

**For information on
16 April 2010**

**LegCo Panel on Home Affairs and Panel on Development
Joint Subcommittee to Monitor the Implementation of
the West Kowloon Cultural District Project**

**Development of cultural software to complement
the West Kowloon Cultural District project**

Purpose

This paper aims to provide information on the tasks being undertaken by the Government, its collaborators and the West Kowloon Cultural District Authority in strengthening cultural software development so as to complement the West Kowloon Cultural District (WKCD) project.

Overview

2. To tie in with the development of the WKCD, the Government and our collaborators take a multi-pronged approach in strengthening our cultural software: arts programme development, audience building and enhancement of arts education and manpower training.
3. In the 2009-10 financial year, the Government spent more than \$2.7 billion (excluding capital works expenditure) on culture and the arts which was around 1% of the total expenditure of the Government.
4. The Budget announced in late February demonstrates the Government's long term commitment to the sustainable development of culture and the arts in Hong Kong. We will inject \$3 billion into the Arts and Sport Development Fund as seed money and use the annual investment returns to subsidize the long-term development of sports, culture and the arts. We will also reserve a provision of \$486 million in recurrent expenditure over the next five years to strengthen our cultural software by implementing a series of measures.

Arts Programme Development

5. There is a rich year-round programme of cultural activities and thematic arts festivals in Hong Kong. The Leisure and Cultural Services Department (LCSD), the Hong Kong Arts Development Council (HKADC) and local arts groups organise many cultural events throughout the year, including the Hong Kong Arts Festival, the thematic arts festival in autumn and various cultural and entertainment programmes organised by us in collaboration with district organisations.

6. We will sustain the provision of additional resources to nine major performing arts groups¹, and support small and medium-sized arts groups and individual artists in developing quality programmes, promoting outreach activities and advancing cultural exchanges. We will also provide additional resources to the Hong Kong Arts Festival for programme enrichment and further brand-building.

Manpower Training

7. We attach great importance to nurturing artistic talents for a vibrant arts scene in Hong Kong. Over 380 persons pursue their career in the nine major performing arts groups in Hong Kong, and many others are working for small and medium-sized arts groups. The Hong Kong Academy for Performing Arts (HKAPA) has been training professionals in different disciplines, producing over 900 full-time equivalent graduates every year. The University Grants Committee (UGC)-funded institutions and the Vocational Training Council also offer other educational or vocational training programmes.

8. We will continue to strengthen the support for budding artists and small and medium-sized arts groups of different nature and development stages and cater to their needs through different schemes/funds. In addition, the LCSD will continue to provide support and performance opportunities for small and medium-sized performing arts groups through various channels, including year-round cultural presentations, the Venue Partnership Scheme, free

¹ Hong Kong Philharmonic Orchestra, Hong Kong Chinese Orchestra, Hong Kong Sinfonietta, Hong Kong Dance Company, Hong Kong Ballet, City Contemporary Dance Company, Hong Kong Repertory Theatre, Chung Ying Theatre and Zuni Icosahedron.

entertainment programmes, audience building schemes at schools and the community, as well as marketing activities at performance venues. In 2010-11, it is estimated that the LCSD's support to these groups will amount to over \$90 million for more than 3 700 performances and activities.

9. The HKADC runs a Local Internships Programme to sponsor participants to take up work attachments at local arts groups. We have also commissioned the HKADC to run the new pilot Cultural Internship Scheme from 2009-10 to 2012-13 to sponsor local art practitioners to undertake short-term internship and training programmes in arts administration in the Mainland or overseas.

10. We will allocate additional funding of \$32 million in the next five years to launch training programmes for arts administrators. These programmes will be organised by the LCSD and its venue partners to provide training and internship opportunities for people who aspire to a career in the arts and culture.

Promotion of Arts Education

11. Starting from 2002, about 8% to 15% of lesson time in the school curriculum is recommended for arts education. The new senior secondary school curriculum starting from the 2009/10 school year also provides students with more opportunities to pursue arts education. The Government also promotes various arts education activities outside the formal curriculum, including the "School Culture Day Scheme" which arranges student visits to LCSD's performing arts venues, museums and public libraries during school days. The Music Office runs an instrumental music training scheme for some 5 000 youngsters every year.

12. In the next five years, we will allocate additional resources of \$21 million to enhance the promotion of the arts in schools to develop young people's interest in the arts and culture and their appreciation abilities in these areas. To tie in with the new senior secondary curriculum, the Education Bureau, LCSD and various arts groups have joined hands to launch "A Journey on Learning the Arts for Senior Secondary Students Scheme" to support students' participation in arts activities and performances for free outside the classroom setting.

13. The LCSD will also produce teaching kits and worksheets for special exhibitions, and further enhance the educational programmes in

museums and film archive to include learning sessions and workshops to engage students in the appreciation and critique of artworks. Artists will also be arranged to share their creative experience with students.

Audience Building

14. We have been actively bringing culture and the arts to the people. For example, the Community Cultural Ambassador Scheme under the LCSD supports local performing arts practitioners in conducting outreach/ promotional arts activities at various venues, and the Public Art Scheme invites artists to create or install permanent artworks at public places. Through the Community Arts Activities Enhancement Scheme, the HKADC also continues to encourage the arts and cultural societies in all districts across the territory to organise and promote arts activities in the local community. The Home Affairs Bureau initiated a community art project “Budding Winter” from 24 November 2009 to 31 January 2010 at four public parks in collaboration with four local public universities to exhibit the artworks of university students and budding artists. The project aimed to connect art to the people and provide a platform for budding artists to show their talents. Over 200 000 visitors visited the art installations, among them about 15 000 public and 6 000 students from primary and secondary schools participated in free programmes like guided tours, dance performances, story-telling, games, etc.

15. More than \$80 million in additional resources will be allocated in the next five years to step up the promotion of public art and organize more popular arts and cultural activities. We are working on a pilot scheme to commission young local artists and arts/design departments of academic institutions to display their artworks in the public space of four selected Government joint-user buildings. The LCSD will also strengthen its co-operation with different organizations to continue organizing more creative public art activities, including guided tours, seminars and outdoor sculpture exhibitions, and enhance the publicity and promotion of public art (such as setting up websites and publishing guide maps to promote Hong Kong’s public art).

Promotion of Cantonese Opera

16. Cantonese opera was officially inscribed onto the United Nations Educational, Scientific and Cultural Organisation's Representative List of the Intangible Cultural Heritage of Humanity on September 30, 2009, making it the first item of world intangible cultural heritage in Hong Kong. We will devote

more resources to support the preservation and development of Cantonese opera so as to carry forward the great tradition of this indigenous art form.

17. We plan to inject \$69 million into the Cantonese Opera Development Fund to further support various Cantonese opera preservation, promotion and development projects, including \$9 million for the "Hong Kong Cantonese Opera Troupe for New Talent" Three Year Grant Scheme to nurture new talents. Meanwhile, Guangdong, Hong Kong and Macao will continue to intensify their co-operation, for example, by organizing the Cantonese Opera Day and performance exchanges.

Programmes and Activities organized by the West Kowloon Cultural District Authority

18. The West Kowloon Cultural District Authority (WKCDA) reckons that hardware development as well as software development are equally important for the long-term success of the WKCD. Given that the arts and cultural professionals of WKCDA will assume duties soon, they will, in the second half of this year, plan the performing arts and museum related activities for WKCD in greater detail, with a view to promoting the development of the district, strengthening connection between the WKCD and the public, bringing arts to the public and building audienceship for the WKCD. At the same time, the WKCDA will also nurture local artists, develop its connection with local and overseas related arts and cultural groups, nurture local arts administrators, etc. In the meantime, the WKCDA has preliminarily organized the following activities to enhance public understanding of the WKCD project and their interest in arts and cultural activities:

Guided tour to the '2009 Hong Kong and Shenzhen Bi-City Biennale of Urbanism and Architecture'

19. From 2 February to 27 February 2010, the WKCDA collaborated with the Hong Kong Institute of Architects to organize guided tours to the '2009 Hong Kong and Shenzhen Bi-City Biennale of Urbanism and Architecture' (the Biennale) which was held at the WKCD waterfront promenade. The tours covered secondary school students and aimed to introduce to them details of the WKCD project and to cultivate their interest in visiting the WKCD for appreciation of arts and cultural events. The tours also provided opportunities for students to express their views and aspirations for the WKCD project. The tours comprised an introduction of the WKCD project including a briefing on the

arts and cultural facilities to be built, the planning process, arrangements for the public engagement exercise; and a guided tour to the exhibits of the Biennale, etc. Wish cards were provided for students to express their aspirations for the WKCD development. A total of 27 tours were organized by the WKCDA during the Biennale with around 1 000 secondary school students participated.

M+ Research Programme

20. The Museum Committee of the WKCDA plans to conduct research programme for the M+ with a view to collecting some basic information relating to the themes of M+ which will serve as reference for the Museum Executive Director upon his/ her arrival for the future planning and positioning of the museum. The researches will be conducted in collaboration with local universities and cultural research institutes to establish partnership with these institutions and to nurture researchers in arts and cultural fields. The researches will collect basic information for the four broad themes of M+, namely, design, popular culture, moving image and visual art (including ink art). The researches will focus on stock-taking of related artists, collectors, scholars and institutions in the respective fields; international biennials and triennials, including the trend of development; a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis of existing biennials and triennials, etc. Local university departments/academies/schools which offer arts and cultural courses will be invited to join the research programme. The research programme will be launched shortly.

Museum Internship Programme

21. The Museum Committee of the WKCDA plans to organize a six-month museum internship programme for Master and PhD students from arts and cultural related studies in local universities. The internship programme will provide on-the-job training for students of arts and cultural fields in local universities, to nurture museum professionals for Hong Kong and the WKCD, and to establish partnership with local arts and culture educational institutions. As a preliminary plan, universities will be invited to nominate candidates for the Museum Executive Director's consideration upon his/ her arrival. About 4 to 8 museum interns will be recruited to assist in the researches on M+ and organizing programmes. The internship programme will be launched soon.

University talk – “Cities v.s. Architecture”

22. The WKCDA will host a seminar on “City versus Architecture: Challenges and Opportunities” on the 21st of April. Representatives from the three Conceptual Plan Consultants appointed by the WKCDA will exchange views and share their international professional planning and architectural design experiences with local architecture students and teachers. The seminar will focus on the relationship between city and architecture and to explore the challenges and opportunities arisen from urban development. The seminar will give architecture students a better understanding of the WKCD project and would serve as a pre-start platform for exchange of views before the Stage 2 Public Engagement exercise.

Conclusion

23. We are committed to nurturing a society that savours culture and the arts through appreciation and participation, inspiring creativity and promoting diversified cultural developments, while capitalising on the opportunities offered by the WKCD project to boost the city’s standing in the world cultural map. We will continue to exchange views on matters relating to the culture and the arts with the WKCDA, HKADC and various consultative committees so as to strengthen the development of cultural software in the light of the WKCD project.

Home Affairs Bureau
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