

CONTROLLING OFFICER'S REPLY

CSTB297

(Question Serial No. 1972)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival) mentioned in paragraph 176 of the Budget Speech is a major platform for taking forward high-quality cultural development, and an indispensable opportunity for developing Hong Kong into a core demonstration zone for multi-destination tourism. In this connection, please inform this Committee of the following:

1. Are there any relevant details and work schedule? What is the estimated expenditure on publicity work?
2. What were the numbers of performances in Hong Kong, attendances, expenditures and manpower arrangements for the past 3 editions of the Festival?
3. In order to successfully organise the 4th edition of the Festival this year, does the Government have any plan to provide facilitation measures for arts troupes engaging in cross-border performances so as to implement the objective of “jointly developing a cultured Bay Area” as stated in the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area?
4. The Government has indicated that arts groups in the GBA will be invited to co-produce performances with local artists. What are the latest progress and expenditure in that regard?

Asked by: Hon FOK Kai-kong, Kenneth (LegCo internal reference no.: 2)

Reply:

1. The 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), co-organised by the Ministry of Culture and Tourism of the People’s Republic of China, the People’s Government of Guangdong Province, the Government of the Hong Kong Special Administrative Region (HKSAR) and the Government of the Macao Special Administrative Region, will be hosted by the HKSAR for the first time in 2024. The Festival is scheduled to be held from

October 19 to November with over 100 performances and exchange activities to take place in Hong Kong and other cities in the GBA. The Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD) have actively commenced preparations, including planning the opening programme and supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes and joint publicity work during the Festival. We expect the actual programmes to be confirmed in the second quarter of this year, and various publicity campaigns will be launched in the third quarter with an estimated expenditure of \$3 million.

2. In the past 3 editions of the Festival, the LCSD co-ordinated the inclusion of appropriate programmes into the Festival using mainly the Department's existing resources without allocating any additional manpower or funding. The numbers of performances and attendances of fee-charging programmes of the past 3 editions held in Hong Kong and other parts of the GBA are as follows:

Year	Number of Performances	Attendance
2019	18	7 800
2022 ^{Note}	4	3 100
2023	36	13 300

Note:

Due to the impact of the COVID-19 epidemic, the relevant figures for the 2nd Festival are lower.

3. In order to ensure smooth launch of the 4th Festival this year, the LCSD will actively negotiate with theatre chains and cultural institutions in the GBA on providing appropriate assistance and facilitation for arts troupes engaging in cross-border performances. Relevant work includes providing venue and ticketing services through partners, arranging local accommodation and transportation, co-ordinating arrangements for arrival endorsement and applying for programme approvals. Support will also be provided for Guangdong, Hong Kong and Macao artists/arts groups by motivating them to participate in the performance series and brand series of each other, recommending their programmes for inclusion in the 4th Festival, and facilitating the flow of the artists/arts groups. All these measures will help to achieve cultural inter-connectivity in the GBA in fulfilment of the objective of "jointly developing a cultured Bay Area" as stated in the Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area.
4. As the host city of the 4th Festival, Hong Kong is expected to present 8 co-productions. The LCSD is currently working with Hong Kong artists/arts groups and municipal governments/arts organisations in the GBA to confirm 6 co-productions, including the opening programme of the Festival. The LCSD expects to incur a total additional expenditure of \$20 billion for the whole Festival, including an estimated total production cost of approximately \$14.5 million for the co-productions.