

For discussion on 8 April 2005

**Legislative Council Panel on Home Affairs  
Promotion of Cultural and Creative Industries**

**Purpose**

The purpose of this paper is to brief Members on the tasks accomplished by the Home Affairs Bureau (HAB) in the past two years in promoting cultural and creative industries and the plans ahead to sustain the efforts made on this front.

**The HAB's role in promoting creative industries**

2. The need to promote the development of cultural and creative industries in Hong Kong was highlighted in the 2003 and 2004 Policy Address and further elaborated in this year's Policy Address. Cultural and creative industries broadly refer to industries with value added through creativity and these industries in Hong Kong encompass 11 categories: design, architecture, advertising, publishing, music, film, computer software, digital entertainment, performing arts, broadcasting, and antiques and art dealing. The primary role of the Government in promoting cultural and creative industries is to improve the business environment, safeguard free economy, encourage investments from local and foreign business sectors, and bring about the partnership of 'creative talents' and 'entrepreneurs'. To perform this role, it requires concerted efforts and assistance of various bureaux/departments (including HAB) for subjects under their purview. In this respect, HAB has been working towards the following objectives :-

- (i) providing an enabling environment to nurture creative talents and arouse community awareness/appreciation of the importance of creative industries;
- (ii) promoting cultural network with the Pearl River Delta, Asian region as well as the international community for establishing a platform for communication and showcasing the creative talents in Hong Kong;

- (iii) promoting creative industries of Hong Kong to local and foreign business communities in order to stimulate investments; and
- (iv) conducting researches on the development of creative industries in Hong Kong in order to provide the best-fitted assistance for the industries.

### **Initiatives accomplished in the past two years and the plans ahead**

#### *Nurturing of creative talents and arousing community awareness/ appreciation of creative industries*

3. Former Culture and Heritage Commission submitted its Policy Recommendation Report in 2003, put forward over 100 recommendations, including those relating to arts and cultural education. The Government agrees with, inter alia, the Culture and Heritage Commission's recommendation, that education in culture and the arts for the people of Hong Kong (particularly the youth) plays a pivotal role in developing local artistic talents and in the long-term cultural development in Hong Kong. In the past two years, HAB has placed much emphasis on fostering and cultivating creativity through arts education. The Music Office under the Leisure and Cultural Services Department (LCSD), the executive department of the HAB, provides instrumental and musical training to young people ranging from the age 6 to 23. LCSD's museums, libraries and programming offices offer extension and education activities on cultural heritage, literary and the performing arts to school children as well as the general public. Over 6,500 school visits were organised in 2004-05 to public museums (involving 500,000 students) and over 700 schools joined the School Culture Day since the scheme was launched in 2001, recording a total attendance of around 450,000. LCSD also organises a Programme Partnership Scheme which seeks to provide opportunities of performance for young and new arts groups and to promote appreciation of new art forms.

4. The Government will also continue to encourage and promote arts education at the tertiary level by giving support to the Hong Kong Arts Centre, the Academy for Performing Arts (APA) and other

tertiary institutions through offering more arts-related courses and organising project-based programmes. It is worthy of mention that with HAB's support, the APA has successfully secured the Bethanie, a historical building at Pokfulam, as a second campus and to develop it into a film and television centre. Restoration and conversion works on the building are underway and will be scheduled for completion by the end of 2006. The Baptist University has also announced their plan to establish an Academy of Visual Arts in September 2005 in another historical building in the East Kowloon.

5. In the past two years, HAB has organised/sponsored a series of projects, youth forums and cultural events through which the community interest and awareness in creative industries are greatly enhanced. They include-

- (a) "From Creativity to Business" Workshop in March 2003;
- (b) the "FARM" Youth Culture and Entrepreneurship Corner from May 2003 to May 2004;
- (c) "That's Creativity" Workshop in June 2003;
- (d) Teen Market at Sai Kung Waterfront Promenade from July to August 2003;
- (e) the "Youth Creativity Employment Programme" from January to December 2004;
- (f) "Soul of the City: International Symposium on Art and Public Space" in February 2004;
- (g) the "Asia Cultural Co-operation Forum" and "Creative November" programme in November 2004;
- (h) "New trends in Architecture" exhibition cum seminar and "What's Good?" conference in January 2005; and

- (i) “Entertainment Expo Hong Kong” and “The 3<sup>rd</sup> Annual University Student Film and TV Festival in the Greater China Region” in March 2005.

6. In the year ahead, HAB will continue to organise/sponsor activities to sustain its efforts and momentum of arousing and enhancing public awareness/appreciation of creative industries in Hong Kong. The activities being lined up include-

- a “Sovereign Art Prize Project” in April 2005 to invite entries from both established and emerging artists resident throughout Asia;
- a public art project in July 2005 to support the habit of outdoor reading. This project will align with the 2005 Hong Kong Book Fair;
- a year-long programme from September 2005 to August 2006 to provide a regular platform at various LCSD venues for young people to showcase their talents in performing arts;
- “The Third Asia Cultural Co-operation Forum” in November 2005 to foster cultural links with Asian countries and sharing of experience in creative industries;
- a month-long programme named “Creative November” which comprises creativity-themed events in November 2005;
- a year-long programme named the “Comic Home Base” commencing in January 2006, comprises exhibition of local comic artists, work of international comic fair, conference and publications; and
- “What’s Good?” Conference and Exhibition in February 2006.

7. HAB will also continue its efforts to explore the possibility of developing the flatted factory buildings into a creative industrial village to attract cultural and creative people to form their base and thus creating a clustering effect of creativity. We are pleased to note that the Urban Renewal Authority is planning to redevelop Mallory Street area in Wanchai so as to use the old buildings as a base for local cultural and creative talents.

*Promoting cultural network with the Pearl River Delta, Asian region as well as international community*

8. HAB endeavours to enhance the cooperation with other countries in the fields of culture and the arts, through the signing of Memorandum of Understanding (MoU) on Cultural Cooperation and participating in other cultural exchange programmes. So far, the HKSARG has signed MoUs with Canada, Italy, the Philippines, Egypt, Singapore, South Korea and Croatia and it is envisaged that MoU with a few more countries will be signed in 2005-06. Besides, closer tie with other countries has also been achieved through organising of and participation in international cultural events. In 2003 and 2004, HAB organised the Asia Cultural Cooperation Forum (ACCF) involving delegation from the Mainland, cultural ministers of eight Asian countries and many internationally renowned guest speakers. The ACCF will be held for the third time in November 2005 to foster the momentum in regional cultural cooperation and sharing of experience in creative industries.

9. On the front of promoting cultural cooperation in the Pearl River Delta (PRD) Region, the Guangdong, Hong Kong and Macau signed an Agreement on Cultural Cooperation in August 2003 and the three places will take turn to host the Pearl River Delta Cultural Cooperation Meeting. Working groups have been set up to implement five specific areas of collaboration and efforts will be made to sustain the good progress made so far. The areas include: -

- mutual exchange of information and talents for performing arts joint and organization of performance;
- interflow of cultural information and cooperation in

ticketing network;

- development of museum network and the excavation, conservation and promotion of heritage;
- digital libraries network; and
- promotion of Cantonese Opera.

With a population of some 40 million and having similar language and sharing similar life style with the people of Hong Kong, the PRD is a huge market for investment and poses great attraction for the development of creative industries.

*Promoting creative industries of Hong Kong to local, overseas and foreign business communities in order to stimulate investments*

10. HAB has been promoting creative industries in Hong Kong proactively to local and overseas communities. The Secretary for Home Affairs frequently makes use of his overseas visits' opportunities to promote creative industries in Hong Kong. Besides, HAB has organised from August 2003 to June 2004, the 'Hong Kong Cultural Industries Expo' which include seminars and forums, student publication design competition, exhibitions in the Mainland, Taiwan and London to showcase Hong Kong's creative products/services. The Entertainment Expo held recently, from 22 March to 6 April 2005, successfully brings together for the first time eight leading entertainment events namely the Hong Kong International Films and TV Market (FILMART); the Hong Kong-Asia Film Financing Forum; the Digital Entertainment Leadership Forum; the 3<sup>rd</sup> Hong Kong digital Entertainment Excellence Film Awards; the Hong Kong International Film Festival; the Hong Kong Film Awards Presentation Ceremony; The IFPI Hong Kong Top Sales Music Award and the Hong Kong Independent Short Film and Video Awards. Good synergy effect has been created and many overseas investors/journalists have been attracted to participate and look for business opportunities. HAB will continue to promote our products/services of creative industries by entering closer partnership with the Hong Kong Trade Development Council, Hong Kong Economic and Trade Offices and chambers of commerce.

*Conducting researches to explore further on the development of creative industries*

11. The Government will continue to conduct researches into how creative industries could be best developed. The “Baseline Study on Hong Kong’s Creative Industries” published by the Central Policy Unit in September 2003 on various kinds of creative industries in Hong Kong has laid down a good foundation and this piece of academic work is highly regarded by overseas authorities. In addition, other Government departments will also conduct studies in areas like the protection of intellectual property rights, the planning of land use for cultural and arts activities and the need for fair trade in creative products. HAB has also engaged the Center for Cultural Policy Research of the University of Hong Kong in a study on the Hong Kong Creativity Index (HKCI) with a view to devising a framework for measuring the development of creative industries in Hong Kong. The final report on the study is expected to be released this financial year.

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Home Affairs Bureau