

**CONTROLLING OFFICER'S REPLY**

**HAB370**

**(Question Serial No. 5718)**

Head: (95) Leisure and Cultural Services Department

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

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 in the past 3 years.
- (2) How does the Department review the effectiveness of the above activities and programmes?

Asked by: Hon CHAN Tanya (Member Question No. (LegCo use): 249)

Reply:

- (1) Information on major outreach programmes launched by the Hong Kong Museum of Art in the past 3 years 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 non-governmental organisations.

## Major Outreach Programmes Organised by the Hong Kong Museum of Art

Title	Venue	Period	Attendance	Expenditure (\$'000) <sup>(1)</sup>
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	1,473
		1 October 2015 to 31 January 2017 (Phase II)	1 407	507
		16 October 2017 to 30 September 2018 (Phases III & IV)	48	1,057 <sup>(2)</sup>
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	34 051	4,430
		26 September 2017 to July 2018	43 017 <sup>(3)</sup>	4,620
“Living with Bamboo: Museum of Art is Here” Education Programme	Hong Kong Central Library (launching exhibition)	10 September 2016 to 11 October 2016	37 548	3,835
	Hong Kong Central Library and schools	14 September 2016 to 25 March 2017	7 196	
“Hall of Mental Cultivation of The Palace Museum – Imperial Residence of Eight Emperors” Outreach Programme	Schools	10 October 2017 to 18 December 2017	3 304	467

<b>Title</b>	<b>Venue</b>	<b>Period</b>	<b>Attendance</b>	<b>Expenditure (\$'000)<sup>(1)</sup></b>
“City Dress Up: Blossoming Stairs” (1 <sup>st</sup> season)	Outdoor staircases in different districts	1 March 2017 to 30 April 2017	1 028 814	12,800 (for 4 seasons)
Outreach Workshops “A Pot of Spring on the Stairs” (1 <sup>st</sup> season)	Hong Kong Cultural Centre Piazza & Lai Chi Kok Park	5 April to 30 April 2017	2 725	
“City Dress Up: Blossoming Stairs” (2 <sup>nd</sup> season)	Outdoor staircases in different districts	1 May 2017 to 30 June 2017	1 046 670	
Outreach Workshops “A Pot of Spring on the Stairs” (2 <sup>nd</sup> season)	Tuen Mun Cultural Square & Tai Po Waterfront Park	13 May 2017 to 10 June 2017	170	
“City Dress Up: Blossoming Stairs” (3 <sup>rd</sup> season)	Outdoor staircases in different districts	1 July 2017 to 30 September 2017	1 481 772	
Arts Fun Day “Bravo! Floral Sensation!” (3 <sup>rd</sup> season)	Hong Kong Cultural Centre Piazza & Tai Po Waterfront Park	6 August 2017 to 20 August 2017	3 414	
“City Dress Up: Blossoming Stairs” (4 <sup>th</sup> season)	Outdoor staircases in different districts	1 October 2017 to 31 December 2017	1 640 304	
Arts Fun Day “Bravo! Floral Sensation!” (4 <sup>th</sup> season)	Hong Kong Cultural Centre Piazza & Lai Chi Kok Park	11 November 2017 to 16 December 2017	6 295	

Notes

- (1) Representing the actual or estimated expenditure borne or to be borne by the Leisure and Cultural Services Department (inclusive of funding from sponsorship).  
(2) Including the cost for refining teaching materials and providing new artist videos between October 2016 and January 2018.  
(3) Attendance as at 28 February 2018.