

Hong Kong Arts Development Council

**“Hong Kong Unlimited”
—Consultation Paper on ADC’s Three-Year Plan—**

Introduction

The Hong Kong Arts Development Council (HKADC) released upon its establishment in December 1995 its Five-Year Strategic Plan, Hong Kong’s first micro-cultural policy that outlined the blueprint for the development of the arts scene in Hong Kong for the fiscal years between 1996/7 and 2000/2001. In keeping with the directions set out in the Five-Year Plan, annual plans within this timeframe fine-tuned the policy on the issue of grants and reconstituted the framework of the committee to meet the challenges of the new millennium.

At the start of this year, with the Five-Year Plan due to reach its close in March 2001, the HKADC decided to formulate a three-year plan. After seeking advice from our consultants, taking into account the new and emerging trends of our counterparts overseas, and bearing in mind the transitioning state of Hong Kong’s new cultural infrastructure in 2000, the HKADC came to the conclusion that a five-year planning span was just too long and unwieldy a period in which to address the changing pace and issues of the times. At the Council Retreat in July this year, HKADC members, together with Co-opted Members, evaluated critically the landscape of Hong Kong’s arts and cultural development and summarised the HKADC’s working experience. They then drafted HKADC’s initial development directive, which was ratified in September as the core strategy of its Three-Year Plan.

In the Three-Year Plan, the HKADC commits itself to the following:

- 1. Reposition the HKADC as an organisation for the millennium;**
- 2. Formulate a three-year development strategy;**
- 3. Liaise with the arts community, the public, public bodies and government departments for greater mutual understanding to generate cohesive arts development, and co-ordinated activities;**
- 4. a. Be more proactive and practical in opening up and managing resources;**
b. Implement funding accountability through annual planning and monitoring results;
c. To seek anticipatory funding from the Government and actively explore other funding sources; and
- 5. Improve overall efficiency by co-ordinating the general strategies of the Council and the working plans of the committees.**

The HKADC’s Three-Year Plan General Strategy, which has for its goal a programme of **comprehensive arts development**, is split into four strategies. They are:

- Developing the social functions of the arts;**
- Expanding the market for the arts and building audience participation;**
- Promoting life arts education for all; and,**
- Enhancing the artistic level and social status of artists.**

In keeping with the Council's statutory functions and accessible resources, the directives for implementing the four development strategies are:

- I. Promotion and Advocacy;
- II. Funding and Backing;
- III. Planning and Research; and
- IV. Communication and Support.

To stay in tune with the abovelisted objectives and directives, the Council has proposed a series of action plans for the committees of respective art forms to follow when formulating their own three-year plans. Besides taking into consideration their particular needs, committees should also re-examine the implementation progress of the Five-Year Plan to ensure that no works are left uncompleted or pending.

In the following consultation paper, the HKADC explains to the arts community, our strategic partners and the general public our policy directions and basis for consultation. As a facilitator and co-ordinator between the Government, the arts community and the general public, the HKADC has to balance the needs of all sides. The consultation paper, besides making arts a public issue, aims to seek, collect and categorise the feedback received to formulate a coherent and feasible policy directive.

The Consultation Paper lists out:

- The HKADC's roles and Three-Year Plan objectives;
- The four development strategies stated in the Three-Year Plan; and
- HKADC directives.

The HKADC paper invites response from the arts community as well as the general public on the following questions:

- 1. What is your view of the HKADC's development strategy and what suggestions do you have?**
- 2. Do you consider the directives feasible and the priorities in right order? Do you have other alternatives?**
- 3. As to the implementation of the directives, do you have any improvements and ideas in mind?**

The Consultation Paper on HKADC's Three-Year Plan welcomes all comments and criticism from the public. They may be sent to HKADC by post, e-mail, fax not later than 5:30pm, 11 December 2000; or through participation in our forums.

Patrick Ho
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20th October 2000

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Hong Kong Arts Development Council Three-Year Plan Public Consultation Schedule

Date & Time	Council/Committees	Place
9 Nov 2000 (Thu) 6:30pm – 8:30pm	Visual Arts Committee	CR1, 10/F Soundwill Plaza, 38 Russell St, Causeway Bay, Hong Kong
20 Nov 2000 (Mon) 6:30pm – 8:30pm	Film & Media Arts Committee	Ditto
21 Nov 2000 (Tue) 6:30pm – 8:30pm	Literary Arts Committee	Ditto
22 Nov 2000 (Wed) 6:30pm – 8:30pm	Music Committee	Ditto
25 Nov 2000 (Sat) 10am – 12noon	Arts Education Committee	Ditto
29 Nov 2000 (Wed) 6:30pm – 8:30pm	Dance Committee	Ditto
30 Nov 2000 (Thu) 6:30pm – 8:30pm	Drama Committee	Ditto
4 Dec 2000 (Mon) 6:30pm – 8:30pm	Xiqu Committee	Ditto
7 Dec 2000 (Thu) 6:30pm – 8:30pm	Council	Exhibition Hall, 4/F HKPC Building, 78 Tat Chee Avenue, Kln Tong, Kowloon.

Remarks

Each arts committee will draft its own consultation paper according to the needs of its art form. Interested parties can get a copy of the consultation paper one week before the consultation date of the respective arts committee (e.g. the consultation paper of Visual Arts Committee will be available on 2 Nov) from the Secretariat, HKADC, 11/F Soundwill Plaza, 38 Russell Street, Causeway Bay, Hong Kong during office hours (Mon-Fri 9am-5:30pm, Sat 9am-12noon). The consultation paper is also available on the HKADC website. (<http://www.hkadc.org.hk>)

“Hong Kong Unlimited”
—HKADC Three-Year Plan (Consultative Paper)—

Arts open up our eyes, allow us to be heard and to shine. Arts break rules, and the same time, uphold tradition. Through arts, we come to know the past, understand the present and dream for the future. Arts make us think, and move us into action. Arts are the source of a city’s creativity, its dreams and its passion. Arts enrich people’s life, and is the nurturing ground for creative talent – on which the knowledge-based economy of the 21st century depends.

Hong Kong is place of infinite energy, infinite opportunities, infinite possibilities and infinite pursuit. Our decades of experience shows that Hong Kong is not just a city of limitless business opportunity but also a city of boundless artistic creativity. With the reunion with China and China’s admittance into the World Trade Organization, Hong Kong will, all the more, be the land of opportunities and possibilities, and richer in artistic and cultural splendor.

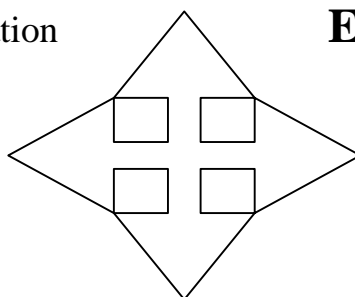
(1) The Role of Hong Kong Arts Development Council

Established in 1995, HKADC is the sole statutory body set up by the Government to promote a comprehensive arts development in Hong Kong. Comprising elected representatives of the arts sector and other community representatives¹, the HKADC plans and promote arts policies to induce artistic creativity and, by providing a more enriching life, enhance the quality of living and artistic appreciation of the general public.

Comprehensive Arts Development

Developing the social functions of the arts

Promoting life arts education
for all



Enhancing the artistic
level and social status of
artists

Expanding the market for the arts and building audience participation

¹ 10 out of the 27 members are nominated through election by diverse art fields. The other tens of co-opted members and some 200 examiners are experts in the arts.

(2) The Four Development Strategies

1. Developing the social functions of the arts

- a. Enhance community quality and intelligence through artistic influence;**
- b. Enrich community life by encouraging creativity and pluralistic development in the community**
- c. Develop Hong Kong into the artistic interchange of China and the world by encouraging the free flowing of creative energy**

Arts are not just the concerns of the artists but for the community as a whole. With the onset of new technologies, globalization and knowledge-based economy, it is all too evident that human resources and intellectual capital are vital for social progress and development. Only people with the new thinking can successfully adapt to the new times and be successful. New thinking and creativity are the essence of social harmony, consultative democracy, sustainable growth and life learning. Though arts do not monopolize creativity, arts do provide an environment favorable for dialogues, for the free flowing of arguments and ideas, and thus conducive for dynamic creation and pluralistic choices. These are the essential elements of a modern city, and, in order to maintain its metropolitan status, Hong Kong needs to have these elements as well.

Besides, artistic creation can be a cohesive agent in building community identity. For instance, public art not only beautifies public areas but also allows local citizens as well as visitors a deeper understanding of the Hong Kong spirit, thus promotes mutual understanding between people and countries. The works of arts will make Hong Kong not only a place for visit but also a city for quality living. Indirectly, they play a role in promoting tourism and attracting investment. Artistic and cultural development are invariably in the development agenda of all metropolitan cities.

Following the steps of our overseas counterparts, HKADC has evolved from a funding agency for arts workers into a developmental agency taking into its responsibility, the artistic need of the whole community.

2. Expanding the market for the arts and building audience participation

- a. Endorse all art forms, and encourage the collaboration between fine arts and commercial arts to enhance public identity and involvement**
- b. Develop more sociable art forms and collaborate with other art forms for greater promotional result**
- c. Preserve and promote traditional and folk arts**
- d. Promote community arts and expand public involvement**
- e. Promote corporate and amateur involvement**
- f. Provide assistance for promoting Hong Kong arts overseas and gaining overseas recognition**

The aim and purpose of arts granting is not just the individual artistic enhancement of the artists and art groups involved, but a general enhancement of artistic creativity and influence for all artistic and social sectors. Arts subvention is not to provide a financial safety net for the art groups involved, but to help them breaking into the market, the community and the people. We do not mean to use subvention to erect an artificial barrier between the so-called fine arts and commercial arts, but to encourage the cooperation and collaboration between all art forms, and to promote the exchanges of talents, ideas, creations, administrative experience, and enhance audience experience

Arts need audience, and audience participation. For arts to maintain a sustainable growth, it is necessary to attract more people to arts and to share the enriching experience. While respecting artists' creative freedom, the HKADC also encourages the promotion and popularization of arts into the people's daily life for the mutual benefits of both sides. The HKADC plans to extend our partnership programmes to allow arts to take roots in public areas and communities. The HKADC will assist art groups to break into the international arena, not only for their enhancement, but also for Hong Kong's benefits.

3. Promoting life arts education for all

- a. Develop and set up a successful development model**
- b. Provide support for school and community arts education**
- c. Promote cooperation among , and professional training for, arts practitioners and educators**
- d. Encourage more public arts education through the granting scheme**

For arts to maintain a sustainable growth, it is necessary to induce greater public involvement and by educating the public on arts appreciation and participation, on enriching their life and re-assessing their own life and work through the creative perspective.

In its way forward, besides the continuing implementation among the young and students, arts education will be expanded into adults and communities to realize our vision of arts education for all and creativity for all.

4. Enhancing the artistic level and social status of artists

- a. Protect artistic freedom**
- b. Provide essential basic support and services , and create the necessary condition for artistic development**
- c. Seek better ways to facilitate arts workers and study the ways to enhance arts administration**
- d. Protect creators' rights and intellectual property**
- e. Enhance the documentation, research and criticism on local arts and academic level**

Though arts and culture are indispensable to our society, yet professional artists have an uncertain social status, nor are their professional qualification or occupation officially recognized (even the Census and Statistics Department does not have an occupation category for them). Their pay is generally low, and working environment by no means stable. Most of them are employed on a temporary basis, without the benefits of a contract, income security, occupational safety protection or employment benefits. This has prevented many talented people from becoming full time artists. The HKADC commits to solve these problems and to create an environment in which the artists can enjoy the profession respect they so deserve.

Besides, whether voluntarily or involuntarily, many artists are self employed, or can be called individual ventures on the art business. Hence, the HKADC finds it necessary that, like our overseas counterparts, we not only give them funding support, but should also provide them with training in entrepreneurial skills. Otherwise, funding agency will only come to the dilemma that more and more applicants compete for less and less. In that situation, they can only put their limited resources in maintaining the quality of their work and can spare none on survival aspects like business administration, audience development and business promotion. Under this vicious circle they will have to depend on the funding agency forever. The HKADC will develop a more efficient and effective way of funding art groups. We will also consider providing administration support to enhance their entrepreneurial skills and commercial credibility in order for them to open up the market and funding sources.

Furthermore, we will continue to carry out our fundamental duties of protecting artistic freedom and intellectual property rights under new technologies, and the documentation of local arts development.

(3) Complement our Objectives and Directives

In line with the statutory functions under the *Hong Kong Arts Development Council Ordinance* and accessible resources granted to the HKADC, the directives (policy directives) for the implementation of the above listed four development strategies are as follows:

1. **Promotion and Advocacy;**
2. **Funding and Backing;**
3. **Planning and Research; and**
4. **Communication and Support.**

Directives for the Implementation of the Four Development Strategies

<i>Development strategic objectives</i>	<i>Directives</i>			
	Promotion and Advocacy	Funding and Backing	Planning and Research	Communication and Support
Developing The social functions of the arts	1) advise and lobby departments concerned (Legislative Council, District Council and Planning and Land Bureau) on <ol style="list-style-type: none"> a) the contribution of arts to all sectors of the community b) the influence of Government and social development policies on arts and culture 2) developing local and overseas partnership – (for instance, with Trade Development Council, Leisure and Cultural Services Department, etc) 3) enhance Hong Kong as a metropolitan city by promoting the organization of international cultural and artistic events 4) popularize arts by organizing summer arts festival or Airport arts exhibition	allocating substantial resources for the development of partnership and collaborative schemes	1) promote our creative industries 2) find out the consuming habit and attitude on arts; their self – assessment on creativity and living quality ; persuade the Census and Statistics Department to include Arts and Cultural Consumption in the Household Consumption Section in the bi-sensus for regular comparison.	promote community and corporate involvement

<i>Development strategic objectives</i>	Promotion and Advocacy	Funding and Backing	Planning and Research	Communication and Support
	5) enhance public understanding on ADC by seeking more media exposure (e.g. Hong Kong Arts Magazine) 6) encourage corporate or individual sponsorship			
Expanding the market for the arts and building audience participation	1) promote communication and arts appreciation, popularize arts criticism (collaborate with art groups on enhancing arts promotion and the overall effect of communication) 2) promote Hong Kong Arts in overseas, for instance, collaborate with the Home Affairs Bureau and the LCSD in organizing Hong Kong Arts Festival abroad. 3) utilize new media and new technologies to attract more arts consumers, for instance, the Hong Kong Arts Sources website.	1) develop more proactive programmes, especially those that are conducive for opening up markets 2) encourage granting schemes that will help to expand the arts market, like presentation grant or publisher grant for new applicants 3) encourage art groups to look for corporate sponsorship	1) develop communication venue 2) develop arts for public areas 3) find out arts audience's habits and preferences 4) study the feasibility of introducing audience assessment	Develop partnership with media and overseas organizations
Promoting life arts education for all	1) develop a successful development model for demonstration 2) provide support for arts education in school and communities	1) support community arts education for children as well as the elderly 2) encourage more arts education for all through the granting process	participate in the arts education curriculum reform and develop a more advanced model for arts education	consolidate the relationship with the Education Department, the Curriculum Development Council and community organizations

<i>Development strategic objectives</i>	Promotion and Advocacy	Funding and Backing	Planning and Research	Communication and Support
Enhancing the artistic level and social status of artists	<p>1) protect artistic freedom and intellectual property rights, like the expansion of publication rights to include Public Lending Rights in public libraries.</p> <p>2) promote creator's rights , for instance, exploring the feasibility of collecting royalties under new technologies</p>	<p>1) strive to develop a granting process with lucid aims/functions as yardsticks</p> <p>2) ensure the limited resources in project grants can be allocated to a higher number of quality applications. For instance, the granting seasons will be reduced from 4 to 2, so that more quality applications can compete on a fair basis.</p> <p>3) create a level playing field for professional art groups when applying for subvention</p>	<p>1) explore the ways to improve the social status and employment prospects of artists</p> <p>2) study the employment situation of arts workers</p>	<p>1) promote the collaboration between fine arts and commercial arts</p> <p>2) improve the infrastructure and services of arts workers in order to enhance the support they received , for instance, encourage arts servicing agencies and impresarios to assist small art groups promoting their business as well as their arts</p> <p>3) support training for arts administration</p> <p>4) support arts workers seeking more exchange opportunities</p>