

CONTROLLING OFFICER'S REPLY

HAB525

(Question Serial No. 7048)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (5) Public Libraries

Controlling Officer: Director of Leisure and Cultural Services (Ms Michelle LI)

Director of Bureau: Secretary for Home Affairs

Question:

Regarding the "Hong Kong Literature Festival" scheduled to be held in 2016-17, what are the publicity work and details of the activities, as well as the manpower and expenditure involved?

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 699)

Reply:

The biennial Hong Kong Literature Festival (HKLF), organised since 1997, is one of the signature events to promote literary arts in Hong Kong. The 11th HKLF, themed "My Way My Literature", will be held from 23 June to 10 July 2016 with over 50 programmes on diverse literary topics for different audience groups in the territory. Programmes will include pre-festival performance and writing competitions, thematic exhibitions, symposiums, a series of talks and sharing sessions on reading, writing and appreciation of different literary genres, literary and poetry recitals, as well as appreciation of literary adaptations from print text to other media.

The Hong Kong Public Libraries (HKPL) will promote the HKLF through different publicity channels including poster, leaflet, the HKPL homepage and advertisements in the media. Besides, the HKPL will collaborate with the Education Bureau, supporting organisations and publicity partners to publicise the HKLF programme to schools and to the local community. The manpower resources required for organising the 11th HKLF will be absorbed within the staff provision of the HKPL and the expenditure for the 11th HKLF in 2016-17 is estimated at \$1.99 million.

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