

**CONTROLLING OFFICER'S REPLY**

**HAB474**

**(Question Serial No. 6844)**

Head: (95) Leisure and Cultural Services Department

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

Programme: (4) Performing Arts

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

Director of Bureau: Secretary for Home Affairs

Question:

Regarding the third round of the Venue Partnership Scheme, please inform this Committee of the following:

- (1) How effective is the third round of the Scheme since its launching?
- (2) Has the audience base been broadened? If so, please provide the data and details. If not, what are the reasons?

Asked by: Hon CHAN Tanya (Member Question No. 79)

Reply:

The Venue Partnership Scheme (Scheme) aims to foster a partnership between performance venues and performing arts groups. The third round of the 3-year Scheme, covering the period from April 2015 to March 2018, involves 20 venue partners at 12 performing arts venues.

Based on the feedback from venue partners and the audience, the Scheme has generally achieved its objectives of enhancing the artistic image and character of the venue and its partner(s), enlarging audience base, optimising usage of facilities, developing venue-based marketing strategies, encouraging community involvement in arts development and promoting arts in the community. While the third round of the Scheme is still ongoing, over 1 500 stage performances and over 2 000 audience building activities were presented by venue partners in 2015-16 and 2016-17 attracting around 1.4 million audiences.