

For Information on
14 January 2011

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

**Update on Software Development
to Promote West Kowloon Cultural District**

INTRODUCTION

The West Kowloon Cultural District Authority (the Authority) has prepared a paper, at **Annex**, to update Members on its work in developing programmes and cultural software to promote the West Kowloon Cultural District (WKCD).

2. Members are invited to note the paper at **Annex**.

BACKGROUND

3. To cultivate and nurture local talents in the arts and to encourage wider participation by the local community in arts and culture are amongst the objectives of the Authority. In the coming years leading to the opening of the arts and cultural venues in WKCD, the Authority will embark on a series of programmes in collaboration with educational institutes, arts organizations and local community to link WKCD with the community and to groom talents for WKCD and the local arts sector.

4. The Authority will organize art programmes at the WKCD site and the community to bring art to the public and to build audiences. To nurture artistic and arts administrative talents, the Authority has organized a museum internship programme and funded a cultural leadership programme as well as planning other capacity building programmes in partnership with local and overseas educational institutions and arts and

cultural organizations.

5. The Authority will establish a dedicated team, the Creative Learning Unit, in 2011 to establish partnership with art groups and facilitate collaborations.

Home Affairs Bureau
January 2011

Paper from the West Kowloon Cultural District Authority

**Update on Software Development
to Promote West Kowloon Cultural District**

PURPOSE

This paper aims to update Members on the programmes and software development to promote the West Kowloon Cultural District (WKCD).

PROGRAMME AND SOFTWARE DEVELOPMENT

2. The Performing Arts Committee (the Committee) of the West Kowloon Cultural District Authority (the Authority) has discussed the possible approaches and formats of programmes that might be organised in the period prior to the commissioning of the Performing Arts (PA) venues in order to familiarise the public with WKCD and its objectives.

3. The Committee indicated that the Authority should collaborate with other arts and cultural organisations to develop cultural software for the benefit of WKCD. It was envisaged that most of the PA programmes and activities, whether on or off the WKCD site, would be organised in collaboration with other partners.

4. The Committee agreed to adopt the following objectives in planning programme directions for 2010-13:

- a) To nurture, educate and build audience in the community;
- b) To nurture artistic and administrative talent;
- c) To establish an international network for WKCD; and
- d) To help in the planning and management of the future PA facilities.

5. In light of the above objectives, Management of the Authority will focus on the following broad directions in the coming years, with more detailed proposals to be drawn up as an interactive process with community partners and arts and cultural organizations, especially with the establishment of a Creative Learning Unit during 2011.

Nurturing Professional Talents

6. To cope with a growing demand for arts and cultural professionals, both for WKCD and existing cultural institutions in Hong Kong, the Authority is planning different capacity building initiatives to provide learning opportunities for practicing professionals and to train new talents. The first cultural leadership programme supported and funded by the Authority is the “Advanced Cultural Leadership Programme” run by the University of Hong Kong, in association with the Clore Leadership Programme, United Kingdom, aimed at giving participating professionals local and global perspectives on the arts and arts management. With its customized curriculum and international faculty, this programme will provide the participating professionals with first-hand knowledge of the latest cultural developments in the world.

7. The Authority is in discussions with other local educational institutes and arts organizations, such as the Hong Kong Academy for Performing Arts and the Arts Administrators’ Association, to bring more capacity building programmes to Hong Kong in the coming years.

Nurturing Audience and Programme Development

8. With the coming on stream of additional performance venues, planned by the Government and the Authority, there is a need to continue, augment and expand audience building and development, which have already been undertaken by various arts organizations in Hong Kong as well as by the Leisure and Cultural Services Department (LCSD).

9. With the objectives to enhance the appreciation of a diverse and pluralistic range of the arts and to encourage wider participation by the local community in arts and culture, the Authority plans to work with community groups, schools, tertiary institutions, district networks and arts and cultural groups to promote the various art forms, including performing arts, visual arts, moving image and popular art, starting with an outdoor event at the WKCD site in late 2011.

10. A Creative Learning Unit will be established in 2011 to forge partnerships with community and arts groups and facilitate collaborations. One of the core tasks of this Unit is to develop a learning and participation strategy for the Authority, based upon which we will embark on our mission to develop programmes and nurture audience in all forms of the arts. The Authority will be in a better position to report on more concrete plans and strategies after the establishment of the Creative Learning Unit.

11. It is planned that the Authority, the Home Affairs Bureau, LCSD and the Hong Kong Arts Development Council would join forces in a concerted effort to build and cultivate audience in the next few years to prepare the community for the advent of the cultural district.

West Kowloon Cultural District Authority
January 2011