

Analysis of Views for the Public Consultation Exercise on the Proposed Hong Kong Palace Museum (HKPM) Project

擬議香港故宮文化博物館項目 公眾諮詢活動的意見分析

- Report on Findings -
- 分析結果報告 -

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Data Collection Method

數據收集方法



A combination of quantitative and qualitative analyses of views and opinions received during the public consultation period (i.e. from 11 January to 8 March 2017) was deployed.

結合量性和質性方法分析在公眾諮詢期間（即由2017年1月11日至3月8日）所收集的看法和意見。

Data Collection Method

數據收集方法



- **Quantitative: Public opinion poll** through on-street face-to-face interviews
量性方法：於街頭面對面訪問進行的民意調查
- **Qualitative: Consultation activities, including:**
質性方法：諮詢活動，包括：
 - ✓ **Questionnaires** (i) distributed at the City Gallery in Central where the proposed HKPM project details were on display, and (ii) available via WKCDA's website where the proposed HKPM project details were uploaded
(i) 在中環展城館介紹擬議的香港故宮文化博物館項目的展覽當中收集的問卷，以及 (ii) 透過管理局介紹擬議的香港故宮文化博物館項目的網頁收集的問卷
 - ✓ Views expressed at the **consultation meetings, sessions, forum** that WKCDA organised or took part in
在管理局舉行或參與的諮詢活動（即管理局諮詢會會議、諮詢會議及論壇）中所表達的意見
 - ✓ **Written and other submissions** from the public
公眾提交的書面和其他意見

Quantitative Approach: Public Opinion Poll

量性分析：民意調查



Methodology

研究方法



- The public opinion poll aimed to **reach out** to more members of the public and collect their views on the proposed HKPM project, with data being **projected to represent the Hong Kong resident population aged 15 or above**

民意調查的目的為**接觸**更多市民，並收集他們對擬議的香港故宮文化博物館項目的意見，所有收集到的資料均**進行加權**以代表15歲或以上的香港居民人口數字。

- A total of **1 805 successful interviews** were completed in 18 locations with major traffic junctions, transport hubs and landmarks in Hong Kong between **28 February and 7 March 2017**

於**2017年2月28日至3月7日**期間，在全港18個主要交通路口、交通樞紐以及地標進行訪問，並**成功訪問**了合共**1 805名受訪者**。

Methodology

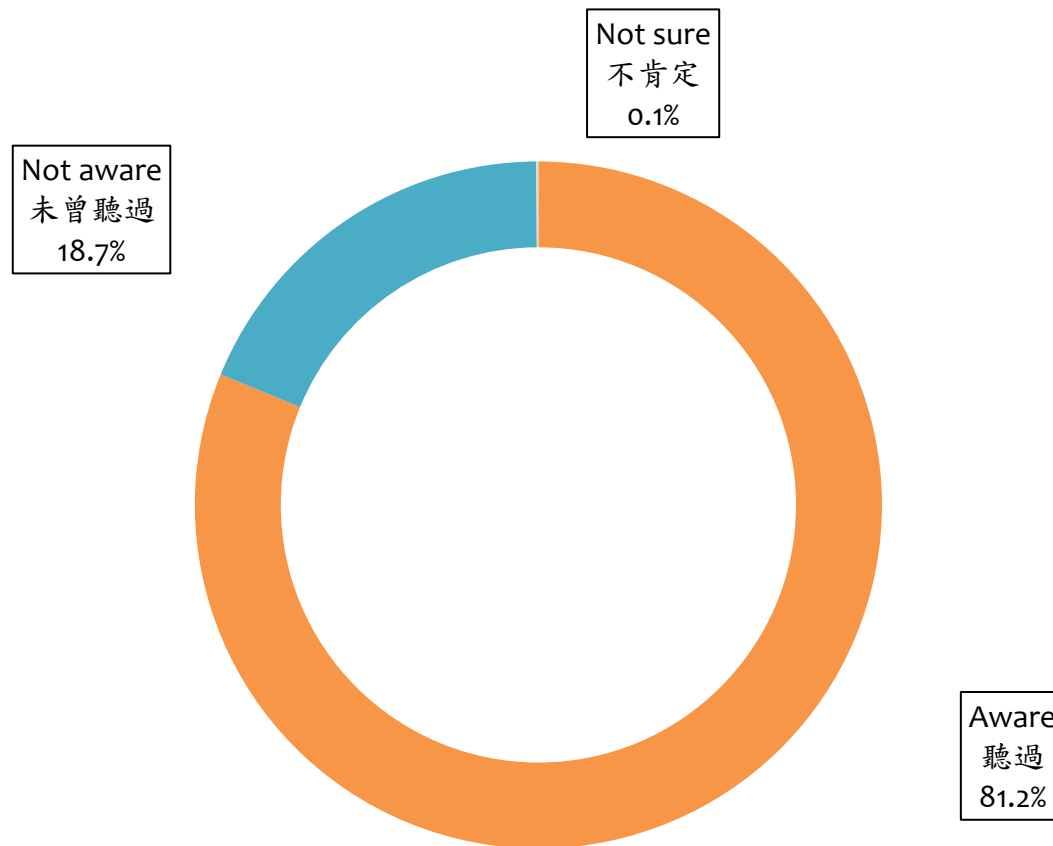
研究方法



- Quota was set to ensure that the enumerated samples could represent an appropriate composition of the target population, with reference to corresponding population statistics as provided by the Census and Statistics Department, including (i) gender, (ii) age, (iii) highest educational attainment and (iv) working status (N=6 143 600 in total)

採納配額抽樣，以確保完成的問卷樣本能夠恰當地反映出目標群體的組成部分。配額是根據政府統計處提供的相應人口數字而訂制，包括 (i) 性別、(ii) 年齡、(iii) 最高教育程度及 (iv) 工作狀況（人口總數N=6 143 600）

General awareness of the proposed HKPM project 對擬議的香港故宮文化博物館項目的普遍認知度



Source: Public opinion poll

資料來源：民意調查

Base: All Hong Kong residents aged 15 or above (i.e. Sample size (n) = 1 805; Population size (N) = 6 143 600)

基數：所有15歲或以上香港居民（特指樣本(n)=1 805；人口總數(N)=6 143 600）

General awareness of the proposed HKPM project 對擬議的香港故宮文化博物館項目的普遍認知度

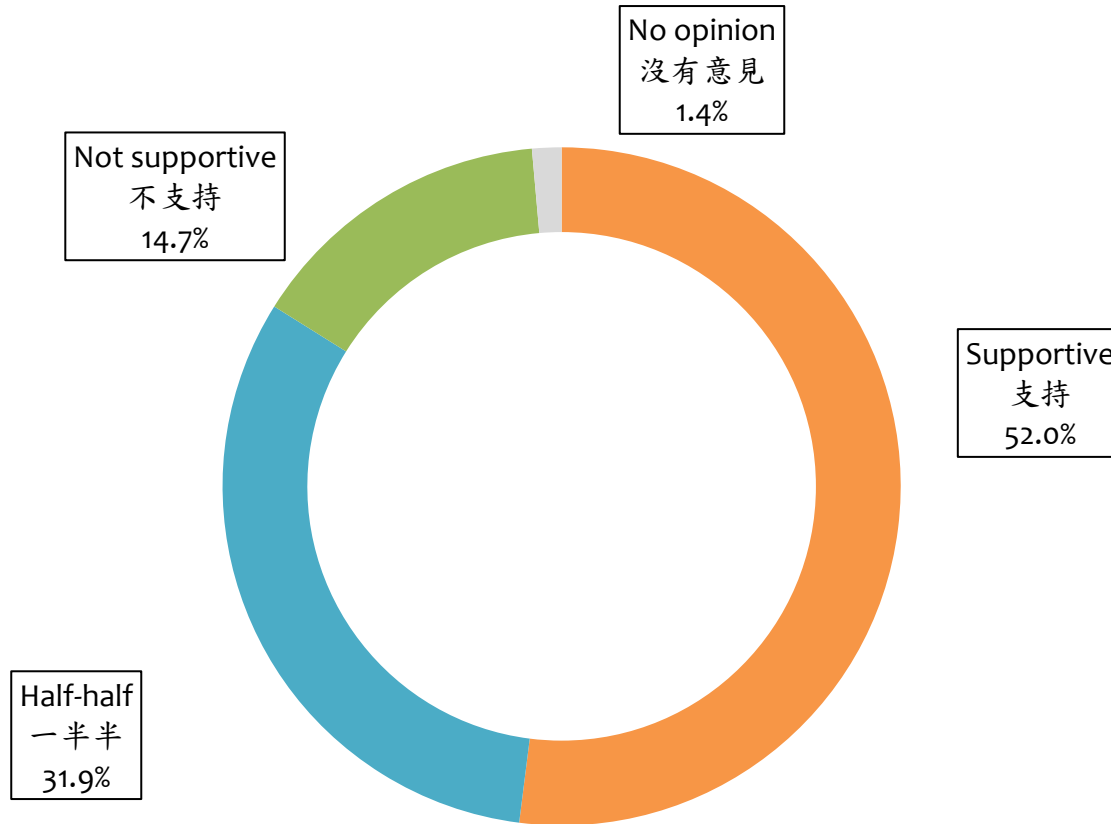


General awareness of the proposed HKPM project was **high**
with 81.2% of the general public
being aware of the proposed project

公眾人士對擬議的香港故宮文化博物館項目的
普遍認知度**很高**，超過八成(81.2%)的公眾人士
曾聽聞擬議的項目

Level of support towards the development of the proposed HKPM project

對擬議的香港故宮文化博物館項目的支持程度



Source: Public opinion poll

資料來源：民意調查

Base: All Hong Kong residents aged 15 or above (i.e. n = 1 805; N = 6 143 600)

基數：所有15歲或以上香港居民 (n = 1 805 ; N = 6 143 600)

Level of support towards the development of the proposed HKPM project

對擬議的香港故宮文化博物館項目的支持程度



Supporting views towards the proposed HKPM project **exceeded opposing** views by a big margin:

對擬議的香港故宮文化博物館項目表示**支持**的意見，
大幅**超出**反對意見：

- About **52.0%** of the general public were supportive of the development of the proposed HKPM
約有 **52.0%** 的公眾支持發展擬議的香港故宮文化博物館
- 14.7% were not supportive
14.7% 表示不支持
- 31.9% chose half-half
31.9% 表示一半半
- 1.4% had no opinion
1.4% 沒有意見

Source: Public opinion poll

資料來源：民意調查

Base: All Hong Kong residents aged 15 or above (i.e. n = 1 805; N = 6 143 600)

基數：所有15歲或以上香港居民 (n = 1 805 ; N = 6 143 600)

Reasons for supporting the proposed HKPM project

支持擬議的香港故宮文化博物館項目的原因



- Key reason for those in **support** of this proposed project (52.0% of the general public) are as follows:

以下為支持這個擬議項目 (52.0% 的公眾人士) 的主要原因：

- 25.2% of the general public believed that the proposed HKPM would offer **good educational value** and could **facilitate the learning and understanding of Hong Kong and China as a whole**, particularly the history and culture

近四分之一 (25.2%) 的公眾人士相信，擬議的香港故宮文化博物館具有良好的教育意義，能夠促進對國家／香港的了解和認識，尤其是在歷史和文化方面

Reasons for supporting the proposed HKPM project

支持擬議的香港故宮文化博物館項目的原因



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- 8.2% of the general public believed that the proposed HKPM would become a **new attraction** in Hong Kong and a **good place to go for leisure**

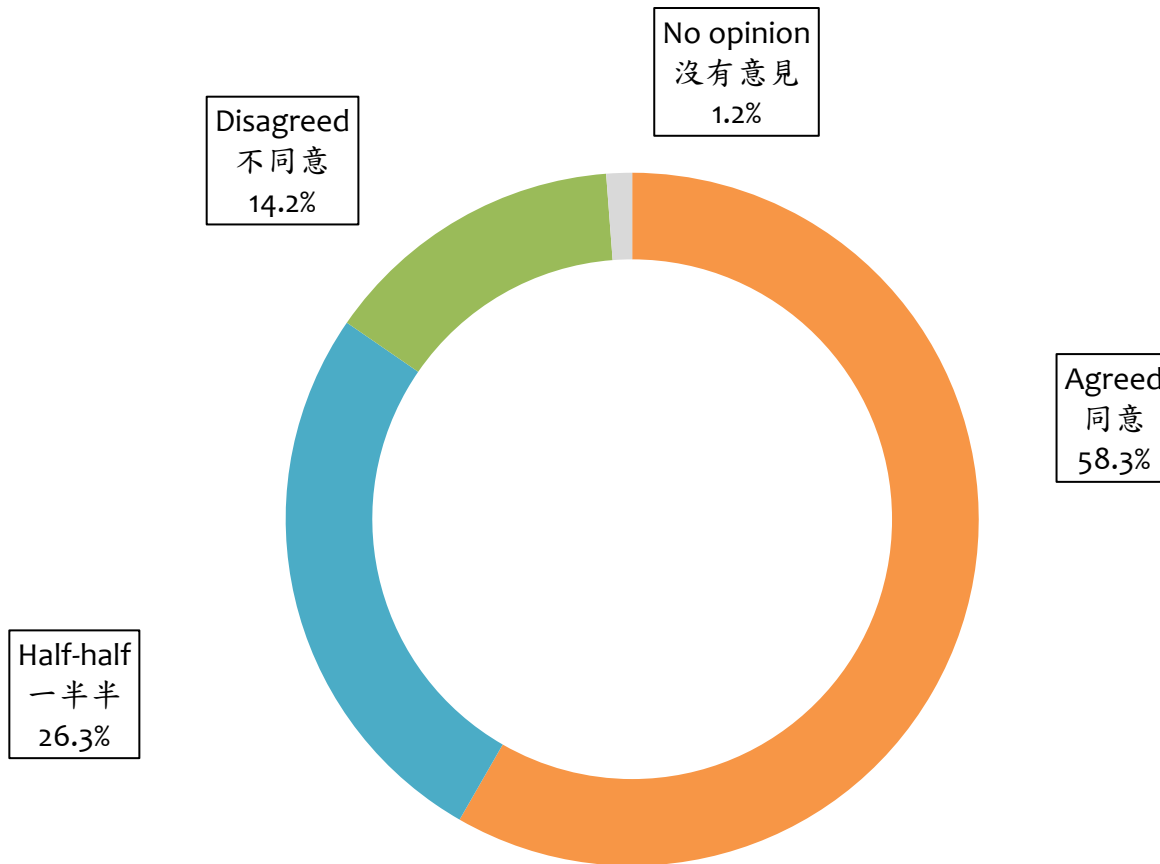
8.2%的公眾人士相信，擬議的香港故宮文化博物館將會成為香港的新景點，是餘閒的好去處

- 7.8% of the general public anticipated that the development of the proposed HKPM would **attract more tourists** to Hong Kong

7.8%的公眾人士預期，發展擬議的香港故宮文化博物館將會吸引更多遊客到訪香港

Level of agreement with the positive impact of the proposed project on WKCD facilities/ experience

對擬議項目能惠及西九文化區的設施／體驗的同意程度



Source: Public opinion poll

資料來源：民意調查

Base: All Hong Kong residents aged 15 or above (i.e. n = 1 805; N = 6 143 600)

基數：所有15歲或以上香港居民 (n = 1 805 ; N = 6 143 600)

Level of agreement with the positive impact of
the proposed project on WKCD facilities/ experience
對擬議項目能惠及西九文化區的設施／體驗的同意程度

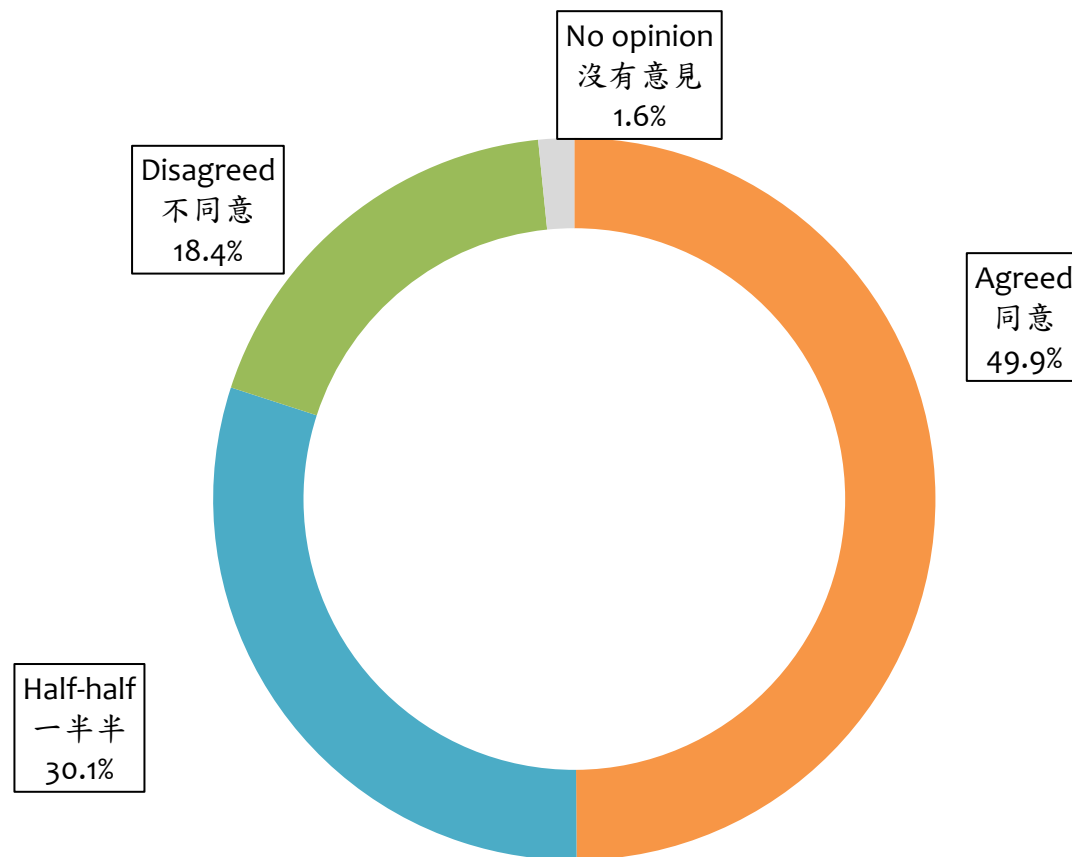


Nearly 60% (58.3%) of the general public agreed that the proposed HKPM project would provide the WKCD visitors a more diverse range of cultural facilities and experience

近六成 (58.3%) 的公眾人士同意「擬議項目將會為西九文化區的訪客提供更加多元的文化設施和體驗」

Level of agreement with the positive impact of the proposed project on HK as a whole

對擬議項目能惠及香港整體的同意程度



Source: Public opinion poll

資料來源：民意調查

Base: All Hong Kong residents aged 15 or above (i.e. n = 1 805; N = 6 143 600)

基數：所有15歲或以上香港居民 (n = 1 805 ; N = 6 143 600)

Level of agreement with the positive impact of the proposed project on HK as a whole 對擬議項目能惠及香港整體的同意程度



Almost half (49.9%) of the general public agreed that the proposed HKPM project would be **beneficial to Hong Kong as a whole, bringing cultural, social and economic benefits**

近一半 (49.9%) 的公眾人士同意「擬議項目會為香港帶來裨益，包括文化、社會和經濟的效益」

Reasons for not supporting the proposed HKPM project 不支持擬議的香港故宮文化博物館項目的原因



- Key concerns/ reasons for being **not supportive** of the proposed HKPM project (14.7% of the general public) :
不支持擬議的香港故宮文化博物館項目 (14.7%的公眾人士) 的主要原因 / 相關關注事宜 :
 - 4.9% of the general public were concerned about the resources being spent in developing the proposed museum
4.9%的公眾人士關注建立擬議的香港故宮文化博物館所需的資源
 - 2.4% perceived that there was a lack of public consultation
2.4%的公眾人士認為項目缺乏公眾諮詢

Reasons for not supporting the proposed HKPM project

不支持擬議的香港故宮文化博物館項目的原因



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- 2.3% expressed that people could simply and easily go to Beijing to visit the Palace Museum if they would like to enjoy the exhibits and artefacts
2.3%的公眾人士表示，如果市民希望欣賞展覽及文物，他們可以簡單輕鬆地前往北京參觀故宮博物院
- 1.6% stated that there were already a lot of museums in Hong Kong
1.6%的公眾人士表示，香港已有很多博物館
- 1.5% doubted the appropriateness of building the proposed HKPM within WKCD
1.5%的公眾人士表示，他們關注在西九文化區內興建擬議的香港故宮文化博物館的適切性

Source: Public opinion poll

資料來源：民意調查

Base: All Hong Kong residents aged 15 or above (i.e. n = 1 805; N = 6 143 600)

基數：所有15歲或以上香港居民 (n = 1 805; N = 6 143 600)

Qualitative Approach: Consultation Activities

質性分析：諮詢活動



Methodology

研究方法



- During the public consultation period, WKCDA also organised and took part in a range of public consultation activities to involve the public and stakeholders. In particular, the analysis of the in-depth views on the proposed project covered the following:

在公眾諮詢期間，管理局亦舉辦和參加了連串公眾諮詢活動，讓公眾和相關持份者參與。具體而言，分析涵蓋從以下途徑收集到就擬建項目深入的意見：

- **1 528 valid questionnaires** as obtained at the exhibition on the proposed project at the City Gallery in Central or via its online version on WKCDA's website;

從中環展城館關於擬議項目的展覽或管理局網站合共收到的**1 528份有效問卷**；

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■ **Views of 97 participants** of consultation meetings, sessions and forums, including:

97名參與 諮詢會會議、諮詢會議及論壇，**並有發言的人士的意見**，包括：

- 2 special meetings of WKCDA's Consultation Panel
管理局的諮詢會舉行了2次特別會議
- 5 consultation sessions with relevant stakeholders
舉行了5次諮詢會議與相關持份者會面
 - ✓ 2 sessions with the Arts and Culture sector
與文化藝術界的2次會議
 - ✓ 2 sessions with the professional bodies in the Architectural, Engineering, Landscape, Planning and Surveying sectors
與建築、工程、園境、都市規劃及測量界專業團體的2次會議
 - ✓ 1 session with the Chairmen and Vice-chairmen of the arts and culture-related committees of the 18 District Councils
與18區區議會轄下負責文化藝術相關委員會正、副主席的會議

Methodology

研究方法



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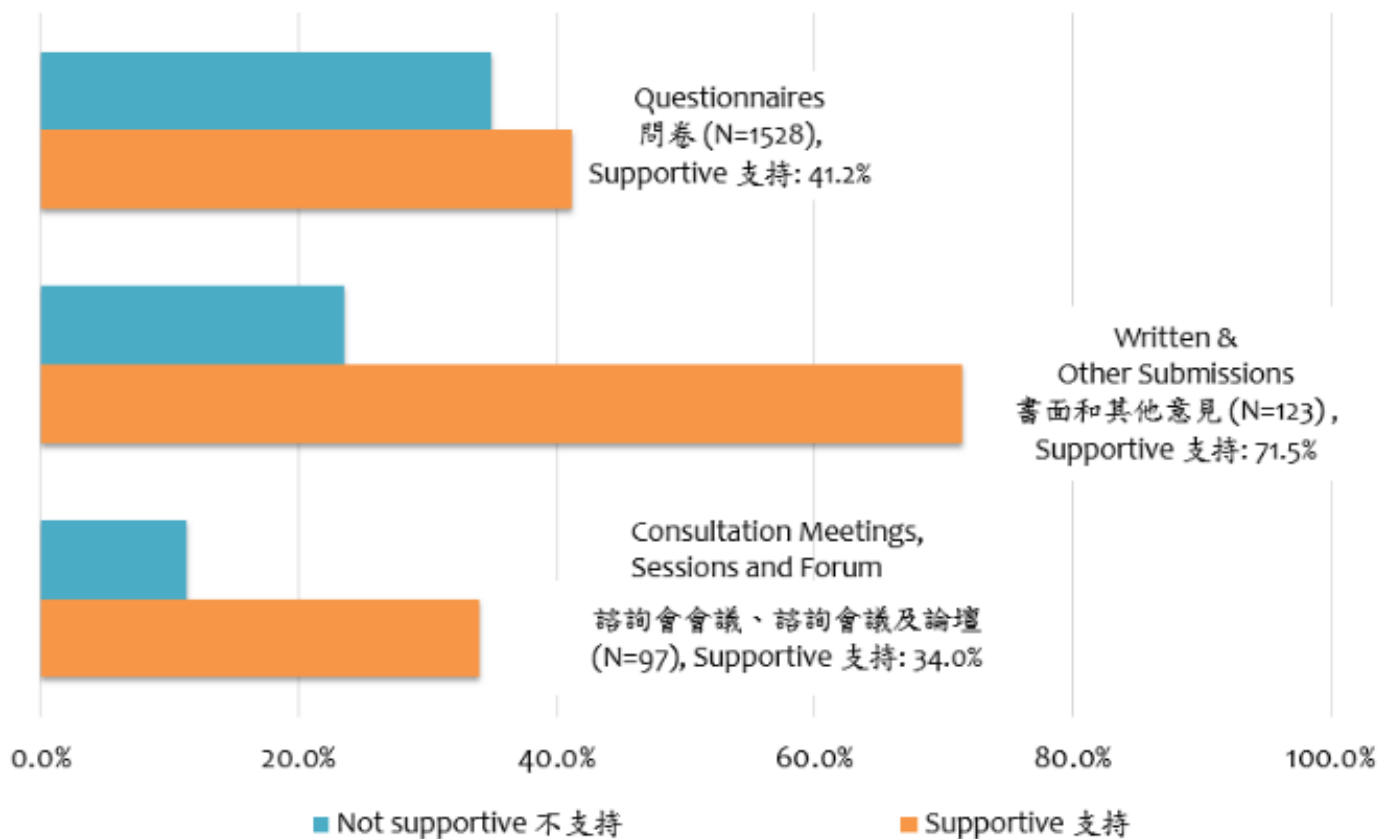
- panel discussions and talks organised by local professional groups, professional institutions, and a youth forum organised by The Hong Kong Federation of Youth Groups
由本港專業團體、專業機構舉辦的小組會議和講座，以及一個由香港青年協會舉辦的青年論壇

- **58 written and other submissions** (encompassing 123 individuals/ associations/ bodies) as received from individuals/ associations/ bodies by email, fax, post and phone, etc.

個人／協會／團體通過電子郵件、傳真、郵寄及電話等渠道提交的 **58份書面和其他意見**（123個人／協會／團體）

Level of support towards the development of the proposed HKPM project

對發展擬議的香港故宮文化博物館項目的支持程度



Level of support towards the development of the proposed HKPM project

對發展擬議的香港故宮文化博物館項目的支持程度



Similar to the results of the public opinion poll,
a **higher proportion of support** for the proposed HKPM
project was recorded across the other consultation channels

與民意調查的結果相似，在各個諮詢渠道
支持擬議的香港故宮文化博物館項目的意見比例都較高

Reasons for supporting and not supporting the proposed HKPM project

支持和不支持擬議的香港故宮文化博物館項目的原因



The reasons were similar to those of the public opinion poll
原因與民意調查結果顯示的原因相似

Main supporting views were related to:

主要的支持意見與以下幾點相關：

- Benefits for Hong Kong's **cultural development**
有利香港的文化發展
- Better **understanding of the Chinese culture and Chinese history**
有助加深了解中華文化和中國歷史
- Benefits for Hong Kong's **tourism and economy**
惠及香港的旅遊業和經濟

Reasons for supporting and not supporting the proposed HKPM project

支持和不支持擬議的香港故宮文化博物館項目的原因



Main opposing views were related to:

主要的反對意見與以下幾點相關：

- Whether the proposed HKPM project had to be **built in WKCD**
不確定擬議的香港故宮文化博物館項目是否需要設於西九文化區內
- Perceived **lack of transparency and public consultation**
認為項目缺乏透明度和公眾諮詢
- Whether the proposed HKPM project was **needed**
不確定是否有需要發展擬議的香港故宮文化博物館項目

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

Exhibitions and programmes

展覽和節目

- More thematic exhibitions that cover different dynasties in terms of the arts, culture, and history
更多專題展覽、專題展覽應涵蓋歷代的文化藝術和歷史
- More collaborations with other museums and collectors to showcase more artefacts
與其他博物館和收藏家合作，展示更多的文物

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

Facilities

設施

- Exhibition galleries
展覽廳
- Restaurants/ coffee shops that could be subsidised, with reasonable price and perhaps, with a Palace theme
餐廳／咖啡店（獲資助而且價格合理，或以故宮為主題）
- Activity rooms for education and video sharing, lecture theatres and workshop facilities
教育及視頻分享活動室、演講廳及工作坊設施
- Artwork authentication studios
藝術品鑑定工作室
- Facilities related to artefacts information (e.g. library/ information centre)
文物資訊相關設施（例如圖書館／資訊中心）

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

Learning and interpretation support

教學及詮釋支援

- Audio guide
語音導賞
- Guided tours including those for visitors with disabilities
導賞團（包括為傷健訪客而設的導賞團）
- Mobile applications to give detailed description of exhibits and interactive programmes to allow visitors to experience virtual reality
以流動應用程式提供展覽的詳情，以及互動節目讓訪客體驗虛擬實境

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

Learning programmes and activities

學習計劃及活動

- Community engagement programmes, including internship and tours tailored for the public and youth
提供社區參與計劃，包括專為公眾和青年而設的實習和參觀
- Activities/ seminars specially designed for enhancing knowledge of culture and history
舉辦專門為加強對文化歷史認識而設的活動／研討會

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

General operation

一般業務運作

- Admission fee (free, special rate or special waiver)
入場費（免費、優惠價或特別豁免）
- To be managed by professional and local Hong Kong residents
由專業及本港居民管理
- To be run as an independent, non-profit and self-sufficient organization
業務運作應由獨立、非牟利、自負盈虧的機構管理
- To have more promotion via various channels
通過各種渠道進行更多的推廣

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

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- To collaborate with other government bodies in the provision of exhibitions and educational programmes
與其他政府機構合作展覽和教育活動
 - ✓ To work with the **Leisure and Cultural Services Department** in forming a **curatorial transition team** with its existing curators and a strategic alliance to **drive thematic exhibitions across nearby museums**
與康樂及文化事務署合作成立一隊由現有策展人員組成的過渡團隊，並與鄰近區內的博物館組成策略聯盟，推動連串專題展覽
 - ✓ To seek support from the **Education Bureau** to explore the opportunity to **integrate antiquities as part of the education curriculum** (e.g. history)
聯絡教育局以探討在歷史科引入有關文物課程的可行性

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

- To consider the following when developing the proposed project:

在發展擬議項目時考慮以下因素：

- ✓ Board composition
董事局的組成
- ✓ Curatorial direction and strategies (e.g. how to attract more youth to visit HKPM)
策展方向及策略（例如如何吸引更多年輕人到訪香港故宮文化博物館）
- ✓ Arrangements related to transportation, staffing, security, storage, and curatorial and artefacts conservation
與交通、人手安排、保安、貯存、策展及文物修復有關的安排

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

HKPM location

香港故宮文化博物館的選址

- There were views related to the overall HKPM location **relative to the master layout plan** of WKCD (e.g. having three new facilities of museum, hotel and exhibition halls appeared to be too crowded for the space)

有就香港故宮文化博物館在西九文化區的總綱發展藍圖中的位置提出的意見（例如在有關用地上建設博物館、酒店和展覽中心三項新設施似乎太擁擠）

Specific views and suggestions on the proposed HKPM project



對擬議的香港故宮文化博物館項目不同範疇的具體意見和建議

Interior and exterior design

室內及外觀設計

- Possible options and considerations for interior and exterior design in terms of **material, cost and energy efficiency** were raised
就項目的室內及外觀設計，從**物料、成本及節能效益**方面，提出不同可能的方案和考慮因素
 - ✓ The impact of seafront architecture on the artefacts
建築物臨海位置對文物的影響
 - ✓ The connectivity with the rest of the Park in terms of design and layout
擬議的香港故宮文化博物館項目與公園其他部分在設計佈局方面的配合與連接
 - ✓ Space allocation between each permanent and thematic exhibition hall
常設展覽廳和專題展覽廳的空間分配



Overall, the findings of the 8-week public consultation exercise indicated that there are **more supporting than opposing** views to the proposed HKPM project across **different consultation channels**.

綜合為期八個星期的公眾諮詢活動，
整體意見分析顯示，從所有諮詢渠道獲得的意見，
支持擬議的香港故宮文化博物館項目的意見
均多於反對的意見。

Thank You

謝謝

