

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

Follow-up to the meeting on 10 June 2013

Development of cultural software

The Administration/West Kowloon Cultural District Authority (WKCD) was requested to –

- (a) provide further information on the Government’s plan to provide an additional funding of \$150 million to strengthen the training of arts administrators for five years starting from 2013-2014, including details of the major training programmes/initiatives launched/to be launched as well as the amount of funding earmarked for and the number of training places offered/to be offered under each programme/initiative;**

The Government plans to provide an additional funding of \$150 million to strengthen the training of arts administrators at various levels of experience for five years starting from 2013-14. Home Affairs Bureau has formulated a framework for implementation in consultation with the relevant advisory bodies and organisations, taking into account the experience gained in the implementation of current local and overseas internship/training schemes for arts administrators by the Hong Kong Arts Development Council (HKADC) and Leisure and Cultural Services Department (LCSD) in collaboration with other relevant institutions/organisations. More details about the various training schemes/programmes in the implementation framework are provided below:

(I) *Local internships*

The existing two-year internship schemes run by LCSD (including performing venues, programming offices, museums, arts promotion office, conservation office, etc.) and one- to two-year internship schemes run by HKADC to provide internship opportunities at local arts groups and organisations will be expanded and enhanced by making use of the new funding. These schemes will be enhanced in the following ways:

- (i) Internship schemes run by LCSD:
 - more focus will be put on training interns in the fields such as talents in venue management and programming relating to Xiqu as well as in curatorship relating to visual arts;
 - to introduce internships on stage management;
 - to increase the number of internship opportunities;
- (ii) Internship opportunities subsidised by LCSD:
 - in addition to LCSD's venue partners, the scope will be expanded to include the Hong Kong Arts Festival; and
- (iii) Internship schemes run by HKADC:
 - in addition to providing funding for its one/two-year grantees to offer internship opportunities, the scope of participating arts organisations will be expanded to include other well-established arts organisations;
 - it will also explore new training opportunities through attachments to/internships in local organisations for taking part in international arts events and local arts organisations or art galleries for participating in international big arts events run on a non-profit making basis.

(II) *Attachments to/internships in renowned overseas museums and cultural organisations*

HKADC will enhance the overseas internship schemes in the following ways:

- extend the duration of these attachments/internships where possible and offer programmes of different durations, e.g. ranging from several months to one or two years;

- extend the number of renowned cultural institutions/ museums/cultural organisations and various places to be covered under the scheme. HKADC will seek advice from its expert advisors and consider engaging outside expert advisors or agents to advise and help line up such internships or training schemes as appropriate; and
- to provide a reasonable replacement allowance to arts groups for releasing their staff to attend overseas training of a relatively longer period.

(III) Scholarships for overseas arts or cultural Master degree or professional training programmes

HKADC will offer scholarships for those who are aspired to pursue a career in arts management to undertake arts or arts administration Master degree or professional training programmes at renowned overseas institutions.

(IV) Scholarships for local arts or arts administration Master degree or professional training programmes

To encourage more arts practitioners to pursue further studies, HKADC will increase the number of scholarships for local arts administrators with relevant experience to undertake full-time or part-time Master degree or professional programmes in arts or arts administration in Hong Kong.

(V) Intensive executive in-service training programmes for up-coming arts leaders organized by local organisations in collaboration with overseas training institutions

This new initiative can be in the form of a retreat/intensive module of over three or four days in Hong Kong to facilitate attendance by senior arts administrators. This could be organized by well-established arts organisations in collaboration with renowned overseas training institutions with funding provided by the HKADC.

(VI) Training for LCSD staff

More training opportunities will be provided for LCSD's staff to better equip themselves through professional training/study/attachment programmes in and outside Hong Kong. This will cover staff dealing with duties relating to performing arts (including stage management), visual arts, museums and arts marketing.

It is estimated that a total of more than 600 new training opportunities will be provided for arts administrators at various levels of experience over the next five years starting from 2013-14, with the new funding of \$150 million. LCSD and HKADC will work with the participating organisations/institutions and consult expert advisors/relevant committees as appropriate in working out the detailed arrangements of the above various training schemes/programmes. We will also monitor the implementation of these initiatives closely to see if any adjustment needs to be made over time taking into account updated information, experience from implementation of the programmes as well as feedback from the trainees and other stakeholders.

- (b) advise on the amount of resources provided by the Education Bureau for developing learning and teaching materials to support the implementation of the arts and cultural education in schools, as referred to in paragraph 29 of Appendix to Annex 2 to the Administration's paper (LC Paper No. CB(2)1247/12-13(02));**

In the 2011/12 school year, the amount of resources directly used by various Key Learning Areas¹ to develop learning and teaching resources related to arts and culture was about \$8,063,000.

- (c) provide the relevant information and statistics (e.g. holistic/by-phase targets and actual number of participants/beneficiaries) in respect of the major initiatives undertaken/planned by the Administration/WKCDA in supporting artistic and professional development, arts education and audience development, as outlined in Annexes 1 and 2 to the**

¹ A Key Learning Area (KLA) is an important part of the school curriculum. It is founded on fundamental and connected concepts within major fields of knowledge which should be acquired by all students. At present, the Curriculum Development Council has set out 8 KLAs, including Arts Education.

**Administration's paper (LC Paper No. CB(2)1247/12-13(02));
and**

- (d) advise whether the Administration has set any specific targets for the development of cultural software to complement the WKCD project and if so, the respective roles of and the division of work between the LCSD and WKCDA in achieving the targets.**

The development of cultural software is a long-term commitment and is concerned with the capacity of the arts sector in pursuing artistic excellence, creation and innovation as well as the interest of the public in appreciating arts and participating in arts activities. It may not be appropriate to set quantitative targets for the development of cultural software. Nevertheless, we have compiled information about various cultural/arts programmes organized by the Administration and its collaborating organisations, such as the numbers of target and actual participants for various arts and cultural activities, including audience building and arts education programmes. Please see Annex 1 for major initiatives undertaken/planned by the Administration and its collaborating organisations, and Annex 2 for those undertaken/planned by WKCDA.

To prepare for the commissioning of venues, WKCDA has been formulating strategy of software development and has continued the capacity and audience building programmes to nurture future talents and connect WKCDA with the audience, future owners of the district. These activities can serve as a platform for WKCDA to bring forward ideas to the community so as to co-create the district together, serve the audience and artists, and build an environment to present and develop the best arts possible for Hong Kong.

WKCDA also aims to bring the discussion into the wider public domain on what are the core values and meaning of art in contemporary society, and thus enhance the public interest in and appreciation of art in Hong Kong.

The goal of the software development strategy is to develop the institution, which includes the artist community, the audience, the facility's policies, the leadership and the vision, before the opening of the venues. Such an approach will ensure that the venues are firmly rooted and integrated in the local community when they are commissioned.

**Home Affairs Bureau
Education Bureau
West Kowloon Cultural District Authority
November 2013**

Major initiatives undertaken/planned by the Administration and its collaborating organisations in the development of cultural software

<i>Programmes and activities</i>	<i>No. of participants/ beneficiaries</i>
1. Leisure and Cultural Services Department (LCSD)	
<u>Presentation of artists/arts groups</u>	
(i) Support for artists/small and medium scale performing arts groups through LCSD's cultural presentations, arts festivals as well as audience building and arts education activities	About 220 artists/arts groups involving around 3 350 performances in 2013-14
(ii) Promotion of local artists in various overseas exhibitions	Over 50 artists showcased in 2010-13
(iii) Promotion of local artists through local projects of the Art Promotion Office (APO)	
(a) The "Artist in the Neighbourhood Scheme"	20 artists showcased in 2011-13
(b) The "ArtAlive@Park"	130 student artists showcased
(c) The "Art@Government Buildings"	9 artists and 14 university students showcased
<u>Arts Education and Audience Building Programmes</u>	
(iv) Key initiatives conducted by the Audience Building Office (ABO) and the APO	2012-13:
(a) "School Culture Day Scheme"	About 99 000 participants
(b) "School Arts Animateur Scheme"	Over 50 000 participants
(c) "Let's Enjoy Cantonese Opera in Bamboo Theatre"	About 10 000 participants
(d) "Arts Experience Scheme for Senior Secondary Students"	Over 22 000 Participants

(e) “Performing Arts Criticism Project”	560 participants
(f) “New Synergy Arts Animateur Scheme”	38 participants
(g) “Community Cultural Ambassador Scheme”	About 123 000 participants
(h) “Community Oral History Theatre Project”	Kwun Tong project: About 1 050 participants (2011-13)
(i) Other audience building activities conducted by the ABO	About 680 000 participants
(j) “Art Specialist Course” and “Advance Practice Course”	2013-14: Over 60 participants
(k) APO’s teacher training programmes to provide support to schools and teachers in arts teaching	2012-13: About 40 schools joined
(v) School programmes and arts education programmes organized by the LCSD museums	2012-13:
(a) The Hong Kong Museum of Art	About 60 000 students
(b) The Hong Kong Heritage Museum	Over 72 000 students
(c) The Hong Kong Film Archive	Over 7 000 students/beneficiaries
(vi) Music training and outreach programmes and arts education activities arranged by the Music Office	2012-13:
(a) Music training provided by the Music Office	About 8 500 trainees
(b) Concerts and outreach programmes and arts education activities	Over 180 000 participants
2. The Hong Kong Arts Development Council (HKADC)	
(vii) Support for local artists and arts groups through its various grants schemes	97 artists and 133 arts groups in 2012-13
(viii) Presentation of artists in overseas exhibitions and arts events including the Manhattan Hong Kong Music Festival and the Liverpool Biennial	25 artists showcased in 2012-13

<p>(ix) Provision of training opportunities and scholarships for local artists and arts administrators</p> <p>(a) Cultural Internship Scheme</p> <p>(b) Local Internship Scheme</p> <p>(c) Local scholarships</p>	<p>106 trainees since 2009-10</p> <p>66 trainees since 2009-10</p> <p>2 awardees in 2012</p>
<p>(x) Arts education and arts promotion in the community</p> <p>(a) “Arts Ambassadors-in-School Scheme”</p> <p>(b) Television programmes on arts and culture “Artspiration” and “ArTour”</p> <p>(c) “Community Arts Education @ Tin Shui Wai”</p>	<p>1 206 student participants in 2012-13</p> <p>Viewed by over 15 000 000 audiences</p> <p>About 1 790 beneficiaries in 2012-13</p>
<p>3. The Hong Kong Academy for Performing Arts</p>	
<p>(xi) Training of arts talents through provision of performing arts education</p>	<p>912 full-time equivalent students in 2012-13</p>
<p>(xii) Provision of arts education programmes through</p> <p>(a) Extension and Continuing Education for Life programmes (EXCEL)</p> <p>(b) Professional development and curriculum development programmes under the Performing Arts Education Centre (PAE)</p>	<p>5 505 participants in 2012-13</p> <p>Over 340 participants/students in 2012-13</p>

<p>(xiii) Community engagement and outreaching programmes conducted by PAE</p> <p>(a) “smARTS Journey”</p> <p>(b) “Performing Arts Marathon @ Sham Shui Po”</p> <p>(c) “Art Scholars”</p> <p>(d) “Beyond the Stage”</p> <p>(e) “Museum drama programme”</p> <p>(f) “Spotlight on Young Musicians”</p> <p>(g) “Performance Plus”</p>	<p>6 469 participants in 2012-13</p> <p>1 161 participants in 2011-12</p> <p>20 participants (2010) 6 participants (2011)</p> <p>465 participants in 2012-13</p> <p>1 808 participants in 2012-13</p> <p>1 081 participants</p> <p>3 750 participants in 2012-13</p>
<p>4. <u>Major Performing Arts Groups</u></p>	
<p>(xiv) Core performing arts performances</p>	<p>610 performances reaching 393 819 audiences in 2012-13</p>
<p>(xv) Arts education and audience building activities including school performances, community performances, talks, seminars, workshops, classes, camps, open rehearsals, meet-the-artists sessions, etc.</p>	<p>15 520 activities involving 598 035 participants in 2012-13</p>

Major initiatives undertaken/planned by WKCDA in supporting artistic and professional development, arts education and audience development

Performing Arts

<i>Programmes and activities</i>	<i>No. of participants/ beneficiaries</i>
Artistic and professional development	
<p>Overseas training / research program for leaders from local arts groups on future arts development in Hong Kong (2012 to 2015)</p> <p>WKCDA, together with Hong Kong Arts Development Council, organized the programme which aims to nurture the artistic and administrative leaders of local arts groups in the form of overseas attachment.</p>	5 arts administrators
<p>Advanced Cultural Leadership Programme (2011, 2012 and 2013)</p> <p>WKCDA has supported the programme organized by the University of Hong Kong in association with the Clore Leadership Programme in the United Kingdom since 2011. The programme provides cultural leaders with practical skills, intellectual perspectives and global networks needed to seize new opportunities, strengthen their organisations and develop a world-class vision.</p>	<p>2011: 6 fellowships</p> <p>2012: 4 fellowships</p> <p>2013: 18 participants</p>
<p>Cultural Leadership Summit (June 2011, May 2012 and May 2013)</p> <p>WKCDA has co-presented the Summit with the Hong Kong Arts Administrators Association since 2011. The three-day summit brought together international and local cultural leaders to share important issues of cultural leadership and management in 2013.</p>	<p>2011: 244 participants</p> <p>2012: 232 participants</p> <p>2013: 452 participants</p>
<p>Capacity building for inclusive arts programmes (March 2013)</p> <p>WKCDA co-organized a talk and workshop with the British Council and the Hong Kong Arts Administrators Association which aims to enhance the skills in developing and organizing quality inclusive arts programmes.</p>	90 participants

<p>WKCD Xiqu Centre Seminar Series (June 2013 to January 2014)</p> <p>In preparation for the completion of Xiqu Centre in 2016, WKCDA, in collaboration with the Chinese Artists Association of Hong Kong and the Hong Kong Academy for Performing Arts, organized the first Xiqu education programme. Xiqu experts and artists from the Mainland and Taiwan are invited to have dialogues with local experts. They share their experience and insights on future development of Xiqu. The first talk and master class were conducted in June 2013 which Pei Yanling and Yuen Siu-fai were the guests, the second in September 2013 featuring Luo Huaizhen and Cheung Ping-kuen, and the third scheduled for November 2013 featuring Shang Changrong and Law Ka-ying.</p>	<p>1st session: 390 participants</p> <p>2nd session: 178 participants</p> <p>Expected no. of participants for 3rd session: 200-250 participants</p>
Audience development	
<p>Yau Ma Tei Cultural Celebration Project (July 2011 to February 2012)</p> <p>Jointly organized with Hulu Culture, the eight-month project encouraged community participations in arts and culture and fostered a receptive environment for WKCD. Activities include:</p> <p>(a) Community art creativity project, such as research project, art creativity workshop, maestros' community public art creativity project with students;</p> <p>(b) Visual arts exhibition and artist talk; and</p> <p>(c) Art parade, grand stage show and children's theatre.</p>	<p>91 719 visitors</p>
<p>Hong Kong International Jazz Festival 2011: WKCD Concerts (October 2011)</p> <p>In co-operation with the Hong Kong Jazz Association, the two-day event provided both charged and free performances at the West Kowloon Waterfront Promenade featuring world-renowned musicians and local performers. 27 performances, 11 workshops and other fringe activities were conducted.</p>	<p>13 374 visitors</p>
<p>Make a Difference (MaD) @ West Kowloon (December 2011 to January 2012)</p> <p>Co-organized with the Hong Kong Institute of Contemporary Culture, the one-month project held at the West Kowloon Waterfront Promenade targeted at young adults and students. Over 100 arts and cultural practitioners from diverse disciplines shared with the public in a series of art happenings, performances, open rehearsals, workshops, dialogues and other creative activities.</p>	<p>7 000 visitors</p>

<p>West Kowloon Bamboo Theatre (January 2012, January to February 2013, January to February 2014)</p> <p>WKCD has organized the annual flagship event around Lunar New Year period since 2012 to raise the public awareness of the development of the future Xiqu Centre and arouse interest in Cantonese opera.</p> <p><i>West Kowloon Bamboo Theatre 2012</i></p> <p>Date: 18 to 23 January 2012 (one week) In collaboration with the Chinese Artists Association of Hong Kong, West Kowloon Bamboo Theatre 2012 offered six Cantonese opera performances, exhibition, five movie screenings and education programmes.</p> <p><i>West Kowloon Bamboo Theatre 2013</i></p> <p>Date: 28 January to 16 February 2013 (three weeks) West Kowloon Bamboo Theatre 2013 offered 14 Cantonese opera performances, two contemporary music performances, two Chinese dance performances, Xiqu Centre Design Competition exhibition, bamboo theatre fair and education programmes.</p> <p><i>West Kowloon Bamboo Theatre 2014</i></p> <p>Date: 17 January to 9 February 2014 (four weeks) The West Kowloon Bamboo Theatre 2014 will make its return on the West Kowloon Waterfront Promenade, presenting a parade of four spectacular performances by award-winning artists of the Plum Blossom Prize, China's most prestigious award for drama, as well as local Cantonese opera performances by an acclaimed cast of virtuosi and young talents, screening of classic Chinese opera related movies, talk on development of Chinese opera, as well as education activities.</p>	<p>2012: 12 000 visitors</p> <p>2013: 100 000 visitors</p> <p>2014: Expecting 100 000 visitors</p>
<p>Freespace Fest (December 2012, December 2013)</p> <p><i>Freespace Fest 2012</i></p> <p>Date: 15 to 16 December 2012 The two-day event organized by WKCD has explored the meaning of open space to arts and cultural activities in the WKCD with music, dance and outdoor performances by more than 30 performing groups, arts installations, other collaborative as well as public-initiated programmes co-curated by cross-disciplinary artists and arts organisations.</p>	<p>2012: 20 000 visitors</p>

<p><i>Freespace Fest 2013</i></p> <p>Date: 14 to 15 December 2013</p> <p>With an expanded event space in the WKCD headland area, the second round of this two-day outdoor festival will offer performances and activities covering music, dance, theatre, literature, media art, parkour, workshop, talks and open-call programmes curated by ten programme co-curators, and performed by over 400 local and overseas artist units.</p>	<p>2013: Expecting 60 000 visitors</p>
<p>Festive Drums for a Roaring New Year (February 2013)</p> <p>Jointly organized with the Hong Kong Chinese Orchestra, the first outdoor Chinese music concert in the WKCD site was held with a large 3.47-metre drum set up. Ten festive drum performances, game stalls with Chinese New Year themes, and traditional arts-and-craft classes were also provided to the public.</p>	<p>6 200 visitors</p>

M+

<i>Programmes and activities</i>	<i>No. of participants/ beneficiaries</i>
MOBILE M+	
<i>Bamboo Theatre Exhibition (January 2012)</i> An exhibition to present site specific works of five Hong Kong artists commissioned for the exhibition. The exhibition also included five rarely seen Hong Kong cinematic masterpieces.	12 000 visitors
<i>Mobile M+: Yau Ma Tei (May to June 2012)</i> Presented six newly produced exhibitions by Hong Kong artists. The exhibitions also included: <ul style="list-style-type: none">▪ 17 guided tours; and▪ four artist talks.	10 000 visitors 365 participants 110 participants
<i>Song Dong: 36 Calendars (January to February 2013)</i> A collaboration with Asia Art Archive to stage the Chinese artist, Song Dong. The exhibition also included one opening performance.	7 000 visitors > 400 participants
<i>Mobile M+: INFLATION! (April to June 2013)</i> Staged seven large inflatable sculpture produced by local, regional as well as international artists. The exhibition also included: <ul style="list-style-type: none">▪ 53 guided tours;▪ two artist talks;▪ five interpretive performances;▪ seven workshops for general public; and▪ one workshop for teachers' preview.	148 000 visitors 960 participants 80 participants 250 participants 180 participants 93 participants
<i>55th Venice Biennale (June to November 2013)</i> A collaboration of M+ and Hong Kong Arts Development Council to present a Hong Kong artist, Lee Kit at the Hong Kong Pavilion. So far, the exhibition also included four talks.	> 55 000 participants (as at 11 November 2013) > 400 participants
<i>Mobile M+: The Neon Project (starting in March 2014)</i> It will be a multi-platform, interactive project that investigates, documents and contextualises neon signs – a significant feature of Hong Kong's urban environment. The project will invite the public to participate online, by uploading images of their favourite neon signs across the city.	Expecting 80 000 online visits for the first three months after launch

<p>Mobile M+: Lee Kit Venice Biennale Hong Kong Response Exhibition (March to April 2014)</p> <p>Presents Lee's visual investigation into the ambiguous territory between the public and the private, the Hong Kong edition of Lee's exhibition curated by M+ at the Venice Biennale.</p>	<p>Expecting 7 000 participants</p>
<p>M+ MATTERS</p> <p>A series of public talks inviting overseas as well as local key players in the field of visual art, design, architecture and moving image to discuss specific issues that are relevant to the development of M+. Five symposiums have been held:</p> <ul style="list-style-type: none"> ▪ <i>Asian Design: Histories, Collecting, Curating</i> (3 December 2012) ▪ <i>Histories and Individual Practices of Contemporary Ink Art</i> (15 December 2012) ▪ <i>Of the Moment: China's Museum Boom in Context</i> (18 March 2013) ▪ <i>ARTDOCUMENTATION</i> (22 and 25 November 2013) 	<p>290 participants 120 participants 110 participants 160 participants</p>
<p>Building M+: The Museum and Architecture Collection Exhibition (January to February 2014)</p> <p>The exhibition will showcase the architectural features of the future M+ building alongside a selection of the museum's early acquisitions for the architecture collection including models, drawings and photographs of some of Hong Kong's most iconic buildings.</p>	<p>Expecting 8 000 participants</p>
<p>Internship/ volunteer programme and helpers</p> <ul style="list-style-type: none"> ▪ 10-Week Learning Programme (January to March 2012) ▪ Venice Biennale Internship Program (June to November 2013) ▪ Docent Volunteer Programme (on-going programme starting in early 2013) ▪ Exhibition helpers ▪ M+ Internship Programme 2013-2014 (Fall, October 2013 – January 2014) 	<p>3 interns 11 interns 47 volunteers (as at mid-2013) 63 helpers (as at mid-2013) 3 interns</p>