

**For discussion  
on 13 November 2023**

**Panel on Information Technology and Broadcasting**

**The Chief Executive's 2023 Policy Address  
Culture, Sports and Tourism Bureau  
Policy Initiatives on Culture, Creative Industries and Sports**

**Introduction**

This paper introduces major initiatives on culture, creative industries and sports of the Culture, Sports and Tourism Bureau (CSTB) in the Chief Executive's 2023 Policy Address to Members and seeks Members' views on our proposal to inject \$2.9 billion and around \$1.4 billion into the CreateSmart Initiative and Film Development Fund respectively.

**Development of Arts, Culture and Creative Industries**

***Background and Current Situation***

2. In General Secretary Xi Jinping's important speech at the 20th National Congress, he emphasised the importance of promoting cultural confidence and strength, building a country with a strong socialist culture, continuously growing China's cultural soft power and the appeal of Chinese culture, telling the good stories of China, making China's voice heard, as well as presenting a China that is credible, appealing and respectable. Our country has expressed clear support for Hong Kong to develop into an East-meets-West centre for international cultural exchange in the 14<sup>th</sup> Five-Year Plan. With this target in mind, the Government will continue to support the development of the arts, culture and creative industries in Hong Kong. By giving full play to Hong Kong's institutional strength under "One Country, Two Systems" and leveraging our unique East-meets-West cultural background and extensive international connections, we will help extend the reach of Chinese culture in the international community.

***New Initiatives***

3. As proposed by the Chief Executive in the 2023 Policy Address, the

CSTB will promulgate the Blueprint for Arts and Culture and Creative Industries Development (Blueprint) by the end of this year, to provide an outline setting out the visions, directions and policy objectives of promoting the development of the arts, culture and creative industries, and to propose specific measures accordingly. At the same time, the Policy Address has proposed various policy initiatives on culture and creative industries which mainly cover three major areas, namely (i) promoting Chinese culture, (ii) promoting the development of arts, culture and creative sectors as industries; and (iii) strengthening cultural exchange.

### Blueprint for Arts and Culture and Creative Industries Development

4. In his 2022 Policy Address, the Chief Executive has proposed new measures, which cover nurturing talents, providing more venues, establishing platforms, enhancing quality of productions, etc., to enhance the ecosystem of the arts, culture and creative industries; and the establishment of the Culture Commission to assist in formulating the Blueprint to provide clear directions for Hong Kong to develop into an East-meets-West centre for international cultural exchange. In the past few months, the CSTB has been discussing with the Culture Commission, which was set up in March this year, the details of the Blueprint. The Culture Commission has come to the initial views that the Blueprint should cover four major directions, namely (i) develop diverse arts and culture with international perspective; (ii) promote Chinese culture; (iii) drive cultural exchange between China and the rest of the world; and (iv) drive industry building, with a view to enhancing our policies and establishing an ecosystem for the industries.

### Promoting Chinese Culture

#### *Establishing the Chinese Culture Promotion Office*

5. The CSTB and the Leisure and Cultural Services Department (LCSD) have been promoting Chinese history and culture to the public including the young people through various channels to deepen their understanding of Chinese culture and the history our country, and enhance their sense of national identity. The LCSD will establish the Chinese Culture Promotion Office (the Office) in 2024, which will be responsible for coordinating, planning and implementing cultural programmes to promote Chinese culture and history, facilitating the inheritance, transformation and innovation of the fine traditional Chinese culture in the Hong Kong Special Administrative Region, enhancing the education on our country's history, culture and current affairs. Specific tasks of the Office include organising exhibitions, public and education programmes, and cultural exchanges/internships every year;

organising thematic film programmes to promote Chinese culture; organising cultural exchange and performing arts programmes in collaboration with partners in the Guangdong-Hong Kong-Macao Greater Bay Area; and organising the Chinese Culture Festival on a regular basis to present an array of performing arts programmes featuring different art forms.

### *Organising the Chinese Culture Festival*

6. The LCSD will organise Chinese Culture Festival on a regular basis from 2024 onwards. The Chinese Culture Festival will include the popular Chinese Opera Festival, with the addition of more extension activities on the promotion and inheritance of Chinese culture; outstanding local works recognised by the China National Arts Fund; large-scale performances or exhibitions organised in collaboration with arts and cultural groups with Chinese cultural backgrounds and networks; and film series and activities that are related to Chinese history and culture. The Chinese Culture Festival seeks to provide the public with more opportunities to enjoy programmes on Chinese culture, and enable them to understand the essence of Chinese culture in a more holistic and multifaceted manner through carriers of popular cultural media like films.

### *Setting up Two Museums about Our Country and the War of Resistance*

7. The Government endeavours to build mainstream values characterised by patriotism with affection for our country and Hong Kong and in conformity with “One Country, Two Systems”, and rolls out patriotic education to enhance national identity and appreciation of the richness and beauty of the traditional Chinese culture amongst the people of Hong Kong, laying a good foundation for our national unity and solidarity. The LCSD will set up a museum to showcase the development and achievements of our country, covering various important subjects such as its history, politics, economic development, science, culture and national security. Thematic exhibitions, public and education programmes, as well as national studies and exchanges for youth on topics such as the development of the Communist Party of China, the War of Resistance, the rejuvenation of the Chinese nation and other topics related to Chinese history will also be organised to deepen public understanding of our country and the national affairs, with a view to promoting patriotic education. Before the museum’s commissioning, the LCSD, starting from 2024, will set up exhibition galleries in the Hong Kong Museum of History to display the relevant content.

8. In addition, the Government will convert the existing Hong Kong Museum of Coastal Defence into the Hong Kong Museum of the War of

Resistance and Coastal Defence in 2024. It will focus on the history of the War of Resistance to cultivate a stronger sense of national esteem and patriotism. The museum will also collaborate with the Shenzhen Municipal Cultural Relics Bureau to organise thematic exhibitions introducing the joint efforts made by Hong Kong and Shenzhen during the War of Resistance.

### Promoting the Development of Arts, Culture and Creative Sectors as Industries

9. The CSTB will reinforce the strengths of traditional sectors and at the same time explore new growth potential with industry-oriented approach, with a view to developing such emerging strategic areas as cultural and creative industries. We will also strengthen the integrated development of culture and tourism, based on the principle of “shaping tourism with cultural activities and promoting culture through tourism”, making tourism an important direction for the promotion of culture as an industry.

#### *Establishing the Cultural and Creative Industries Development Agency*

10. The existing Create Hong Kong will be restructured as the Cultural and Creative Industries Development Agency (Development Agency) in April 2024. The newly restructured Development Agency will promote the development of arts, culture and creative sectors as industries under the industry-oriented principle, generating economic impetus for the community while enhancing the cultural soft power.

11. The Development Agency will play a more proactive role in promoting the arts, culture and creative sectors as industries and providing support to the sectors in exploring business opportunities. The Development Agency will expand its establishment, at the same time deploy existing resources, to set up new dedicated teams to take up new tasks in different areas, including, inter alia, the following:

- (1) take the initiative to identify opportunities (e.g. various arts festivals or exhibition and showcase opportunities and performance venues for the sectors) outside Hong Kong for the relevant sectors, proactively lead groups of the industries to different parts of the world for exhibitions and showcases, with a view to exporting Hong Kong’s cultural and creative industries and exploring business opportunities for them;
- (2) identify suitable and promising projects in various cultural and creative sectors, promote the application of cross-sectoral and cross-

genre content, strengthen the support for the sectors in content distribution, and formulate publicity strategies to promote projects through different media;

- (3) strengthen support for and promote the creation and production of cultural intellectual property rights, and facilitate its trading; and
- (4) conduct in-depth research and disseminate industry news on topics of cultural and creative industries in and outside Hong Kong, including the current situation of Hong Kong's cultural and creative industries, market news and trends, manpower requirements, etc.

### *Promoting the Development of Industries*

12. The Government has been supporting the development of the creative industries through the CreateSmart Initiative (CSI) and the Film Development Fund (FDF). We proposed to inject \$2.9 billion into the CSI and inject \$1.4 billion into the FDF (about \$4.3 billion in total) to promote the development of the cultural and creative industries and the film industry. It is estimated that the injection will support the operation of the CSI and the FDF up to 2028-29. Regarding the two proposed funding injections for the CSI and FDF, we will seek funding approval from the Legislative Council according to the established mechanism as appropriate.

13. As regards films, we propose to earmark about \$840 million from the injection of around \$1.4 billion<sup>1</sup>, to enhance Hong Kong film production, including launching the Film Financing Scheme for Mainland Market and the Hong Kong-Europe-Asian Film Collaboration Funding Scheme under the FDF. Details of schemes are set out in paragraphs 16 and 17 below. The remaining amount of about \$580 million will be reserved for three aspects of work, namely nurturing talent, expanding markets and building audience. We hope that by strengthening support for the Hong Kong film industry, we can increase its exposure in the global film market, facilitate exchanges between the Hong Kong film industry and its counterparts in other countries, and help aspire Hong Kong filmmakers to broaden their regional cultural perspective, thereby bringing changes to Hong Kong film industry.

14. As regards the development of the non-film sectors of creative industries, we propose to inject \$2.9 billion into the CSI<sup>2</sup>, of which, about \$1.72 billion will be earmarked to promote and fund projects organised by the

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<sup>1</sup> The commitment of the FDF will therefore increase from \$1.54 billion to \$2.964 billion by \$1.424 billion.

<sup>2</sup> The commitment of CSI will therefore increase from \$3.5 billion to \$6.4 billion.

creative industries for nurturing talents, facilitating industry development, exploring markets, fostering a creative atmosphere in the community and promoting more cross-sectoral and cross-genre collaboration. The remainder of about \$1.18 billion will be earmarked for providing funding support to the Hong Kong Design Centre for projects related to the creative industries and the nurturing of design/creative talents, including the operating and event costs of Sham Shui Po Design and Fashion Project, and supporting the Hong Kong Trade Development Council (HKTDC) to enhance the Asia IP Exchange portal by adding content in relation to creative Intellectual Property (IP) right, to promote IP trading activities in creative industries, thereby fostering the commercialisation of arts, cultural and creative industries.

15. To promote the development of the creative sectors as industries, we plan to enhance the operation of the CSI and the FDF through, inter alia, the following-

- (1) to encourage more injection of private sector capital into cultural and creative projects and promote the development of cultural and creative sectors as industries, apart from providing funding support, we suggest revising the coverage of CSI to allow financing for commercial projects; and
- (2) taking into account the significance of large-scale and sustainable projects in promoting the development of Hong Kong's film, cultural and creative industries, tourism and economy, we propose to increase the existing funding/financing ceiling for projects under the FDF and the CSI from \$10 million to \$20 million.

### *Developing the Film Market*

16. As proposed in this year's Policy Address, the Film Financing Scheme for Mainland Market under the FDF will be launched to support Hong Kong film companies and the Mainland cultural enterprises to invest in the productions of Hong Kong directors. This will help boost the chance of Hong Kong films for release in the Mainland market and nurture more local directors to enter the Mainland film market. Approved film projects will receive a standard government finance of \$10 million. The Government will earmark an amount of \$200 million for financing 20 film projects in the next two to three years, with a view to providing a greater incentive for private investment. It is estimated that private investment, together with the

financing amount of the FDF, will bring a total investment of \$700 million<sup>3</sup> to the film market. The actual figure will be subject to the situation of the film industry and other factors.

17. The original Hong Kong-Asian Film Collaboration Funding Scheme will also be expanded to the Hong Kong-Europe-Asian Film Collaboration Funding Scheme, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures. This would help Hong Kong filmmakers broaden their regional cultural horizons, draw inspiration from film productions of other countries and have better understanding of the market demands of other countries, thereby enabling Hong Kong films to go global. We will launch the scheme in 2024 with a view to approving four co-productions in the first quarter of 2025, which include at least one production from Europe, and the ceiling of subsidy for each eligible film will be set at \$9 million.

#### *Organising Hong Kong Fashion Design Week*

18. The Government plans to organise Hong Kong Fashion Design Week annually from 2024 onwards by consolidating the fashion and design promotional activities that scattered in different months of a year. We will invite members of local fashion design, industrial and commercial sectors, as well as prominent and influential fashion brands and industry practitioners from the Mainland and overseas to join. The agglomeration of designers and relevant industries achieved through the convergence of the activities of various fashion and textile design brands during the Hong Kong Fashion Design Week is going to bring enhanced synergetic and promotional effects, making the event a premier flagship of local cultural, creative and tourism industries. We hope the event can become the fashion design gala of Asia, raising the status and influence of Hong Kong's fashion design industry in the neighbouring regions, and boosting the city's economy, retail sector and tourism.

19. We will actively liaise with the fashion design sector on event planning, confirm the schedule and formulate the content to cater for their needs.

#### *Launching the Signature Performing Arts Programme Scheme*

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<sup>3</sup> Calculated based on the final investment on the production of the approved projects (together with the financing amount of the FDF), the actual figure will be subject to the situation of the film industry and other factors.

20. The Government will also launch the Signature Performing Arts Programme Scheme to nurture representative and large-scale local performing arts productions to be staged as long-run performances. The Signature Performing Arts Programme will provide a subsidy of up to \$10 million, a matching funding of up to \$5 million to match private sector funding, and venue support so that these performances can become world-class performing arts productions and international cultural brands that are representative of Hong Kong, thereby promoting the development of performing arts industry. The CSTB will announce the implementation details and application arrangement of the newly-established scheme in the first half of 2024.

21. In the long run, we hope that these performances could be toured in the Mainland and overseas to facilitate Hong Kong's performing arts to better reach the global audience and hence serving as another cultural icon of the city while consolidating our status as an East-meets-West centre for international cultural exchange.

22. We will further promote these arts, culture and creative programmes to become tourism offerings at the same time to attract tourists' participation.

#### *Launching the Pilot Scheme on the Use of School Venues by Arts Groups*

23. Moreover, the CSTB will also work with the Education Bureau (EDB) in launching the Pilot Scheme on the Use of School Venues by Arts Groups to provide additional venues for rehearsal use by arts groups in the short term by opening up some school venues during after-school hours on a pilot basis so as to complement the development of arts and culture sectors as industries.

#### Enhancing Cultural Exchanges

24. To further promote cultural exchanges and collaborations between Hong Kong and the Mainland as well as the rest of the world, the Government will increase the annual recurrent allocation for cultural exchanges by 40%, from \$50 million to \$70 million, to support more local arts groups and artists to perform, stage exhibitions or participate in other activities in places outside Hong Kong. With the additional provision, we will be able to support more arts groups and artists to go global, and to showcase Hong Kong's diverse artistic achievements to the Mainland and to the world, so as to open up more opportunities to arts groups and artists. We will also make use of the provision to support Mainland and overseas Economic and Trade Offices in strengthening their promotion work on arts and culture, and recruiting additional staff when necessary.



## ***Other Initiatives***

### *Provision of Cultural Facilities*

25. In light of last year's Policy Address, the Government has formulated the 10-Year Development Blueprint for Arts and Cultural Facilities (Development Blueprint) to cater for the long-term development needs of the arts and culture sector in Hong Kong. The Government will continue to implement and enhance the Development Blueprint subject to development needs in society, as well as integrate existing museums and those under planning, including restructuring and expanding some museums, and constructing new thematic museums.

26. One of the major projects under the Development Blueprint is the expansion and renovation of the Hong Kong City Hall (City Hall). Having been in operation for over 60 years, City Hall is the first multi-purpose civic centre open to the general public in Hong Kong and has been designated as a declared monument. The LCSD will, through this expansion and renovation project, explore new performing arts spaces and enhance the connection between City Hall and its surrounding areas, with a view to upholding its status as an iconic cultural venue. The LCSD will commence the preliminary preparation work of this project, including the first phase of consultation, shortly.

### *Promoting Reading for All*

27. Starting from 2024, the Government will designate 23 April as "Hong Kong Reading for All Day". During the programme period, Hong Kong Public Libraries of the LCSD, in collaboration with the EDB, schools, and other stakeholders including the publishing industry, will organise a series of activities in public libraries and other venues to further promote reading for all. These include reading sharing sessions with authors and celebrities, inviting schools to participate in thematic reading activities, setting up special decorations in libraries across different districts, exhibitions and book recommendations, thereby fostering a reading culture and turning Hong Kong into a city of reading.

## **Sports Development**

28. On sports development, the Government is committed to promoting the development of sports in Hong Kong through supporting elite sports,

enhancing professionalism, maintaining Hong Kong as a centre for major international sports events, developing sports as an industry, and promoting sports in the community, which include strengthening the support to athletes, attracting major international sports events to Hong Kong, and further promoting sports development through enhanced professionalism in the sports sector and the development of sports as an industry. Besides, we promote sports in the community and in schools, increase and enhance sports and recreation facilities, as well as encourage collaboration among communities in fostering a strong sporting culture.

#### Enhancing support for elite athletes in sports medicine

29. The Hong Kong, China delegation won eight gold, 16 silver and 29 bronze medals, totaling 53 medals at the 19th Hangzhou Asian Games that concluded recently, and ranked 12th in the medal tally with the total number of medals and sports events surpassed any previous Asian Games. The results were very encouraging and have made all Hong Kong people proud. The Government will continue to allocate resources to support the development of elite sports.

30. Quality medical support is essential in helping elite athletes maintain their physical well-being and strive for outstanding results. The Government is currently constructing a new facilities building for the Hong Kong Sports Institute (HKSI) to provide more advanced training facilities for elite athletes, which the project will be completed in mid-2024. One of the objectives of constructing the new building is to strengthen the support for sports science and sports medicine through the provision of space and the improvement of ancillary facilities. The Government also considers that there is much room for development of sports medicine profession in Hong Kong. Strengthening the nurturing of sports medicine talents not only leverages Hong Kong's advantage in medical services, but also further promotes sports professionalism and the development of sports industry in Hong Kong. This year's Policy Address proposes that we will allocate additional resources to enhance the Sports Medicine Centre of the HKSI. By increasing its manpower and further enhancing its professional standards, as well as making good use of the additional space available in the new building, we aim to provide more comprehensive sports medicine support to elite athletes. This helps to reduce the impact of injuries and fatigue on the athletes, thereby allowing them to focus on competitions. The HKSI is currently conducting a consultancy study to review its human resources, including an assessment of its manpower needs in sports medicine. The review is expected to be completed by the end of 2023.

### Improving the standards of local sports coaches

31. Enhancing the professional standards of local coaches is an important initiative to promote the development of sport professionalism in Hong Kong. Coaches are professionals among sports talents who have the closest relationship with athletes. High-performing coaches can enhance the quality of training and are crucial to furthering the development of elite sports and sports professionalism. This year's Policy Address proposes to collaborate with the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) to launch a pilot scheme to offer more professional training and internship opportunities to coaches. This will enhance the professional standards of our coaches and the quality of training for our athletes, with a view to promoting the development of sports professionalism in Hong Kong. We expect that the pilot scheme with the SF&OC will be launched in mid-2024.

### Continuous Promotion of "Sports for All"

32. To continuously promote "Sports for All", the LCSD organises diversified recreation and sports programmes for people of different ages and abilities with a view to encouraging them to develop the habit of taking part in regular exercise and physical activities to establish a healthy lifestyle. To further encourage family members to do more exercise in their daily lives, apart from continuously promoting popular recreation and sports programmes (such as parent-child training activities like badminton, swimming and flying disc as well as hiking), the LCSD plans to launch more activities suitable for family members to participate, such as orienteering activities and fitness courses. In 2024-25, the LCSD plans to organise about 480 family-based recreation and sports programmes for around 17 000 participants, so as to encourage family members to participate together and cultivate the habit of regular exercise together.

33. Besides, in a bid to promote "Sports for All" in the community on a sustainable basis and to echo with the National Fitness Day, the LCSD has been organising the Sport For All Day (SFAD) every August since 2009 to encourage members of the public to regularly participate in sports and physical activities, and promote the benefits of exercise for the body and mind. For further promotion, the LCSD will collaborate with the Sports Federation & Olympic Committee of Hong Kong, China to organise Festival of Sport events on the SFAD in government venues, shopping centres and private venues. Simultaneously, the LCSD will consider opening its sports facilities for free admission on specific festive occasions every year, where thematic sports days will also be held for public participation so as to achieve synergy and promote

“Sports for All”.

### Self-test Fitness Corner

34. The Government launched a Territory-wide Physical Fitness Survey for the Community (the Survey) in 2021. The Survey aimed to identify the relationship between physical exercise patterns and the physical fitness of Hong Kong people through data collection and questionnaire, so as to facilitate the formulation of long-term objectives and policies for “Sports for All”. The report has been published in June 2023. As recommended by the report, to enhance the physical fitness and quality of life of Hong Kong people, the LCSD will set up self-test fitness corners in the first quarter of 2024 and install bioelectrical impedance analysers in the fitness room of eight sports centres on a trial basis. Members of the public can conduct simple self-test on their physical fitness at any time. The set-up of self-test fitness corners will be extended to all 18 districts in Hong Kong within 2024. Around 100 000 attendances each year are expected upon completion of all self-test fitness corners.

### Smart Fitness Equipment

35. The LCSD will launch a pilot scheme of introducing smart fitness equipment at four LCSD outdoor recreation venues in 2024. Users can download a mobile application to store personal data of physical activities and access information on sports and health, facilitating them to manage their health, monitor their fitness and make sport more fun. Around 50 000 attendances each year are expected upon the completion of all smart fitness stations.

### Promotion of Swimming and Fencing and Raising of Their Standards

36. To further promote and raise the standard of swimming and fencing, the Government will plan for a swimming pool capable of hosting international competitions and a sports centre with fencing training and competition facilities. The Government is now actively looking into suitable locations to provide such facilities.

### National Games

37. The 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the 9th National Special Olympic Games (NSOG) are to be co-hosted in Guangdong, Hong Kong and Macao in 2025. The HKSAR Government already set up the HKSAR Organising Committee of the

15th NG (HKSAROC) in May 2023 to oversee the preparation of events of the NG, NGD and NSOG to be staged in Hong Kong. With the Chief Executive as the Patron, the Chief Secretary for Administration as the Chairman and the Secretary for Culture, Sports and Tourism as the Secretary General, the HKSAROC comprises members from various bureaux/departments concerned. In addition, CSTB set up the National Games Coordination Office (NGCO) on 3 October 2023 to implement the policy direction formulated by the HKSAROC and to work with the relevant Mainland and Macao authorities to take forward the planning and implementation of the NG, NGD and NSOG.

38. Radio Television Hong Kong will upgrade its broadcasting equipment and technical capability to support the production, promotion and live broadcast of the NG, NGD and NSOG in 2025.

### Major Sports Events

39. The Government is committed to promoting Hong Kong as a centre for major international sports events. The “M” Mark System was launched to support local “national sports associations” (“NSAs”) in organising major sports events in Hong Kong through the provision of matching fund and direct grant. We will enhance the promotion of these major international sports events and turn them into tourism projects to attract tourists to participate.

40. The Government has launched various measures on 1 April 2023 to enhance the “M” Mark System with a view to attracting more major international sports events to be held in Hong Kong. The measures include increasing the funding ceiling for each event to \$15 million, lifting the quota of “M” Mark events to be organised by the same applicant each year, and relaxing the eligibility of the applicants for “M” Mark events to cover events organised by NSAs as well as other private or non-governmental organisations (NGOs).

41. Over 15 major international sports events are expected to be held in Hong Kong in 2023-24. Among these events are the Aramco Team Series Hong Kong as well as the Hong Kong Tennis Open, which are staged in Hong Kong for the very first time. The estimated funding support will be over \$100 million for the events.

### District Environment

42. In conjunction with the implementation of the “Shining City Project”, the LCSD will arrange planting of flowering trees and colourful shrubs at

suitable venues and roadside planters. This includes developing Shing Mun River and Yuen Long Nullah into flower viewing hotspots, as well as implementing landscaping improvement works at the central dividers and roundabouts of major roads for creating green living spaces. To enhance the streetscape of Hong Kong and improve the aesthetics of LCSD venues, the LCSD will identify suitable outdoor pitches/courts, external walls of facilities and toilets at LCSD venues to inject art and design elements. Local characteristics, history, culture, arts, as well as surrounding environment will be incorporated into the design themes. We will also explore the feasibility to collaborate with academic institutions and community organisations for implementing the beautification work.

43. Please see **Annex** for the indicators for specific tasks on culture, creative industries and sports.

### **Advice Sought**

44. Members are invited to note the content of this paper and comment on the above work.

**Culture, Sports and Tourism Bureau**  
**November 2023**

## **Indicators for Specified Tasks in 2023 Policy Address**

### **(I) New Indicators**

#### Patriotic Education

- Promote patriotic education in the community through the set-up of the Hong Kong Museum of the War of Resistance and Coastal Defence within 2024 and the Chinese Culture Promotion Office under the Leisure and Cultural Services Department (LCSD) in Q2 2024. Starting from 2024, LCSD will organise:
  - over 50 activities to promote Chinese culture and history annually; and
  - a major thematic exhibition to showcase the development and achievements of our country annually.

A total attendance of more than 700 000 per year are expected for the above initiatives.

#### East-meets-West Centre for International Cultural Exchange

Promote the development of the culture and creative industries:

- The newly established Cultural and Creative Industries Development Agency to promote 60 industry mission trips, overseas exhibitions and showcases each year from 2024 onwards, so as to open up more business opportunities for Hong Kong's cultural and creative industries by assisting them to conduct business negotiations and organise exhibitions and showcases in the Mainland and overseas markets;
- Launch the Film Financing Scheme for Mainland Market in the first half of 2024 to encourage Hong Kong's directors and Hong Kong's film production companies having experiences in the Mainland market to collaborate on projects, so as to boost the chance of Hong Kong films for release in the Mainland market. The Government will provide a greater incentive for private investment by earmarking an amount of \$200 million for financing 20 film projects. It is estimated that

private investment, together with the financing amount of the fund, will bring a total investment of \$700 million to the film market;

- Subsidise around 50 projects under the CreateSmart Initiative per year from 2024 onwards;
- Roll out the Hong Kong-Europe-Asian Film Collaboration Funding Scheme in 2024 with a view to approving four co-productions in Q1 2025, which include at least one production from Europe;
- Announce the implementation and application details of the newly established Signature Performing Arts Programme Scheme in the first half of 2024;
- Organise the Hong Kong Fashion Design Week each year from 2024 onwards to attract at least 40 000 participants and 500 000 online views; and
- Launch the Pilot Scheme on the Use of School Venues by Arts Groups and to start receiving applications from arts groups in the first half of 2024.

## Sports

- Further promote sports in the community:
  - Set up 18 self-test fitness corners in the LCSD sports centres in all 18 districts within 2024. Around 100 000 attendance are expected each year upon completion of all the test fitness corners; and
  - Set up smart fitness stations in 4 parks in 2024/25. Around 50 000 attendance are expected each year upon completion of all these smart fitness stations.

## **(II) On-going and Valid Indicators for Specified Tasks Introduced in the 2022 Policy Address<sup>4</sup>**

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<sup>4</sup> Some of the on-going and valid indicators introduced in 2022 have been updated or enhanced in light of the latest situation.



## East-meets-West Centre for International Cultural Exchange

- Continue to implement the 10-year development blueprint for arts and cultural facilities for the improvement and development of culture facilities with the following proposals:

### *Phase 1 (2022-2027)*

- the total number of seats in performance venues is expected to increase from 30 000 to 34 000 (increase by 13%); and
- the average annual attendance of performance venues is expected to increase from about 3 million to about 3.4 million (increase by 13%).

### *Phase 2 (2027-2032)*

- the number of museums (including those under planning) is expected to increase from 15 to over 20 (increase by more than 33%);
  - the average annual museum attendance is expected to increase from 5 million to 9 million (increase by 80%);
  - the total number of seats in performance venues (including those under planning) is expected to increase from 30 000 to about 50 000 (increase by 67%); and
  - the average annual attendance of performance venues is expected to increase from about 3 million to about 5 million (increase by 67%).
- Support four events under the Mega Arts and Cultural Events Fund annually with total attendance of at least 100 000.
  - Enhance support for young artists by sponsoring annually 20 new small and medium-sized arts groups (mainly composed of artists graduated from tertiary institutions within five years) and 30 new individual artists who graduated from tertiary institutions within five years to engage in the arts and culture industry.
  - Organise the Hong Kong Pop Culture Festival annually to offer over 20 programmes/exhibitions, with an estimated annual attendance of over 300 000.

- Organise the GBA Culture and Arts Festival within 2024 to attract:
  - 5 000 local and Mainland artists to engage in around 100 performances and exchange activities with 140 000 attendance; and
  - 100 000 live web broadcast views of the opening gala.

## Sports

- Continue to take forward the 10-year development blueprint on sports and recreation facilities with the following targets:

### *Phase 1 (2022-2027)*

- 16 projects with implementation launched; and
- 15 projects with technical feasibility study launched.

### *Phase 2 (2027-2032)*

- 15 projects (with technical feasibility established under Phase 1) with implementation launched.
- Promote urban sports to 8 000 participants every year starting from the 2023/24 school year.
- Support at least 10 major international sports events under the “M” Mark system with at least 350 000 attendance every year.