

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (000) Operational Expenses

Programme: (3) Heritage and Museums

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

Director of Bureau: Secretary for Home Affairs

Question:

- (1) Please advise on the details, effectiveness and expenditures of the outreach programmes launched by the Hong Kong Museum of Art.
- (2) How does the Department review the effectiveness of the above activities and programmes?

Asked by: Hon CHAN Tanya (Member Question No. 212)

Reply:

- (1) Information on major outreach programmes launched by the Hong Kong Museum of Art is at **Annex**.
- (2) The Leisure and Cultural Services Department will constantly review the effectiveness of these programmes through the feedback received from various channels, such as comment books, questionnaires and evaluation sheets completed by participants, collaborators, partnering schools and NGOs.

Major Outreach Programmes Organised by the Hong Kong Museum of Art

Title	Venue	Period	Attendance	Expenditure (\$'000) ⁽¹⁾
In Touch with Hong Kong Artists – A School-based Art Learning Pilot Programme	Schools	1 August 2014 to 31 October 2015 (Phase I)	2 566 (Phase I)	1,473 (Phase I)
		1 October 2015 to 31 January 2017 (Phase II)	1 407 (Phase II)	507 (Phase II)
Jockey Club “Museum of Art on Wheels” Outreach Learning Programme	Schools and community locations	3 October 2015 to 10 July 2016	36 731	3,765
		30 September 2016 to 22 July 2017	12 422 ⁽²⁾	4,430
“Living with Bamboo: Museum of Art is Here” Education Programme	Hong Kong Central Library (launching exhibition)	10 September 2016 to 11 October 2016 (launching exhibition)	37 548 (launching exhibition)	3,835
	Schools (outreach workshops)	14 September 2016 to 25 March 2017 (outreach workshops)	6 686 ⁽²⁾ (outreach workshops)	

Notes

(1) Representing the actual or estimated expenditure borne or to be borne by the Leisure and Cultural Services Department (including funding from sponsorship).

(2) Attendance as at 28 February 2017.