

For Information on
20 September 2010

LegCo Panel on Home Affairs and Panel on Development

**Joint Subcommittee to Monitor the Implementation of
the West Kowloon Cultural District Project**

**Meeting with the Chief Executive Officer and other senior executives of
the West Kowloon Cultural District Authority**

Introduction

The West Kowloon Cultural District Authority (The Authority) has prepared a paper to brief Members on the work of the Chief Executive Officer (CEO) and his new executive team and to update Members on the progress of the Stage 2 Public Engagement (PE2) exercise.

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

Latest Development

3. The executive team of the Authority, led by the CEO, Mr. Graham Sheffield, has been formed to take up the project delivery, financial management, communications and marketing, performing arts, museum, human resources and legal services for the West Kowloon Cultural District (WKCD) project.

4. With the unveiling of the three Conceptual Plan Options on 20 August 2010, the Authority is now in full swing conducting the PE2 exercise to seek the public's and stakeholders' opinions, in particular on the Conceptual Plan Options and the phasing arrangement for the core arts and cultural facilities to allow the district to grow organically.

5. Taking into account the views collected during the PE2 exercise, the Authority will select one of the Conceptual Plan Options to form the basis for the preparation of the Development Plan.

6. The Authority is also starting to plan performing arts and museum related activities for the WKCD, with a view to nurturing talent, bringing arts to the public, building audiences for WKCD and developing its connection with local and overseas related arts and cultural groups.

Home Affairs Bureau

September 2010

Paper from the West Kowloon Cultural District Authority

PURPOSE

This paper aims to introduce Members to the work of the Chief Executive Officer (CEO) of the West Kowloon Cultural District Authority (the Authority) and his new executive team and update Members on the progress of the Stage 2 Public Engagement (PE2) exercise.

PROGRESS REPORT OF THE CHIEF EXECUTIVE OFFICER AND THE EXECUTIVE TEAM

2. The CEO assumed duty officially on 12 August 2010. This completes the senior executive team save for the Executive Director, M+ (designate) who will not join the Authority until January 2011.
3. Management had concentrated their efforts on the preparation work for the PE2 exercise. As well, CEO prepared for and attended the Venice Biennale 12th International Architectural Exhibition to moderate at the Special Forum as part of the sponsorship by the Authority of the Hong Kong Exhibition at the Biennale, take part in press interviews and attend meetings with museum personnel. Participation in the Hong Kong Exhibition at the Venice Biennale brought the West Kowloon Cultural District (WKCD) project into the international arena, attracting professional and media attention from all around the world.
4. For the next three months, the WKCD Management will be actively involved in the following:

a) Engagement –

ongoing stakeholder engagement, especially those in the arts and cultural sector;

b) Facilities -

working with the Project Consultant, Mott MacDonald, on the preliminary Schedule of Accommodation (SoA) for the Core Art and Cultural Facilities, and, based on the preliminary SoA, to engage the relevant stakeholders on a more comprehensive consultation exercise in this regard;

c) Skills –

on the software development side, to set up and design an internship programme for graduates interested in career development in the arts and culture field; to partner with organisations in the performing and visual arts sector to develop and implement education programmes; to foster partnerships with tertiary institutions for the purpose of capacity building; and to deliberate on the contents of an education component to enable and ensure a systematic and sustained programme of education in the period leading up to the completing of construction of phased facilities;

d) Team –

building not just the professional efficacy of the Management team, but also its communication, collaboration and synergistic capacity across the spectrum of community, political and government stakeholders;

e) Decision –

working closely with the Board on a process towards making a decision on the preferred conceptual plan; and

f) Vision –

working closely as a Management team to examine parameters and baseline assumptions set prior to the arrival of the present team and arrive at a vision statement.

The above sets the stage for the preparation of the Development Plan for WKCD.

STAGE 2 PUBLIC ENGAGEMENT EXERCISE

5. PE2 was rolled out on 20 August 2010 and will last for three months until 20 November 2010. The engagement exercise consists of a roving exhibition, a series of public forums, focus group meetings and stakeholder briefings. A consultation folder has been produced, which contains a booklet from each of the three Conceptual Plan Consultants and a questionnaire for completion and return by those who attended the exhibitions. An electronic version of the conceptual plan booklets and questionnaire is available on the Authority's website.

6. Similar to the Stage 1 Public Engagement exercise, Chairman of the Consultation Panel has set up a Facebook discussion platform in order to reach out to the wider public. The Public Policy Research Institute of the Hong Kong Polytechnic University has been engaged to conduct exit polls of those who visited the exhibitions, and to analyse the completed questionnaires as well as verbal and written views collected during PE2. A report on the analysis of views will be published and audio recordings will be made at all forums. The report and recordings will be uploaded to the Authority's website for easy public access.

Opening Event

7. The opening of PE2 took place at the Hong Kong Convention and Exhibition Centre (HKCEC), which also marked the beginning of a roving exhibition of the three conceptual plan options during the three-month public engagement exercise. Chairman of the Board officiated at the opening ceremony, and senior partners of the three Conceptual Plan Consultants attended to give a short briefing of their respective plans to the audience and media representatives as part of the programme of the opening ceremony.

Roving Exhibitions

8. Following the closing of the exhibition at HKCEC on 29 August 2010 which saw more than 14,000 visitors, the three conceptual plans will be mounted at Tuen Mun Town Hall, Shatin Town Hall, Queensway Government Offices, Hong Kong Heritage Discovery Centre and InnoCentre as part of the engagement exercise and in an attempt to cover a larger reach of the Hong Kong community. Guided tours are available to the public attending the exhibitions.

Forums

9. Five public forums are scheduled during the three-month period. The public forums have been over-subscribed, as a result of which extra forums have had to be scheduled in order to accommodate the overwhelming demand. The first two forums were held on 22 August 2010 at HKCEC and attracted 600 members of the public to participate. Professional forums, one each for Urban Development, Information and Communications Technology and Environmental groups and the other for the Arts and Cultural groups were held on 21 August and 23 August respectively. More forums and focus group meetings have been scheduled throughout the three-month period to engage different stakeholder groups, including residents of the Yau Tsim Mong district. Representatives from the three Conceptual Plan Consultants attended and will attend these forums in order to explain their concepts and respond to general and specific enquiries relating to their respective plans. The Consultation Panel Chairman and members of the Authority team also met with members of Yau Tsim Mong District Council on 26 August 2010.

WAY FORWARD

10. Apart from the work plan set out in paragraph 4 above, Management will diligently review the overall project status, baseline assumptions, and the process towards a decision on the preferred conceptual plan, all of which would help determine the Authority's priorities for the coming years.

West Kowloon Cultural District Authority
September 2010