

For discussion on
10 June 2011

Legislative Council Panel on Home Affairs

Report on Vibrant People, Harmonious Community Activities

PURPOSE

This paper informs Members of the progress of implementation of the Diversified Community Activities, also known as the “Vibrant People, Harmonious Community Activities” (VPHCA), over the past year.

BACKGROUND

The One-off Funding

2. The Financial Secretary announced on 26 May 2009 that the government would allocate a one-off sum of \$180 million to 18 districts to further foster community building, enhance social cohesion, promote cultural and sports activities, stimulate consumption and domestic demand, and create business opportunities for local tourism. Following consultation with the Legislative Council Panel on Home Affairs on 13 November 2009, we obtained the funding approval of the Finance Committee on 22 January 2010 for a non-recurrent commitment of \$180 million (the Fund) for the VPHCA.

3. The Fund for the VPHCA has been allocated in the following areas –

(a) \$108 million (i.e. 60% of the Fund) for 18 District Councils (DCs), and through them to support local organisations, in launching a wide variety of community activities in the following areas with corresponding themes –

- (i) Sports for All (“Get into Vitality” as the theme);
- (ii) Arts for All (“Get into Creativity” as the theme);
- (iii) Cultural/Ecological Tourism for All (“Get into Discovery” as the theme); and
- (iv) Care for All (“Get into Harmony” as the theme).

The \$108 million were allocated to the 18 DCs on an equal basis. Each DC processed applications from local organisations through the full Council or its relevant committees with the assistance of the DC Secretariat. Based on the merits of each application, DCs or their relevant committees decided whether the applications should be supported and, if so, the funding to be approved;

- (b) \$45 million (i.e. 25% of the Fund) for government departments, in consultation with the DCs concerned where necessary, to centrally coordinate the launching of programmes around the four themes of “Get into Vitality”, “Get into Creativity”, “Get into Discovery”, and “Get into Harmony”, with a view to promoting the spirit of sportsmanship, arts appreciation and festive atmosphere. Individual DCs may also submit their own proposals or refer proposals of local organisations to the Home Affairs Department (HAD) to apply for extra funding to launch cross-district or cross-sectoral programmes around these themes.

The Secretary for Home Affairs has appointed an Assessment Panel on Funding for Thematic Activities comprising non-official members with expertise in the relevant fields (e.g. sports, arts and culture, and tourism) to advise the Director of Home Affairs on the broad allocation of this portion of the Fund; and

- (c) \$18 million (i.e. 10% of the Fund) for the HAD to employ contract staff to assist DCs and the departments in implementing the above programmes and activities, and \$9 million (i.e. 5% of the Fund) for publicity and contingency.

HIGHLIGHT PROJECTS OF THE VIBRANT PEOPLE, HARMONIOUS COMMUNITY ACTIVITIES

4. Over the past year, about 1 000 activities around the four designated themes have been organised in the 18 districts or coordinated by the HAD and other relevant government departments. Some examples of the highlight VPHCA activities are set out below –

- (a) Get into Vitality: This theme aims to encourage Hong Kong people to take part in sports and physical activities. The Leisure and Cultural Services Department (LCSD) has been allocated funds to launch, amongst other projects, the "Sports for All Day" on 8 August 2010 with a series of free programmes in designated sports centres in 18 districts to promote the importance and benefits of participation in physical activities, and provide opportunities for people to take part in sports and other physical activities. LCSD also opened a number of leisure facilities for free use by the general public.

At the district level, various DCs also organised various sports activities around the theme of "Get into Vitality". For example, the Yuen Long District Council and the Yuen Long District Sports Association launched "the Yuen Long District Beach Sports Parade 2010" between 26 November and 5 December 2010. Programmes included the Beach Handball Invitational Tournament, the Women's Beach Volleyball Invitational Tournament, the Beach Rugby Exhibition Match and the Beach Soccer Exhibition Match.

- (b) Get into Creativity: This theme aims to help strengthen arts and cultural development and education programmes, in order to promote arts at district level. The HAD, with the support of the DCs concerned, allocated funds to the Hong Kong Photographic Culture Association to organise the Hong Kong Photo Festival (HKPF) 2010. Events of the HKPF included exhibitions held in different parts of Hong Kong, educational activities ranging from introductory to advanced levels for the public and young photo artists, and large-scale promotional events.

The HAD, with the support of the DCs concerned, also sponsored the Spring-Time Experimental Theatre (STET) to organise the Community Involvement Musicals in Yau Tsim Mong, Sai Kung and Shatin districts in early 2011. The Wan Chai District Council also provided funds to the STET for organising similar musicals in its district. Many participants of the musicals were recruited from the local community with provision of necessary training and guidance, and stories of Hong Kong were on stage with music and dance.

Further, the HAD, with the support of the relevant DCs, implemented the Trial Scheme on Community Performance Arts Programme in the four districts on the Hong Kong Island (i.e. Central and Western, Wan Chai, Eastern and Southern districts) in 2010-11. Four community arts groups¹ were given timeslots and support for workshops and performance in community halls, with improved stage, light and sound equipment, for more professional performance.

The HAD, with the support of the DCs concerned, also provided funds to the Kowloon Federation of Associations (Community Services) Foundation in organising the Arts Scheme in Kowloon East in late 2010 to early 2011, including arts related workshops for members of the public including the underprivileged and an arts exhibition in the Kwun Tong Promenade.

- (c) Get into Discovery: This theme aims to promote district features of ecological and cultural interests, including the various geo-sites of the Hong Kong National Geopark and other heritage spots of paths in the districts, as well as to organise promotion programmes and events to attract both local and overseas visitors. Under the thematic activities programmes, the Agriculture, Fisheries and Conservation Department was provided with funds to organise the Geopark Festival to arouse public awareness of the Hong Kong National Geopark and the importance of geo-conservation and sustainable geo-tourism through a series of public education programmes, such as the Photo Contest and Photography Workshops, the Roadshow and Papercutting Workshops and the Best Geo-tour Route Public Polling. Local conservation groups and fishermen were also involved in the provision of guided tours or transport.

¹ The community arts groups and their performances included –

- (i) “Community Halls Cantonese Opera Basecamp” (粵劇大本營) by the Golden Cantonese Opera Troupe;
- (ii) “Theatre Connect Community” (戲匯社群) by the Class 7A Drama Group;
- (iii) “Just Dance” (躍躍欲舞) by the DanceArt Hong Kong; and
- (iv) “Splendid China Community Concert” (錦繡中華) by the Windpipe Chinese Ensemble.

In addition, the HAD, with the support of the DCs concerned, organised the Cultural Tourism Hong Kong between December 2010 and March 2011. Events included organising a series of guided tours of the heritage and cultural spots of Hong Kong for local residents including the underprivileged, publishing two Cultural Tourism Hong Kong Guide Books to introduce and recommend different heritage spots and cultural tour paths of Hong Kong, and organising a photo competition on different heritage and cultural spots.

At the district level, for example, the Southern District Tourism and Culture Festival Organising Committee and the Islands District Council Islands District Festival 2010 Organising Committee launched the Southern District Tourism and Culture Festival and the Islands Festival 2010 respectively. Under the former festival, hiking experts were invited to provide guided tours for local and overseas tourists through the country trails of Southern District. Tour members were briefed on Hong Kong's ecology and flora along the way. Under the latter festival, traditional cultures, community arts and new town appearance of the Islands District were introduced to participants in order to attract both local and overseas tourists to visit the islands and the local communities, thus promoting tourism and the branding of the District.

- (d) Get into Harmony: This theme aims to encourage citizens, especially the underprivileged, to better integrate into the society and to foster social cohesion as well as to encourage participation of families in community involvement activities. The HAD, with the support of the Southern District Council, provided funds to the Community Leadership Forum to organise the Handmade Happiness Workshop, including training courses and workshops to promote a balance between work and life, mediation skills and emotion management adaptable to suit specific needs of different sectors.

The HAD, with the support of the Eastern District Council, also provided funds to the Hong Kong Rehabilitation Power to organise the Rehab Power Grow Go Goal. The event promotes mutual understanding and cooperation between people with and without disabilities and integration of persons with disabilities in various aspects of life. Highlights included overnight camping activities at the Central Lawn of Victoria Park, experience zones for different types of disability and performances by artists and people with a disability.

Furthermore, the HAD, with the support of the Yau Tsim Mong District Council, organised the Dragon Boat Family Carnival, which comprised two key components, namely the Family Fun Days and the Dragon Boat Culture Exhibition from 23 to 25 July 2010. The Family Fun Days included a stage performance conducted by local talents with live broadcasting of the highlights of the International Dragon Boat Races, game stalls with prizes, and a colourful Street Carnival in the Avenue of Stars with demonstrations of traditional arts and craft. The Dragon Boat Culture Exhibition included the history of "Dragon Boats" culture in China and information on the International Dragon Boat Races. Various types of dragon boats were also displayed with decorations and demonstrations of the "Dragon Boat" rowing technique, attracting tourists and local residents, including senior citizens, new arrivals and ethnic minorities.

Administration and control of the one-off funding

5. Modeled on the "Manual on the Use of District Council Funds", we have drawn up guidelines, to reflect the objectives of the VPHCA and to monitor the use of the funds allocated to the 18 DCs and those centrally dispersed by HAD. The guidelines cover the essential areas of ambit of the funds, application procedures, permissible items of expenditure, cost ceilings, vetting criteria, administrative and financial arrangements, and monitoring mechanism, etc. In addition, we have included the following three guiding principles in launching the VPHCA –

- (a) Continuity – In terms of project nature, priority should be given to projects which seek to plant seeds for more activities of similar nature in future, through various means such as cultivating collaboration or partnership between, for example, local organisations and small-to-medium sized arts troupes; start-up programmes like tour guide training and production of information leaflets on cultural or ecological tourism activities; and educational programmes and workshops including arts troupes’ outreach programmes to schools to facilitate audience building for arts appreciation;
- (b) Professionalism – In terms of organisers, priority should be given to local organisations which possess the necessary experience, capacity, resources and know-how relevant to the thematic community activities; and
- (c) Inclusiveness – In terms of participants, priority should be given to community activities targeted at the underprivileged, such as the singleton elderly, the disabled, new arrivals from the Mainland and ethnic minorities, etc. as well as the family as a unit. Examples may include organising sports activities for children from families in need, and engaging the disabled and new arrivals from the Mainland in cultural or arts performances and visits to local tourism spots with ecological or cultural values, as well as organising community activities for families to spend more time together to foster family values.

PROGRAMME EVALUATION

6. We have successfully built and enhanced the following partnerships which would be of long term benefit –

(a) District Partnership

7. DCs and local organisations have played an instrumental role in the successful implementation of about 1 000 activities under the VPHCA throughout the year. They have been, and will continue to be, the important partners of the government in the promotion and implementation of community involvement communities in 18 districts. As DC members and local organisations are familiar with district needs and have rich experience in vetting applications for district programmes or activities, DCs

are best placed to oversee the disbursement of the bulk of the Fund.

8. The activities benefitted local residents, including the underprivileged, by providing opportunities to appreciate distinctive natural, cultural and historical characteristics of individual districts in Hong Kong and to mingle with family members and others in the community in a joyful setting. These activities also helped enhance family cohesion and residents' sense of belonging to the community, as well as strengthen mutual help.

(b) Business Partnership

9. The HAD has fostered close business partnership with renowned business organisations (i.e. HSBC, McDonald, Fotomax and Cathay Pacific) in the promotion of the VPHCA. For example, these business organisations provided funds to sponsor lamppost buntings on the four themes of the VPHCA. The partnership has increased the interest of commercial sectors to sponsor community involvement activities and paved the way to enhance their involvement in organising highlight community involvement activities in the future. An example is that following the VPHCA, we continue our engagement with Cathay Pacific in support of activities to celebrate the “Centenary of Powered Flight in Hong Kong” and to promote “Get into Discovery”.

(c) Media Partnership

10. In the VPHCA, the HAD has engaged a marketing consultant to design and put in place a tailor-made branding strategy to promote the VPHCA. Under the branding strategy, a logo and the four themes of “Get into Vitality”, “Get into Creativity”, “Get into Harmony” and “Get into Discovery” were developed and used in all community activities funded under the VPHCA. This facilitated our promotion of a number of highlight activities such as the Community Involvement Musicals, the Trial Scheme on Community Performance Arts Programme and ecological and cultural tourism through different media and a dedicated website. Event calendars as well as videos and photos of highlight events have been uploaded onto the website for sharing with the public.

11. The HAD also established partnership with the Commercial Radio and Metro Radio in the promotion of the VPHCA. On Commercial Radio, we arranged DCs Chairmen and government officials to participate in a publicity series of a morning radio programme every week during the campaign period to promote the themes of “Get into Harmony” and “Get

into Vitality”. On Metro Radio, we had two sessions every week during the campaign period to interview community personalities and government officials to promote the activities related to “Get into Creativity” and “Get into Discovery”. On top of the radio programmes, we also updated information on routes for ecological and cultural tourism at a dedicated platform.

12. The activities attracted over 6 000 000 participants, 66 000 of whom were the underprivileged over the past year.

13. So far, feedback received through different channels such as direct contacts and questionnaires from local organisations, participants and spectators, and business sponsors has been very positive and encouraging. It is estimated that the activities also created more than 3 800 direct and indirect job opportunities in various sectors.

LATEST FINANCIAL POSITION

14. As at 31 May 2011, of the one-off sum of \$180 million, the total approved commitments amounted to around \$168.03 million (or 93.35% of the Fund), with about \$11.97 million as uncommitted funds. Of the \$168.03 million approved commitments, the actual expenditure was \$157.42 million (or 87.46% of the Fund), and an outstanding commitment of around \$10.61 million has been carried forward from 2010-11 to 2011-12, including \$6.84 million for LCSD’s cultural and sports programmes to be carried out in 2011-12, \$2.76 million for settlement of payments in 2011-12 in respect of cross-district or cross-sector thematic activities carried out by local organisations and completed in the last quarter of 2010-11, \$0.26 million as payments to be settled by individual DCs under their district allocations, and \$0.75 million as payment for non-civil service contract staff and printing and production of reports in 2011-12. The consolidated financial position is at the [Annex](#).

NEXT STEPS

15. The HAD has encouraged the 18 DCs to continue adopting the four themes, i.e. “Get into Vitality”, “Get into Creativity”, “Get into Harmony” and “Get into Discovery” and the three guiding principles, i.e. “Continuity”, “Professionalism” and “Inclusiveness” of VPHCA in future Community Involvement (CI) Activities organised with DC Funds. We will also organise an experience sharing seminar for the 18 DCs, so as to facilitate the DCs and government departments to exchange experience and insights gained in organising VPHCA as reference for future CI activities.

16. We will continue to foster district partnership, business partnership and media partnership in organising future CI activities. Together we will work to build a vibrant and caring society.

Home Affairs Department
June 2011

Vibrant People, Harmonious Community Activities
Financial Position as at 31 May 2011

	(a)	(b)	(c)	(d) = (a) – (b) – (c)
	Allocation (\$m)	Expenditure (\$m)	Commitment to be settled (\$m)	Uncommitted Funds / Balance (\$m)
1. District Activities	108	100.96	0.26	6.78
2. Thematic Activities	45	37.95	9.60	-2.55 ^{Note}
3. Non-civil Service Contract (NCSC) Staff	18	13.02	0.18	4.80
4. Publicity and Contingency	9	5.49	0.57	2.94
Total	180 (100%)	157.42 (87.46%)	10.61 (5.89%)	11.97 (6.65%)

Note: The total commitments of thematic activities amounted to \$47.55 million, including \$2.55 million to be funded by redeployment of resources from publicity and contingency.