

**Museum Advisory Committee**  
**12th Meeting held on 11 August 2023**

**Summary of Discussion**

**1. Annual Management Report (2022-23) of the Public Museums and Related Offices Managed by the Leisure and Cultural Services Department**

- Members noted the Annual Management Report (AMR) of the public museums and related offices of the Leisure and Cultural Services Department (LCSD) for the year 2022-23, including the achievements under the key performance indicators.
  
- Members made the following comments or enquiries about the AMR:
  - Enquired about the major changes which were noticed by LCSD museums and related offices before and after the COVID-19 epidemic;
  
  - Enquired how the LCSD would leverage its structural connection with the policy bureau to promote award-winning exhibitions and activities organised by the museums and related offices to local residents and visitors more effectively;
  
  - Suggested that the LCSD should collaborate with the Hong Kong Tourism Board, the Airport Authority Hong Kong (AAHK) and the Hong Kong Trade Development Council in encouraging participants in mega events in Hong Kong to visit the museums after the events for a synergistic effect;
  
  - Enquired about the LCSD's plans to recruit museum friends and docents to make up for those lost through natural wastage. The LCSD was also advised to formulate concrete plans to organise more child-related programmes to engage more kindergarten and primary school students; and
  
  - Suggested engaging non-government organisations or members of the community so as to foster community collaboration and attract new audiences.
  
- The LCSD responded as follows:
  - During the epidemic, LCSD museums and related offices managed to build a huge local audience, especially young people;

- Complementarity of culture and tourism had become a policy direction ever since the establishment of the Culture, Sports and Tourism Bureau. The LCSD had all along been liaising closely with the departments responsible for tourism affairs, and conducting publicity activities targeted at inbound visitors through those departments;
- The Department would continue to increase the numbers of museum friends and docents, and would make a special effort to actively recruit more young people;
- The LCSD had worked with AAHK to organise exhibitions at the Airport before the epidemic. Both parties had recently started a fresh round of discussions about other displays at the Airport; and
- Community collaboration was a key direction of development for the Department. This included inviting community organisations to co-organise activities, and attracting participants through their networks.

## **2. Marketing Strategies and Activities of the Museums and Related Offices Managed by the Leisure and Cultural Services Department**

- Members noted the marketing strategies and activities of the public museums and related offices managed by the LCSD.
- Members made the following comments or enquiries about the marketing strategies and activities:
  - Suggested that the LCSD should promote Muse Fest HK in Hong Kong, the Mainland and overseas so that visitors could include the activities of Muse Fest HK in their itineraries;
  - Suggested that the LCSD should carry out promotional work in co-operation with key opinion leaders (KOLs), travel writers or publishers;
  - Suggested that the Marketing and Business Development Section should consider launching membership programmes with more privileges to provide members with exclusive services and offers; and

- Suggested that the LCSD should devote more resources to promoting and offering suitable services to elderly people and new arrivals.
- The LCSD responded as follows:
- When celebrating its 60th anniversary last year, the Hong Kong Museum of Art invited a number of local, Mainland and overseas KOLs to help promote the museum. It had significantly facilitated the promotion of the museum; and
  - The Marketing and Business Development Section was set to organise exclusive activities tailor-made for Museum Pass holders to strengthen their loyalty.

Secretariat  
Museum Advisory Committee  
October 2024