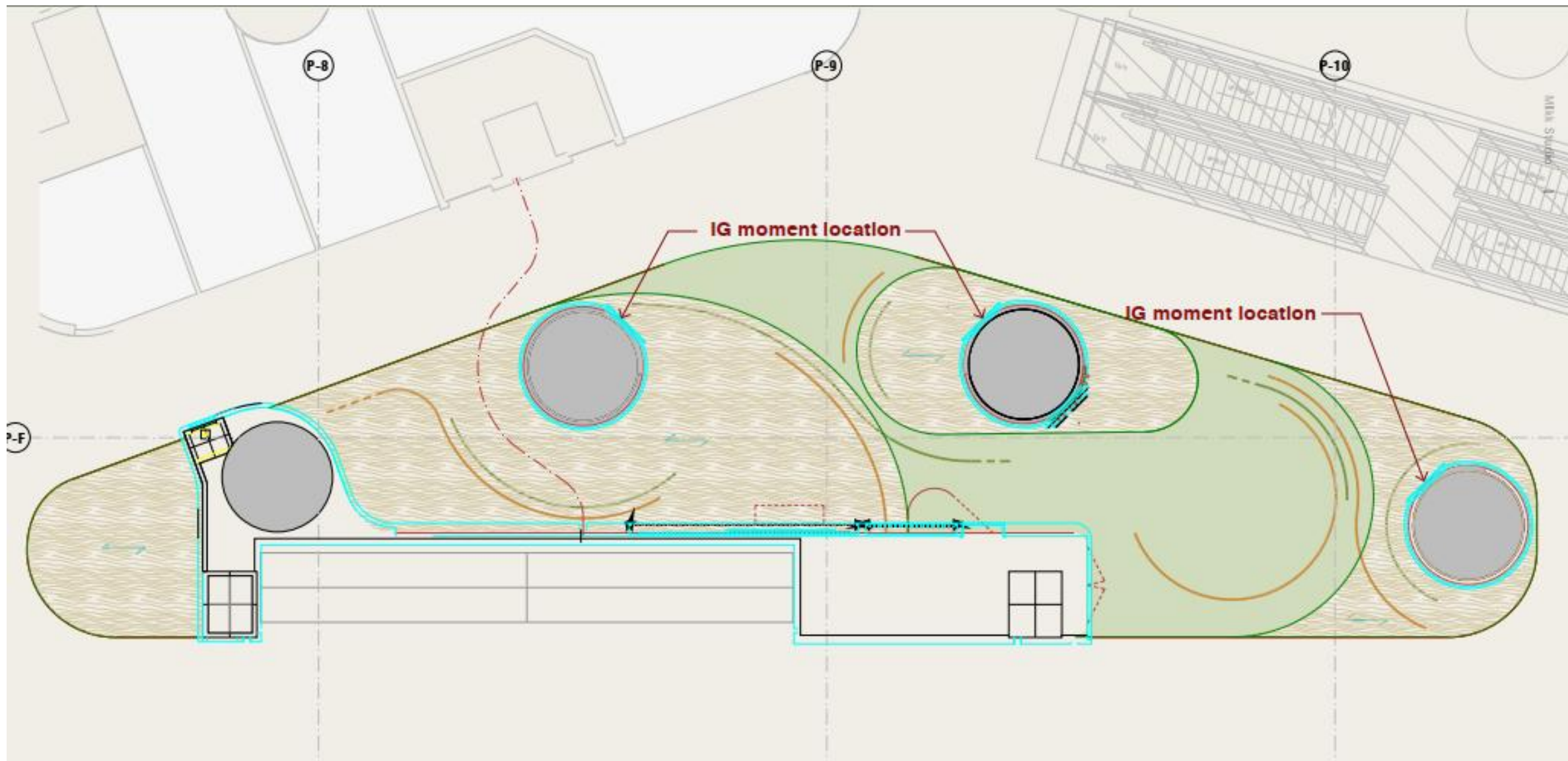
2/F Event Space – Indicative Design Reference



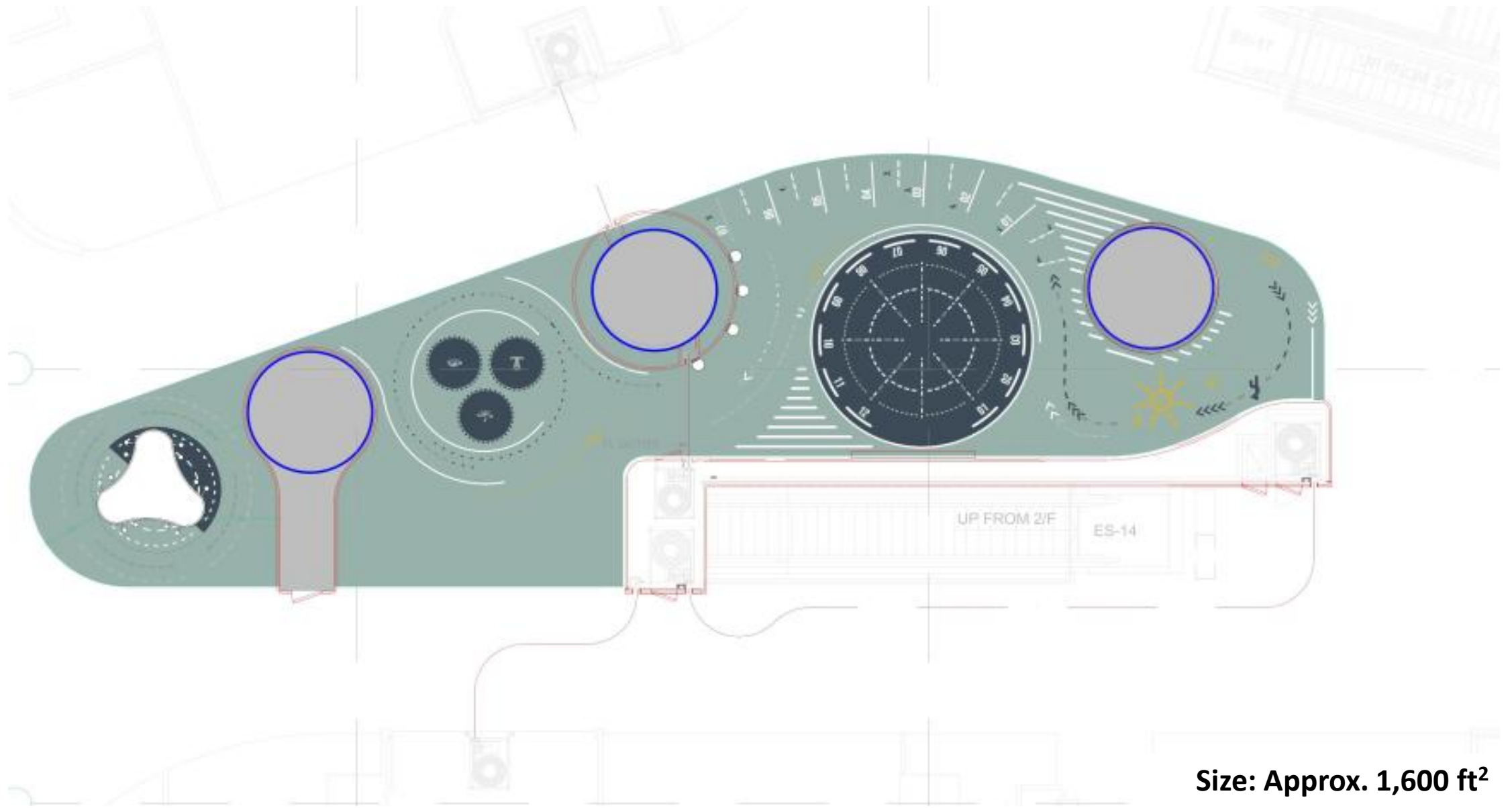
2/F Event Space – Indicative Design Reference



2/F Event Space – Location of Intergenerational Interactive (IG) Moments

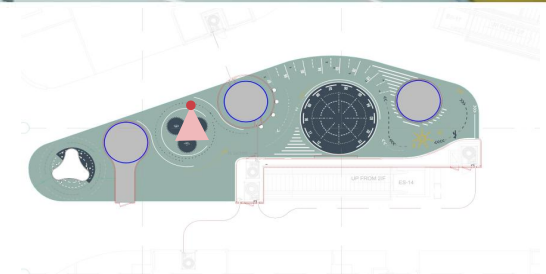
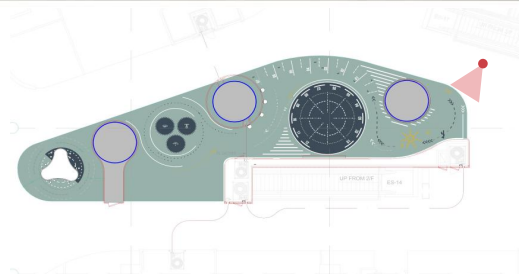


3/F Event Space – Floor Plan

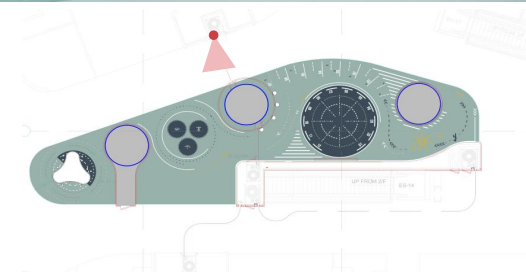
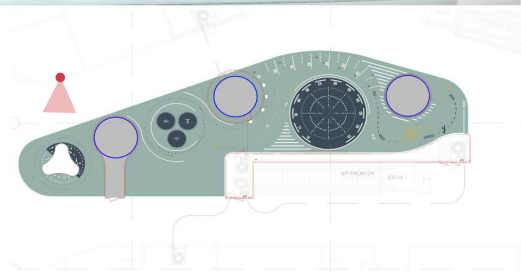
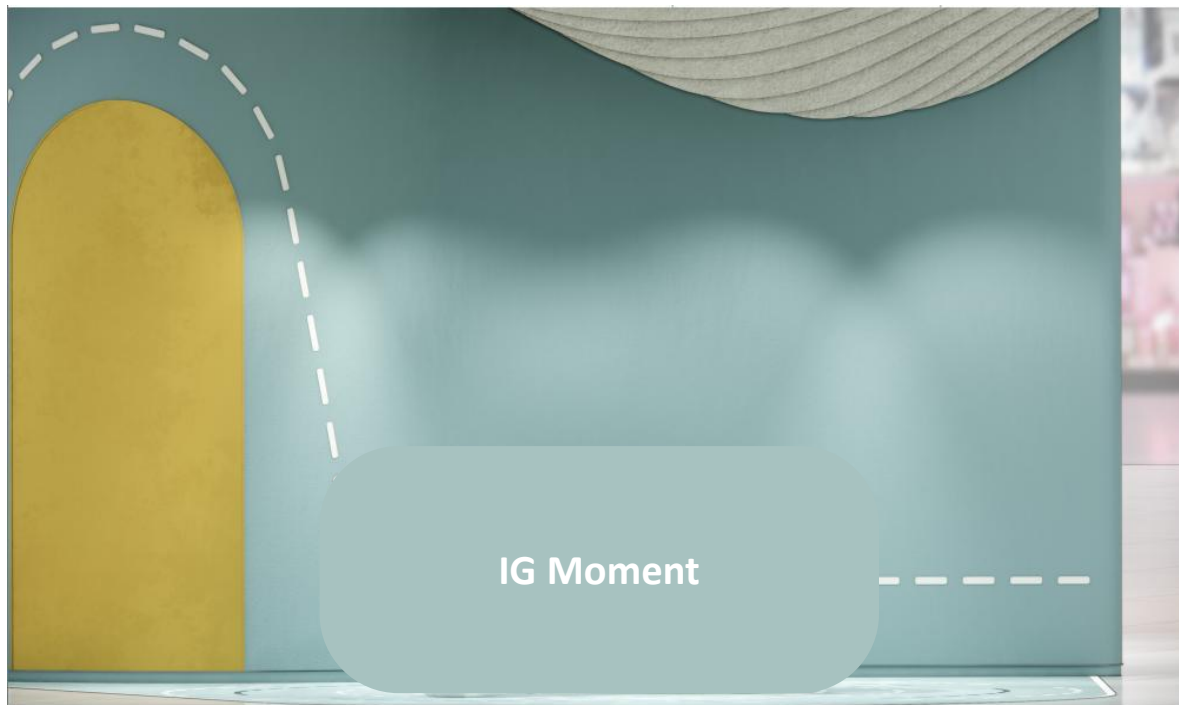


Size: Approx. 1,600 ft²

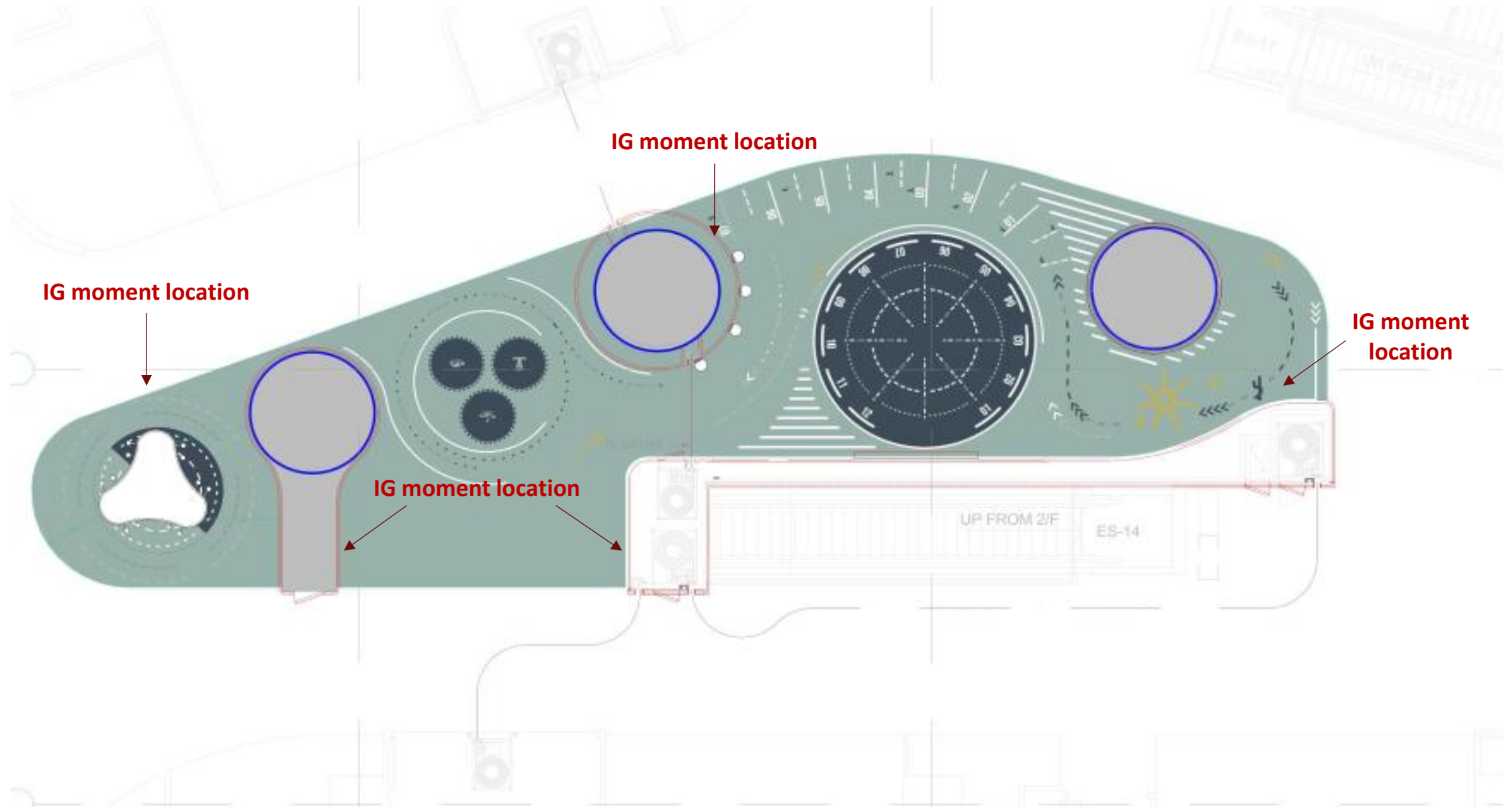
3/F Event Space – Indicative Design Reference



3/F Event Space – Indicative Design Reference



3/F Event Space – Location of Intergenerational Interactive (IG) Moments





Thank you



HONG KONG
HOUSING SOCIETY
香港房屋協會