

**LegCo Panel on Home Affairs**  
**13 June 2003**  
**Promotion of Creative Industries**

**Purpose**

This paper outlines the strategies and key initiatives of Home Affairs Bureau in promoting creative industries in Hong Kong. We will focus our promotion efforts in five domains of creative industries, namely, performing arts, music, publishing, architecture, arts, antiques and crafts. Our promotion efforts will place emphasis on:

- Nuturing of creative talents;
- Providing platforms for creative industry practitioners; and
- Improving the business environment.

**Background**

2. Creative industries are the synergy of artistic creativity and product development. Hong Kong, being an open society with free-flow of talents, information and capital, and good record in enforcing intellectual property rights, is well placed to support the further growth of creative industries.

3. The Chief Executive announced in this year's Policy Address that we should seek to inject a new dimension and vigour into our economy by actively promoting creative industries. The Central Policy Unit has commissioned a consultancy mapping study of the trade, and a report will be issued in the third quarter of 2003. At the Special Finance Committee meeting on the Budget for 2003-04 held on March 27, the Secretary for Home Affairs has reported on the efforts being planned to facilitate the development of creative industries. This paper outlines the Bureau's strategy and implementation plan in this respect.

**Promoting creativity: Ongoing efforts**

4. With the support of the Leisure and Cultural Services Department, and

through strategic partnership with organizations such as the Hong Kong Arts Development Council, The Academy for Performing Arts and the arts community, a series of activities with the objective of cultivating and inspiring creativity have been planned/organized in 2003. These include:

- (a) Arts Development Awards (香港藝術發展獎)
- (b) 'Creative Train Design Competition' (創意列車設計比賽)
- (c) 'Gallery Ferry' – installation art on ferry design competition (海上動感畫廊設計比賽)
- (d) Workshop for Creative Writing 2003 (2003 年度青年寫作創作坊)
- (e) Creative Story Writing Competition in Chinese for students (2003 年學生中文故事創作比賽)
- (f) Creative Art Courses for Children (創意兒童藝術課程)
- (g) Literary web-page design competition (文學網頁設計比賽)

5. These activities which helped to stimulate interests and identify 'new blood' and young talents, received enthusiastic response from the public and the media. We will continue to encourage and support such activities for promoting interests and good practices in the creative industry sectors.

### **New Initiatives**

6. To sustain the momentum of these programmes and strengthen our promotion efforts on creative industries, we will actively pursue the following new initiatives:

#### Nuturing of creative talents - Arts Education

7. We will set up a joint task force with the Education and Manpower Bureau to examine how arts education in Hong Kong can be strengthened in terms of curriculum, teaching support, resource allocation etc. to meet current and future demand. One of the issues to be discussed will be the proposed establishment of a **Visual Arts Academy**, which will cover disciplines such as media arts, film studies, animation, design and advertising. The task force is expected to deliver its initial views in early 2004.

### Providing Platforms

8. Experience in other countries indicate that **Creative Arts Villages**, where a cluster of facilities and services are made available to artists, practitioners and art groups for workshop, showroom, training and exhibition purposes, can contribute significantly to the development of creative industries. It can also become an attraction to local residents and tourists.

9. At present, Hong Kong does not have a Creative Arts Village which serves the above purposes. The Cattle Depot Art Village in Tokwawan houses an agglomeration of artists, but is constrained by its size, location, and existing facilities for development into a full scale creative arts village. We plan to develop further the full potentials of this site for the use of creative industries practitioners. In addition, we are examining resources implications and identifying locations elsewhere (e.g. vacated factory buildings in Shamshuipo District) for development as creative arts village. We hope to come up with more concrete proposals on the way forward in three to six months time.

10. We are exploring the feasibility of setting up a **TV Channel on Culture**, which can serve as a catalyst and platform for creative talents to showcase their products. The channel, devoted entirely for arts related programmes, should have a significant role to play to enhance and develop the interests of the community in arts and culture. We will continue to examine the resources implications and administrative structure of this proposed cultural channel. We hope to report on the outcome of our feasibility study before the end of this year.

### Improving Business Environment

11. One of our major initiatives is to enhance the marketability of Hong Kong's creative services and products at home and overseas. To this end, the first **'Hong Kong Cultural Industries Festival'**, co-organized by key professional associations in the publishing, printing and design sectors, will be launched from August to December 2003 with the strong support of this Bureau. The festival will include symposiums, exhibitions, special programmes showcasing Hong Kong's international achievements in cultural industries, excellence awards, training programme, and 'careers expo'. Through this activity and our bureau's support of other events organized by the creative sectors, we hope to showcase Hong Kong's success to the local and international audience, and inject new vigour into our

economy.

### Mobilizing Community Support

12. The growth of creative industries owes much to the community's increased awareness of the importance of creativity and aesthetic appreciation to their quality of life and productivity. This will eventually generate demand for products of creative industry practitioners. Through policy guidance, strategic partnerships and promotion, we will continue to support the Leisure and Cultural Services Department and arts related bodies to organize activities in this direction. In addition, a series of promotion/experience sharing activities have been held since February 2003, targeting at different sectors of the community to highlight the contribution of creative industries to Hong Kong's economy and cultural life, and the career opportunities they offer for our younger generation.

13. A list of such community-oriented promotion activities in 2003 is at Appendix A.

### Overseas Experience

14. We are mindful of the need to draw experience from other countries in the development of creative industries. We are prepared to render support to international events and symposiums featuring creative industries to be held in Hong Kong. These events will provide opportunities for experience-sharing between overseas and local arts practitioners, academics, government officials and entrepreneurs, and introduce Hong Kong's creative industries to the international audience.

### **Advice sought**

15. Members are invited to note and comment on the strategies and initiatives in promoting creative industries in Hong Kong as outlined above.

**Creative Industries: Promotion Activities in 2003**

<b>Activities</b>	<b>Date</b>
1. Focus Group Discussions with Creative Industry Practitioners 與業界人士專題小組會議	February – April 二月至四月
2. Arts Appreciation Zone at Ming Pao 明報藝術導賞園地	3 <sup>rd</sup> – 10 <sup>th</sup> March 三月三日至十日
3. Arts Unlimited TV episodes 港台‘藝力無限’電視特輯	4 <sup>th</sup> – 7 <sup>th</sup> March 三月四日至七日
4. ‘C’ Generation Workshop Series I ‘From Creativity to Business’ 創意新一代工作坊(I)：從創意到創業	8 <sup>th</sup> March 三月八日
5. Career Seminars on Design and Multi-media innovation 創意工業就業講座‘設計及多媒體創作’	24 <sup>th</sup> May 五月廿四日
6. RTHK TV series ‘From Ideas to Cash’ 港台‘創意點成金’電視特輯	31 <sup>st</sup> May – 19 <sup>th</sup> July 五月三十一日至七月十九日
7. ‘C’ Generation Workshop Series II ‘That’s Creativity’ 創意新一代工作坊(II) 之‘創意齊齊 Show’	7 <sup>th</sup> June 六月七日
8. MTR Art in Station Architecture 地鐵車站藝術計劃	2003/04 年度
9. Installation of Public Art at Public Housing Estate II 公共屋邨公眾藝術計劃第二期	2003/04 年度