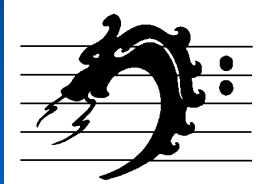


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HONG KONG PHILHARMONIC ORCHESTRA

Looking towards West Kowloon

**New cultural facilities with
enable Hong Kong's cultural
scene to come of age**

Challenges for the resident performing arts companies in Hong Kong:

- 1. Achieving and maintaining highest artistic standard**
- 2. Increasing community reach through audience development, education and outreach**

Hong Kong Philharmonic, since the arrival of Artistic Director and Chief Conductor Edo de Waart in 2004, has embarked on a period of dramatic artistic growth, with a rising reputation for excellence in both programming and performance




Audience development, education and outreach now share equal importance with artistic growth in the strategic development of the Hong Kong Philharmonic




Audience growth over the last four seasons has seen paid attendance rates rise:

2004/05	56%
2005/06	72%
2006/07	81%
2007/08	90%

The Hong Kong Philharmonic is of course totally supportive of the West Kowloon Cultural District because the need for performance venues of true international quality is urgent as audience growth puts increasing pressure on venue availability



We believe that the proposed one-off endowment of \$21.6 billion will enable the project to develop quickly in order to meet the burgeoning needs of expanding audiences



We welcome the proposed make up of the Board however we believe that a minimum number of Board members should be specified as well as a maximum, and that the term of Board appointments should be arranged to avoid the possibility of more than 50% turn-over in any year

We believe that the selection criteria of the 5 non-public officers with arts and culture backgrounds need to be strengthened.

It is essential that the Board be empowered to act independently from Government. While Government has provided essential financial and logistical support for the arts in Hong Kong for many years, its closeness to the major companies often stultifies creativity, flexibility and risk-taking.

We do not believe that it is appropriate, desirable or practical for Board meetings to be open to the public because the meetings must be capable of addressing confidential and sensitive matters



The prospect of the West Kowloon Cultural District is already causing the major resident companies to develop long-term strategies to meet the expectation and opportunities offered by this visionary project.





The Hong Kong Philharmonic is committed to continuing its upward trajectory in both artistic quality and community engagement in order to play a central role in the West Kowloon vision

