

For discussion on  
29 May 2017

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

**Outcome of the Public Consultation Exercise**  
**on the Hong Kong Palace Museum Project**

**PURPOSE**

This paper informs Members of the outcome of the public consultation exercise on the proposed Hong Kong Palace Museum (HKPM) project.

**BACKGROUND**

2. Following the signing of the Memorandum of Understanding on Cooperation (MOU) on the proposed HKPM project between West Kowloon Cultural District Authority (WKCDA) and the Palace Museum on 23 December 2016, a six-week public consultation exercise on the HKPM project was launched on 11 January 2017. The objective of the public consultation exercise was to solicit public views on the HKPM project generally and, in particular, on its design, programming, learning and interpretation opportunities. The public consultation period was subsequently extended by two weeks in February 2017 and ended on 8 March 2017.

3. At its special meeting on 6 January 2017, Members of the House Committee were briefed on the background of the HKPM project and informed that the outcome of the public consultation exercise would be reported to the Joint Subcommittee to Monitor

the Implementation of the West Kowloon Cultural District (WKCD) Project (Joint Subcommittee) upon its completion.

4. Consumer Search Group (CSG), an independent consultation consultant appointed by WKCDA to analyse the feedback and views collected during the consultation period, has prepared a report on the public consultation exercise (the Report) which provides an analysis of the feedback and views collected. The Report and the response by WKCDA to the key views raised during the public consultation exercise have been submitted to the Joint Subcommittee for Members' reference (LC Paper No. CB(1)924/16-17(01) and LC Paper No. CB(1)924/16-17(02)) on 9 May 2017 as soon as they were considered and accepted by the Board of WKCDA.

#### **ACTIVITIES UNDER THE PUBLIC CONSULTATION EXERCISE**

5. During the public consultation period, WKCDA staged an exhibition at City Gallery in Central to introduce the proposed HKPM project and an online version was available on WKCDA's website. The exhibition at City Gallery drew a good response from the public, receiving 22 244 visitors during the eight-week consultation period, while the online version registered 22 640 page views.

6. Members of the public were also invited to fill in a questionnaire to give their views on the different aspects of the HKPM project in person at City Gallery or online through the WKCDA's website. A copy of the questionnaire is at Annex III of LC Paper No. CB(1)924/16-17(01). The questionnaire includes seven open-ended questions and respondents were free to express any views on the HKPM project, including both supporting and opposing ones. Altogether 623 paper and 905 online questionnaires were received by the end of the public consultation period.

7. During the public consultation period, WKCDA also organised or participated in the following activities:-

- (a) Two special meetings of WKCDA's Consultation Panel were held to gauge the views of members of the Consultation Panel on the HKPM project;
- (b) WKCDA organised five consultation sessions, each lasting around two hours, for major stakeholders - two of them targeted at professional bodies in the architectural, engineering, landscape, planning and surveying fields; another two for the arts and culture sector; and one for the Chairmen and Vice-chairmen of the arts and culture-related committees of the 18 District Councils;
- (c) WKCDA participated in panel discussions and talks organised by local professional groups, professional institutions, and a youth forum organised by The Hong Kong Federation of Youth Groups; and
- (d) WKCDA briefed the Board of the Travel Industry Council of Hong Kong; the Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing of the Harbourfront Commission; and the Chairmen and Vice-chairmen of the 18 District Councils at a meeting arranged by the Home Affairs Department.

8. In order to reach out to more members of the public to collect their views on the HKPM project, WKCDA commissioned CSG to conduct a territory-wide public opinion poll during the period from 28 February 2017 to 7 March 2017. The poll covered the Hong Kong resident population aged 15 or above. Quota sampling<sup>1</sup> was adopted to ensure that the enumerated samples represented an appropriate composition of the target population. A total of 1 805 respondents in 18 districts were interviewed face-to-face on the street for the public opinion poll, providing statistically valid quantitative data.

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<sup>1</sup> The quota was set with reference to the corresponding population figures as at the third quarter of 2016 provided by the Census and Statistics Department, including (i) age, (ii) gender, (iii) highest educational attainment and (iv) working status.

9. Apart from the above, 58 written and other submissions (encompassing 123 individuals/ associations/ bodies) were received. The result of the public opinion poll and the views collected through the various channels have been analysed by CSG.

## **ANALYSIS OF THE VIEWS COLLECTED**

10. The analysis of the views collected by CSG reveals that general support for the HKPM project was consistently recorded across the consultation channels as summarised below-

- For the **public opinion poll** mentioned in paragraph 8 above, 52.0% of the public <sup>2</sup> were supportive (very supportive/supportive) to the development of the HKPM project and 14.7% were not supportive (not supportive at all/not supportive). The remaining 33.3% of the public had no opinion either way, i.e. neither supporting nor opposing the HKPM project;
- Among the **questionnaires** received, 41.2% of the respondents were supportive while 34.9% were not. The remaining 23.9% of the respondents gave no explicit stance in the questionnaire;
- As for the **written and other submissions**, 71.5% of the individuals/ associations/ bodies who submitted their views indicated a supportive stance while 23.6% were not supportive. The remaining 4.9% did not indicate explicitly or clearly a stance on the project;
- At the **consultation meetings, sessions and forum** set out in paragraph 7(a) to 7(c) above, 34.0% of the respondents who had expressed views supported the HKPM project while 11.3% were not supportive. The remaining respondents did not express explicitly or clearly their stance.

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<sup>2</sup> To correct the potential bias as introduced by the incidence of non-response and non-contact cases, all information collected was properly weighted by age group (15-19, 20-29, 30-39, 40-49, 50-59, and 60 or above), gender (male and female) and highest educational attainment (primary or below, secondary and post-secondary or above) in accordance with the corresponding Hong Kong population figures of persons aged 15 or above as at the third quarter of 2016 (i.e. N = 6 143 600 in total).

## **(a) Public Opinion Poll**

11. For the public opinion poll, supporting views on the HKPM project exceeded opposing views by a big margin. About 52.0% of the general public were supportive of the development of HKPM while 14.7% were not supportive. 33.3% had no opinion either way – among them 31.9% selected the “half-half”<sup>3</sup> option while 1.4% of them had “no opinion”.

12. The key reasons given by those who supported the HKPM project were related to the strengthening of ties between Hong Kong and the Mainland; the establishment of a new attraction and its positive impact on the tourism industry; and the macro-economic benefits that it would bring to Hong Kong.

13. For the 14.7% of the public who were not supportive of the HKPM project, they were more concerned about the resources being spent in developing the proposed museum and the perceived lack of public consultation, rather than the establishment of HKPM itself.

14. Nearly 60% (58.3%) of the general public agreed that the HKPM project would provide visitors to WKCD a more diverse range of cultural facilities and experience; 27.5% had no opinion and 14.2% disagreed.

15. Almost half (49.9%) of the general public agreed that this project would be beneficial to Hong Kong as a whole, bringing cultural, social and economic benefits; 31.7% had no opinion either way and 18.4% disagreed.

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<sup>3</sup> Five-point Likert scale, with an indifferent option (i.e. the option of “half-half” other than the “supporting” or “not supporting” options), was used to cater for the respondents who did not have a specific stance on the proposed project (i.e. neither “supporting” nor “not supporting”). The “supporting” options contained choices of “very supportive” and “supportive” and the “not supporting” options contained choices of “not supportive at all” and “not supportive”.

## **(b) Questionnaires**

16. Among the views collected via a total of 1 528 paper and online questionnaires, 41.2% of the respondents were supportive while 34.9% were not supportive of the HKPM project.

17. The key reasons given by those who supported the project were related to the benefits for Hong Kong's cultural development and a better understanding of the Chinese culture and Chinese history; and the benefits for Hong Kong's tourism and economy.

18. The key reasons given for not supporting the HKPM project were related to whether the project had to be built in WKCD, a perceived lack of transparency and public consultation, and whether the HKPM project was needed.

19. Suggestions on the museum design and operation of HKPM were also collected and the major ones are set out below -

- The top five facilities to be incorporated into HKPM include exhibition galleries; restaurants/ coffee shops; activity rooms; lecture theatre and workshop facilities.
- The most preferred learning programmes and activities include community engagement programmes; activities specifically designed for enhancing knowledge of culture and history; activities related to culture and history; and seminars.
- Top-of-the-mind suggestions for exhibitions and programmes include more thematic exhibitions; thematic exhibitions covering artefacts across different dynasties in terms of arts and culture, the history and the related artefacts; as well as collaboration with other museums and collectors.
- Interpretation service or tools suggested to be available in HKPM are audio guide; mobile applications; and guided tours.
- Key suggestions on general operation include free

admission, special admission rate or special waiver; management by professional and local Hong Kong residents; and the operation should be managed as an independent, non-profit and self-sufficient organisation.

### **(c) Written and Other Submissions**

20. Among the views collected via 58 written and other submissions, about 71.5% of the individuals/ associations/ bodies who submitted their views were supportive while 23.6% were not supportive of the HKPM project.

21. The key reasons given by those who supported the HKPM project were related to the benefits for Hong Kong's tourism and economy, the benefits for Hong Kong's cultural development and a better understanding of the Chinese culture and Chinese history. The key reasons given for not supporting the HKPM project were related to a lack of transparency and public consultation.

22. Suggestions on specific areas of HKPM were also collected and the major ones are set out below -

- The most preferred facilities to be incorporated into HKPM include activity rooms, artwork authentication studios; facilities related to artefacts information such as library or information centre; and exhibition galleries.
- Top suggestions for learning programmes and activities include activities related to culture and history; and seminars.
- Key suggestions on general operation include management by professional and local Hong Kong residents; and more promotion via various channels.

### **(d) Consultation Meetings, Sessions and Forum**

23. Among the views expressed at the consultation meetings, sessions and forum set out in paragraph 7(a) to 7(c), 34.0% of the

respondents who had expressed views were supportive while 11.3% were not supportive of the HKPM project.

24. WKCDA's Consultation Panel is an important channel for gathering public opinion. At the two meetings held during the public consultation period, members of the Consultation Panel in general supported the HKPM project. There were suggestions on the incorporation of traditional Chinese architectural elements in the design of HKPM; the inclusion of public space in HKPM; connectivity and accessibility of HKPM; operating and management modes that would enable synergy with M+; good planning of software development; organisation of education programmes targeting at the youth groups; timely dissemination of information and public engagement to enhance the transparency and avoid misunderstanding of the HKPM project; as well as the importance of continued public participation for fostering a sense of ownership of the project. A member raised concern about the procedures and transparency in developing the proposal, and WKCDA explained that the public consultation was carried out as soon as possible following the announcement of the signing of the MOU. Noting the importance of curatorial inputs to the planning of the HKPM project, some members suggested leveraging on the existing M+ team and curators of the Leisure and Cultural Services Department before a dedicated curatorial team is formed.

25. As for the other consultation sessions organised by WKCDA and activities in which WKCDA had participated, many suggestions were made regarding the design of HKPM and its future operation such as the possible option for interior and exterior design in terms of material, cost and energy efficiency; as well as the showcasing of Hong Kong's history and antiquities within the wider China and the wider world contexts. Some participants also expressed the view that the consultation exercise for the HKPM project should have been enhanced, with some suggesting making more information available to the public and ensuring that sufficient and ample time is allocated for the consultation sessions so that the public could share their views in a timely manner.

## **RESPONSES TO THE VIEWS COLLECTED**

26. WKCDA has carefully examined the Report and the views collected during the public consultation exercise. It noted that there is general support within the community for the HKPM project as reflected in the views collected through the different consultation channels, though some members of the public have expressed opposing views and dissatisfaction about the signing of the MOU for the project before public consultation was conducted. WKCDA has duly considered and assessed the views expressed, and its responses to the key views raised during the public consultation exercise are set out at **Annex**.

## **CONCLUSION OF THE PUBLIC CONSULTATION EXERCISE**

27. Having carefully considered the Report and WKCDA's responses at Annex, the Board of WKCDA accepted the Report at its meeting held on 9 May. Taking into account the vision to develop WKCD into a world-class integrated arts and cultural district comprising local, traditional and international elements, the anticipated benefits that the HKPM project would bring to Hong Kong and WKCD, as well as the community's general support for the HKPM project as shown in the outcome of the public consultation exercise, the WKCDA Board agreed to take the HKPM project forward by preparing the Collaborative Agreement with the Palace Museum. The Report, together with the response by WKCDA to the key views raised during the public consultation exercise, was released to the media, the Joint Subcommittee and the public on the same day. The Chief Secretary for Administration-cum-Chairman of the WKCDA Board met the media after the Board meeting to announce the outcome of the public consultation exercise, which was followed by a press conference hosted by the Chief Executive Officer of WKCDA and CSG to elaborate on the details.

## **ADVICE SOUGHT**

28. Members are invited to note the outcome of the public consultation exercise on the HKPM project.

**West Kowloon Cultural District Authority**  
**May 2017**

## Key Views of the Public Consultation Exercise on the Proposed Hong Kong Palace Museum Project and the Response by the West Kowloon Cultural District Authority

An independent Consultation Consultant, Consumer Search Group (CSG), appointed by the West Kowloon Cultural District Authority (WKCD), has prepared a report on the public consultation exercise on the proposed Hong Kong Palace Museum (HKPM) project and provided an analysis of the feedback and views collected (Report). The Report concluded that there were more supporting than opposing views to the proposed HKPM project across different consultation channels:-

- **public opinion poll** through on-street face-to-face interviews;
- **questionnaires** collected at the City Gallery in Central where the proposed HKPM project details were on display and conducted via the WKCD website where the proposed HKPM project details were uploaded;
- **views expressed at the consultation activities** that WKCD organised or took part in; and
- **written and other submissions** from the public.

Having regard to the key views expressed during the public consultation exercise as highlighted in the Report, WKCD has prepared a series of responses to these views set out below:

### General Views

- Many respondents in support of the proposed HKPM project believed that the development of the proposed HKPM would benefit the cultural development of Hong Kong and attract more tourists to Hong Kong.

### WKCD's Response

Adding a second major museum to the WKCD will enhance the cultural offering to the public and greatly increase the District's attractiveness as a cultural destination. Focusing on traditional Chinese culture, the proposed HKPM will add to the District's diverse mix of activities to enable it to attract people of all ages and backgrounds, both locally and internationally. Also taking into account the historical and artistic value of the collections of the Palace Museum and its successful experience in developing cultural and creative products, it is anticipated that the proposed HKPM will become a popular destination for visitors. For reference, the Palace Museum attracted a record 16 million visitors in 2016.

- Some respondents concerned about the resources spent in building the proposed HKPM.

### WKCDA's Response

The proposed HKPM project has been made possible thanks to a generous donation of \$3.5 billion by the Hong Kong Jockey Club Charities Trust (Trust) which will be used to fund the capital cost of the proposed HKPM.

- A few respondents mentioned that Hong Kong does not need the proposed HKPM as there were already a lot of museums in Hong Kong.

### WKCDA's Response

Each of the museums in Hong Kong is unique in its focus and has particular intent and content. Since the Leisure and Cultural Services Department (LCSD) signed a collaborative agreement with the Palace Museum in 2012, exhibitions have been co-organised almost every year to display the rich diversity of the Palace Museum's collection. These temporary exhibitions have been very well received by the public with a total attendance of over 420 000 people. Yet, only a small part of the Palace Museum's collection can be showcased at these theme-based exhibitions in LCSD's museums and only for a short period of time (usually three months).

Through the close collaborations between LCSD and the Palace Museum, it is clear that exhibitions of the Palace Museum's collections are a major attraction to local residents and tourists. However, none of the existing museums in Hong Kong could allow the long-term display of the Palace Museum collections in a comprehensive and in-depth manner due to their space constraints and the need to cater for a diversified range of exhibitions (covering traditional Chinese, Hong Kong and Western art and culture) throughout the year.

The establishment of the proposed HKPM in Hong Kong to showcase the best and most valuable artefacts from the world renowned collection through a long-term loan arrangement with the Palace Museum will be a major attraction to both the local community and visitors to Hong Kong. The proposed HKPM will be a unique cultural facility as the proposed arrangement with the Palace Museum is unprecedented in terms of the duration and number of artefacts and the percentage of grade one relics on loan to museums outside the Mainland.

- A few respondents stated that people could simply and easily go to Beijing to visit the Palace Museum if they would like to enjoy the exhibits and artefacts.

### WKCD's Response

The Palace Museum is renowned for its vast holding of over 1.8 million artefacts, including paintings, ceramics, calligraphy, and antiquities belonging to the imperial collections. However, due to its huge collection and exhibition space constraint, only a small percentage (0.6%) of this extraordinary collection is able to be displayed to the public on site at any given time.

The proposed HKPM is not a branch of the Palace Museum but an independent museum in WKCD. As such it will have its own curatorial staff and take a unique approach to the artefacts, presenting works differently and most importantly contextualising them for Hong Kong audiences. It is worth noting that one of the reasons why the Palace Museum has expressed interest in collaborating with WKCD in developing the HKPM is its appreciation of the curatorial presentation by Hong Kong professionals and the interactive approach adopted in exhibiting the Palace Museum's treasures.

- Some respondents expressed views on whether or not the proposed HKPM should be built in WKCD.

### WKCD's Response

WKCD is the single most important cultural investment in Hong Kong, driven by the vision to develop the 40-hectare waterfront site into an integrated arts and cultural district with world class facilities, to provide quality programmes with a must-visit appeal, and to nurture artistic talent. This vision is reflected in the Planning Themes and Design Principles of the Development Plan which states that "the WKCD is to be developed into a world-class integrated arts and cultural district comprising local, traditional as well as international elements, to enrich the arts and cultural life, to create job opportunities and benefit the tourism industry, and to make Hong Kong an international cultural metropolis". Development of the proposed HKPM within the WKCD is entirely in line with the vision and positioning of the WKCD project.

- Some respondents expressed views on perceived lack of transparency and public consultation on the development of the proposed HKPM project.

### WKCD's Response

It should be emphasized that WKCD has conducted a full and proper consultation on the proposed HKPM project. It has considered all the returns of the public consultation exercise conscientiously and with an open mind.

WKCDA has repeatedly explained the special circumstances that required confidentiality at the early stages of the proposed project, before the concept could be presented to the public for consultation. Many artefacts of the Palace Museum's exquisite collections are national treasures classified as grade one relics, and the loan of artefacts to other museums outside the Mainland on a long term basis (i.e. arrangement for the export of cultural relics) is subject to stringent regulations and restrictions. Under the current practice, the number of artefacts on loan to a museum outside the Mainland (including museums in Hong Kong) is normally limited to 120 pieces/sets and the loan period is normally limited to about three months. The loan of almost 1 000 pieces/sets of invaluable artefacts of the Palace Museum collections to Hong Kong for long term display is unprecedented. A prerequisite to taking forward the proposed HKPM was the need to obtain the support of the relevant Mainland authorities for the lifting of the relevant state restrictions. Without the support of the relevant Mainland authorities, it is not possible for either WKCDA or the Government to take forward the proposed HKPM project on its own.

Furthermore, both the signing of the Memorandum of Understanding on Cooperation with the Palace Museum on 23 December 2016 (MOU) and its contents require the approval of the relevant Mainland authorities. This is also the first step for establishing the feasibility of developing the proposed HKPM project in WKCD. Prior to the signing of the MOU, WKCDA would not have any basis for announcing the proposal unilaterally or undertaking public consultation for the proposal.

Upon the signing of the MOU, WKCDA immediately engaged the public. The undertaking of this consultation exercise fully satisfies the statutory duty of WKCDA to consult the public. During the public consultation exercise, members of the public were able to express their views on the proposed project freely through different channels, including filling in questionnaires at the exhibition at City Gallery in Central or on the WKCDA website.

Through various consultation channels, WKCDA gauges the public's views on both the proposed HKPM project overall, and also specific elements of design, programming, learning and interpretation. Responses received show that respondents overwhelmingly offered opinions on both aspects. WKCDA is satisfied that the consultation exercise had produced a reliable measure of public sentiment about the proposed HKPM project. Support for proceeding with the proposed HKPM outstripped opposing views across all consultation channels.

WKCDA has conducted a three-stage public engagement exercise between 2009 and 2011 to hear the views and opinions of the general public and the arts and culture sector for preparing the Development Plan of WKCD. In 2015, WKCDA carried out a public engagement exercise on the Park and public open space. Now, a public consultation exercise on the proposed HKPM project has just been completed. WKCDA will continue to engage the public through appropriate means regarding the development of the District.

- Some respondents expressed concern over the selection process for the design consultant of the proposed HKPM.

### WKCDA's Response

In view of the very tight development timeframe, the experience and expertise required, the WKCDA Board approved the appointment of Rocco Design Architects Limited (RDA) as lead consultant for the proposed HKPM project on 28 November 2016. Since the proposed HKPM project was subject to public consultation and pending approval by WKCDA, no contract has been entered into with RDA in relation to the appointment to date. On 25 January 2017, RDA was issued a letter of comfort stating that it would be paid for the work done, but expressly reserving the right of either party not to proceed with a full contract for the lead consultancy. RDA was asked, and agreed, to perform some necessary interim work on an on-account basis, which it has done. All of these steps were in strict compliance with WKCDA's rules on tendering and procurement.

According to industry practice, there are various ways to engage an architect, including invited or open competition, restricted tender, open tender and direct appointment. All of these methods or appointments produce successful projects with excellent architectural designs.

Direct appointment of an architect is not uncommon in Hong Kong and elsewhere. It is usually done for special projects that are complicated and/or are sensitive. Accordingly, the method of engaging an architect is subject to the special conditions of the individual project. There is no one size fits all approach.

- A few respondents suggested that the public consultation exercise should make more information available and allow sufficient time and sufficient opportunities for the public to express views.

### WKCDA's Response

The eight-week consultation exercise fully meets all relevant requirements under the WKCDA Ordinance. The consultation struck the right balance between giving

clear and adequate information about what was being proposed at the conceptual stage of the project, while leaving matters sufficiently open for respondents to give *their* views about the HKPM proposal in general and on detailed matters such as design, programming, learning and interpretation. While some respondents expressed concerns regarding the arrangement for the consultation exercise, the consultation yielded a large body of meaningful and thoughtful responses which have proven valuable to WKCD in considering the next step in relation to HKPM.

During the public consultation period, an exhibition introducing the project was presented at the City Gallery in Central and an online exhibition on the project was also presented on the WKCD website. Members of the public were invited to fill in a questionnaire to give their views on the different aspects of the proposed HKPM project in person at the City Gallery or online through the WKCD website. With the support of RDA, WKCD further presented the proposed internal layout and spatial design concepts of the proposed museum starting from 15 February 2017. To allow the general public and stakeholders more time to offer their views on the proposed HKPM project generally, and in relation to the additional details on the proposed internal design, the public consultation was extended by two weeks to a total of eight weeks and ended on 8 March 2017.

WKCD's Consultation Panel is an important channel for gathering public opinion. During the consultation period, two special meetings of the Consultation Panel were held to gauge views of the Panel members on the proposed HKPM project. WKCD also organised five consultation sessions for major stakeholders - two of them tailored for the professional bodies in the architectural, engineering, landscape, planning and surveying fields; another two for the arts and culture sector; and one for the Chairmen and Vice-chairmen of the arts and culture-related committees of the 18 District Councils. Apart from these sessions, WKCD also participated in panel discussions and talks organised by local professional groups, professional institutions, the Board of Travel Industry Council, the Task Force on Harbourfront Developments in Kowloon, Tsuen Wan and Kwai Tsing of the Harbourfront Commission as well as a session organised by The Hong Kong Federation of Youth Groups. WKCD also briefed the Chairmen and Vice-chairmen of the 18 District Councils on the proposed HKPM project at a regular meeting arranged by the Home Affairs Department.

In order to reach out to more members of the public and collect their views on the proposed HKPM project, WKCDA took the further step of commissioning a territory-wide public opinion poll from 28 February to 7 March 2017. The poll covered the Hong Kong resident population aged 15 or above. Quota sampling<sup>1</sup> was adopted to ensure that the enumerated samples represent an appropriate composition of the target population.

- WKCDA is perceived by some as a body only to be involved in the promotion of local art and culture and thus they claimed the proposed HKPM should not be developed in WKCD.

### WKCDA's Response

WKCD is committed to facilitating and enhancing cultural exchange and cooperation among Hong Kong, the Mainland and beyond, and to enhancing the appreciation of a diverse and pluralistic range of the arts as set out in the WKCDA Ordinance (Cap. 601). According to the Planning Themes and Design Principles of the Development Plan approved in January 2013, WKCD is to be developed into a world-class integrated arts and cultural district comprising local, traditional as well as international elements. In the three-stage public and stakeholder engagement exercise undertaken at the time of preparing the Development Plan of WKCD, views were expressed that elements on Chinese culture should be included within WKCD. The inclusion of the proposed HKPM is in line with these views.

The development of the proposed HKPM will add to the diverse mix of cultural activities to enable the WKCD to attract people of all ages and backgrounds. Sitting across the Art Park from M+, the proposed HKPM will contrast well with M+'s positioning as a museum of 20th and 21st century visual culture, allowing visitors to explore in close proximity the contemporary and the ancient. The proposed HKPM will also complement the traditional cultural offering of the Xiqu Centre at the eastern end of the District. The Xiqu Centre will present traditional Chinese culture through performance and the proposed HKPM through the presentation of artefacts and artworks.

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<sup>1</sup> The quota was set with reference to the corresponding population figures as at the third quarter of 2016 provided by the Census and Statistics Department, including (i) age, (ii) gender, (iii) highest educational attainment and (iv) working status.

### **Specific Views on Operations**

- There were suggestions on the museum design such as facade materials, interiors and energy efficiency of the building, as well as in relation to accessibility, connectivity, and facilities in the proposed HKPM, etc.

#### WKCDA's Response

Design consultant RDA takes into consideration all the suggestions when preparing the design of the proposed HKPM. For example, many members of the public requested adequate queuing facilities and a separate entrance for group visits. These requirements have already been reflected in the revised design of the proposed HKPM.

- Many respondents demanded audio guides, mobile applications and interactive programmes.

#### WKCDA's Response

WKCDA has already designed and developed award winning mobile app (digital guide) to engage audiences and enhance the customer experience at its events and exhibitions. WKCDA is now developing the virtual reality experiences for the Xiqu Centre and M+ and undertaking detailed research into audio guides. WKCDA will also look at doing this for the proposed HKPM.

- There were suggestions on internships.

#### WKCDA's Response

WKCDA has already stated that the proposed HKPM project will provide huge opportunities for the development of home grown talent in the areas of curation, conservation and education. The proposed HKPM project will offer training opportunities and internships to ensure that the proposed HKPM can nurture and develop the right professional staff, and the creation of job and learning opportunities for young people in Hong Kong. WKCDA already runs successful internship schemes for M+ and the performing arts and a similar approach will be taken for the proposed HKPM.

- There were some suggestions on guided tours tailored to the public, youth and visitors with special needs.

### WKCDA's Response

Every exhibition held within WKCD includes a programme of tours for the public. Audio descriptions and sign language interpretation are available for tours at our exhibitions upon request. There are also guided tours tailored to schools and teachers, as well as the elderly and the disabled. Similar arrangements will be made available for the proposed HKPM.

- There were a few suggestions on admission fees (free, special rate or special waiver).

### WKCDA's Response

WKCDA will consider the issue of entry fees for all its venues ahead of their respective opening. We anticipate that there will be a range of charges including concessions and free admission to different venues and events.

- There were views that the proposed HKPM should be managed by professional and local Hong Kong residents and the operation should be managed as an independent, non-profit and self-sufficient organisation.

### WKCDA's Response

The proposed HKPM is not a branch museum of the Palace Museum, and will be operated and managed by WKCDA with its own professional staff and as an arts and cultural facility of WKCD. WKCDA will be responsible for the planning, construction and curatorial matters, as well as the management and day-to-day operation of the proposed HKPM.

Similar to the governance structure for M+, WKCDA plans to set up a wholly-owned subsidiary company under the WKCDA Board, with a museum board governing the new HKPM. The museum board will comprise members of the WKCDA Board, and people with relevant expertise and experience from a diverse background, representatives from the WKCDA Management and the Government of HKSAR, as well as experts from the Palace Museum.

The establishment of a wholly-owned subsidiary company will create a clearer identity for the proposed HKPM as a cultural institution, ensure the governance structure has sufficient professional expertise on museological matters and enhance the confidence of the public and donors. WKCDA will set overall policies for the governance and oversee business and corporate plans of the proposed HKPM.

As preparatory work for the proposed HKPM has just started and the project is still in the design stage, WKCDA will take into account the views collected in the consultation exercise in formulating the operational details of the proposed HKPM. Taking into account the historical and artistic value of the collections of the Palace Museum and its successful experience in developing cultural and creative products, we anticipate that the proposed HKPM will become a popular destination for visitors.