

**CONTROLLING OFFICER'S REPLY**

**HAB482**

**(Question Serial No. 3516)**

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ( )

Programme: (3) Heritage and Museums, (4) Performing Arts

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

Director of Bureau: Secretary for Home Affairs

Question:

The Leisure and Cultural Services Department aims at promoting Hong Kong's culture, arts and heritage, enriching the cultural life of the general public, as well as promoting arts at schools and in the community. It is estimated that the attendance of museums and local and visiting cultural programmes this year will be about 5.2 million and 0.48 million respectively. What are the respective percentages of students over attendance figures for museums and cultural programmes during the past three years? Has the Department earmarked any provisions to enhance its promotional efforts through online platforms and school visits in the coming year to encourage students' visits to museums and attendance at cultural programmes? What are the estimated expenditures and manpower involved? Has the Department set any target for the growth in students attendance figures?

Asked by: Hon LAM Tai-fai (Member Question No. 47)

Reply:

The Leisure and Cultural Services Department (LCSD) offers concessionary tickets to students to encourage their participation in LCSD's museum exhibitions and cultural programmes. Furthermore, all schools with a group of 20 or more persons can apply in advance for the waiver of admission charge for visits to LCSD's museums. Whilst there are no breakdown figures on the percentages of students over attendance figures for museums, reference could be drawn from other available resources. According to the survey conducted at the museums of LCSD in 2013-14, about 28 per cent of the museum visitors interviewed were aged 8 to 19. The percentage of student tickets sold for the cultural programmes presented or sponsored by LCSD at performing arts venues in the past three years were around 14 per cent in 2012-13, 13 per cent in 2013-14 and 13 per cent in 2014-15 (up to February 2015).

LCSD will continue to organise audience building activities and outreach programmes to encourage students' participation in arts and cultural programmes and to build up audience. To encourage young people's interest and participation in cultural and museum

programmes, LCSD organises a wide range of arts education programmes for schools every year, including the School Culture Day Scheme, which aims at encouraging schools to arrange for their students to visit LCSD's performance venues, museums and libraries during school hours for participation in cultural activities specially designed for them. A rich array of activities is organised to cater for the different teaching needs of schools and provide students with rich cultural experiences. In the 2014/15 school year, LCSD will plan and produce over 600 activities in collaboration with interested arts groups and artists for about 450 schools covering around 73 000 students. In addition, LCSD will continue to enhance promotion through e-platforms, including e-news, YouTube, Facebook and webpage as well as working more closely with youth organisations and schools. LCSD would from time to time review the effectiveness of its promotion channels. The manpower and expenditure involved will be absorbed within the resources of LCSD and by sponsorship.

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