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Quality Services for Quality Life
文康服務顯繽紛 齊心合力為社群

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Foreword



Hong Kong has long been a place where the cultures of East and West meet, a crucible from which ideas and creative talents flourish and develop into new and exciting industries. The government's policy to encourage cultural and creative industries will open up new employment opportunities for our young people to show their skills. At the same time, the historic decision in November 2003 for Hong Kong to host the 5th East Asian Games in 2009 is providing a catalyst for the development of a new sporting culture in Hong Kong and the promotion of our competitive edge as an international sporting venue.

These twin developments are providing new impetus to the work of the Leisure and Cultural Services Department as Hong Kong strives to enhance its position as the cultural and sporting events capital of the region.

Indeed, planning for the Games gathered momentum in June 2004 with the establishment of the 2009 EAG Planning Committee. This high powered committee includes representatives from the sports sector, government, business, banking, tourism and other related organisations. The committee will plan and prepare for the staging of the Games, enlist community support, develop publicity and marketing strategies and advise on the venue facilities required for this important sporting event.

During the year, new measures were taken to raise the standard of sports in Hong Kong and the Mainland with the signing of separate sports exchange and co-operation agreements and memorandum with the State Sports General Administration of China, the Shanghai Administration of Sports, and the General-office of Culture, Radio, TV, Publication and Sports of Hainan Province. A special liaison group has been set up to plan and implement these joint programmes.

Hong Kong's Avenue of Stars, which was opened in April, has become an instant 'star attraction' for locals as well as tourists from around the world. By the end of the year, more than eight million people had 'walked the avenue'. Activity on the cultural, information and heritage scene was just as

exciting, as the government continued to expand its links with the Mainland in a number of areas. This included the April launch of the Pearl River Delta Cultural Information Website to improve the exchange of cultural information between Hong Kong, Guangdong and Macau; and the introduction of an Internet Reference Enquiry Service by Hong Kong's Central Library in collaboration with the Zhongshan, Shenzhen and Macau libraries. The year also saw the opening of the Basic Law Library at the City Hall Public Library for readers and researchers to gain a better understanding of Hong Kong's mini constitution, the Basic Law.

A notable achievement during the year was the completion of nine new facilities, including three major projects, for the benefit and enjoyment of the community, particularly in the New Territories. These included the Ma On Shan Sports Ground, the Ma On Shan Sports Centre and Public Library, and the Tai Po Complex. At the end of the year, a further 13 projects were under construction, which will bring the total number of sports facilities managed and developed by the department to nearly 1,800, and this does not include the 100 or so cultural facilities also under our control.

While many of our historic buildings have given way to the glistening glass and concrete skyscrapers of the late 20th and early 21st centuries, the government is continually looking at ways to conserve Hong Kong's built heritage. One of the most notable developments in early 2004 was the acquisition of the historic Kom Tong Hall on Hong Kong Island that will be converted into a museum to introduce the life and revolutionary activities of one of the most respected figures in Chinese history, Dr Sun Yat-sen. The museum is due to open in November 2006. We hope the preservation of the 1914 building will encourage the community and property owners to join the government in conserving our cultural heritage. Also during the year, another historic structure, the Morrison Building in Tuen Mun's Hoh Fuk Tong Centre was officially declared a monument and will be protected under the Antiquities and Monuments Ordinance.

These were just some of the initiatives and on-going services our dedicated staff were involved in during 2004 — a year in which we were able to consolidate and enhance our many and varied activities that touch on the lives of most Hong Kong people. And it sets the scene for what is shaping up to be an equally stimulating and, no doubt, challenging year ahead in

2005. Two major events planned for our museums in the coming year include the exhibition of over 45 internationally acclaimed masterpieces of the impressionist school from the National Collection of France, which will be held at the Hong Kong Museum of Art; and the display of more than 300 national treasures — mostly grade one relics — showing the artistic and cultural changes that occurred in China from 'Eastern Han to High Tang' at the Hong Kong Heritage Museum.

On the sports front, the Sports Commission will be established and the Hong Kong Sports Institute reconstituted to pursue a new vision for sports development in Hong Kong. We are aiming to bring in more major international sports events during the year; and develop a strategy through which the sports community can engage business partners in organising and promoting such events. Preparations are also being made for the 2005 East Asia Games in Macau and the 10th National Games in Nanjing. These, together with the significant cultural and performing arts events planned, will help us implement the department's vision of providing quality leisure and cultural services appropriate to Hong Kong's development as a world-class city and events capital.



Anissa Wong
Director of Leisure and Cultural Services

Performance Pledges

Leisure Services

- We pledge to provide facilities to foster public participation in recreation and sports activities and to organise a wide range of programmes to enrich the quality of life.
- We will maintain hire charges and programme fees at a level affordable by the general public. Concessionary rates for senior citizens, full-time students, persons under the age of 14, and persons with a disability together with the minder will continue to be offered.
- We will provide, manage and maintain safe and high quality recreation and sports facilities for the general public.

Cultural Services

- We pledge to provide civic centre facilities, cultural and entertainment programmes, and to promote the development and appreciation of performing and visual arts.
- We pledge to provide a courteous and efficient service to all library users in meeting community needs for information, informal education and the profitable use of leisure.
- We help to preserve local cultural heritage and to promote appreciation for it by providing and developing museum and related services.
- We will focus our efforts to preserve and conserve antiquities and monuments and to promote heritage education to foster a sense of belonging for the people of Hong Kong.

Vision, Mission, Values

The **Vision** sets out the goals which our staff should be working to achieve.

The **Mission** lays down clearly the actions required to turn the vision into reality.

The **Values** outline the behaviour and performance required of staff and highlight the culture which we wish to nurture.

Our **Vision** is to provide quality leisure and cultural services commensurate with Hong Kong's development as a world-class city and events capital.

Our **Mission** is to:

- enrich the community's life by providing quality leisure and cultural services;
- promote excellence and professionalism in leisure pursuits and cultural services;
- work closely with sports, cultural and community organisations to enhance the development of sports and the arts in Hong Kong;
- preserve our cultural heritage;
- beautify the environment through the planting of trees, shrubs and flowers;
- achieve a high level of customer satisfaction; and
- build a highly motivated and committed workforce.

Our **Values** are:

- **Customer focus**

We will continue to respond to customers' needs and pledge to provide services in a courteous, user-friendly manner.

- **Quality**

We pledge to deliver high-quality services in a cost-effective manner.

- **Creativity**

We will continue to encourage diversity and to value new and original ideas.

- **Professionalism**

We will uphold the highest standards of professionalism and ethics while maintaining a high level of competency.

- **Result-oriented**

Our focus at all times will be to achieve the best results possible.

- **Cost-effectiveness**

We are committed to reaching our goals in an efficient and cost-effective manner.

- **Continuous improvement**

We will seek to continually improve our services and to respond proactively in meeting the changing needs of the community.

Leisure Services

The Leisure Services Branch manages and develops recreational and sports facilities throughout Hong Kong and provides a wide range of leisure activities for the community to enjoy a healthy lifestyle. It also promotes nature conservation and the greening of Hong Kong through the planting of trees and shrubs in public parks and recreational areas.



Sailing is becoming an increasingly popular sport at LCSD water sports centres.

Sports facilities and other amenities in all 18 districts comprise: 41 gazetted beaches, 36 swimming pools, two outdoor stadia (Hong Kong Stadium and Mong Kok Stadium), 52 natural turf soccer pitches, 16 artificial turf soccer pitches, two hockey pitches, two rugby pitches, 85 sports centres, 321 squash courts, 24 sports grounds, 270 tennis courts, four golf driving ranges, four water sports centres, four holiday camps, 22 major parks, 640 children's playgrounds and 225 hard-surfaced soccer pitches. These leisure facilities cover a total area of 2,126 hectares.



Getting in some practice at one of the four golf driving ranges managed by the LCSD.

Close liaison is maintained with District Councils so that we can respond to trends and demands for recreational facilities when planning new projects. The provision of recreational facilities in the private sector and in neighbouring districts is also taken into account.

Recreation and Sports Programmes

In promoting the concept of 'Sport for All' and encouraging people to participate in regular recreation and sports activities, the department organises a wide variety of training courses, recreational activities, sports programmes and competitions through the District Leisure Services Offices. Major events and territory-wide projects include the Corporate Games and the Masters Games. Target groups include senior citizens, people with disabilities and youths at risk.



'Sport for All' encourages people of all ages and abilities to participate in regular recreation and sports activities.

In 2004, the department organised 28,485 community recreation and sports activities for more than 1,656,000 participants of all ages and abilities, at a cost of about \$99 million.

Healthy Exercise for All Campaign

Enhancing public interest in sports activities and encouraging the public to pursue a healthy lifestyle through regular physical exercise is an on-going role for the LCSD. In conjunction with the Department of Health, the 'Healthy Exercise for All Campaign' was held during the year. Sports events organised in the 18 districts to promote the campaign's message included fitness programmes for overweight children, people with disabilities and senior citizens; various walking projects (the hiking scheme, quali-walk, and stair climbing); dance for health; rope skipping activities; and a series of sports and health roving exhibitions. Response to the campaign was encouraging, with some 75,000 people taking part in 1,400 activities.



Pursuing a healthy lifestyle — young and old enjoy one of the many delightful Hong Kong walks.

In helping to promote the campaign, 27 top athletes were appointed Healthy Exercise Ambassadors, while videotapes, VCDs, leaflets and booklets were produced to introduce the public to simple healthy exercises.

Age Group Competitions

Competitions were organised to provide more opportunities for people of similar ages and to sustain their interest in sport. The competitions included table-tennis, badminton and tennis. They covered five to eight age groups under two main divisions — youths and adults — and attracted more than 16,000 participants.

District Sports Teams Training Scheme

In a move to generate community interest in sport, the 18 districts each set up their own football, basketball, table-tennis and badminton teams with the support of the respective National Sports Associations (NSAs). More than 4,000 people enrolled in the district teams and took part in 299 training activities and inter-district competitions held throughout the year.



Heading for goal at an inter-district football competition.

Young Athletes Training Scheme

With the assistance of the NSAs, seven sports — badminton, table-tennis, football, basketball, swimming, squash and Judo — were selected for the Young Athletes Training Scheme (YATS).



Budding sports stars testing their skills as part of the Young Athletes Table Tennis Training Scheme.

The main objective of YATS is to enhance training for young people in the seven sports at district level in the hope that talented athletes will be identified and referred to the NSAs for further training. The best of the athletes will then be selected to join national youth squads to represent Hong Kong in international sporting events.

In 2004, some 624 activities were organised, attracting 18,700 youngsters, from which 152 talented athletes were referred to the NSAs for further training.

Sand Sculpture Exchange Programme

From May 1 to 4, two sand sculpture teams comprising 10 members were sent from Hong Kong to participate in the Higashiichiki Town Harbour Festival in Kagoshima, Japan.

On November 21, the Southern District Sand Sculpture Competition and Sand Sculpture Exchange Programme was held at Shek O Beach. Sand sculptors from Kagoshima were invited to demonstrate their extraordinary creativity and skills. The event attracted local participants in five divisions

— family, corporate, students, open and disabled. More than 1,000 spectators attended the highly entertaining programme.



Sand sculptors from Kagoshima, Japan, working on their creation, 'The Relaxing Doraemon in the Hot Spring'.

Corporate Games

The Corporate Games — one of the department's major promotional activities — are designed to help build an energetic and healthy community. They provide an opportunity for company employees to participate in sports competitions, encouraging them to exercise regularly and to improve their physique to cope with the challenge of work. The games also strengthen relationships between employers and employees.

The latest Corporate Games were held from October 2004 to January 2005, involving 14 competitive events at various recreational venues throughout Hong Kong. The games attracted more than 12,000 participants from 219 organisations.



Young athletes perform at the opening ceremony of the Corporate Games.



The spirit of competition is reflected in the face of this participant in the Corporate Games.

Masters Games

The Masters Games aim to inspire people aged 35 or over to maintain their physical and mental health through sport; and to offer competitors the opportunity to compete against people of a similar age to sustain their

interest in sporting activities. The 2004 Games covered 10 events with 3,500 people taking part.



The Masters Games provide a friendly competitive environment in a range of sports for people aged 35 or over.

School Sports Programme

Launched in 2001, the School Sports Programme (SSP) is organised in partnership with the NSAs and the Education and Manpower Bureau. Essentially, the programme aims to provide opportunities for youngsters to participate in more sports and to raise the standard of sports in primary, secondary and special schools.



A tense moment for netball players competing in the Easy Sport Programme.

Activities encompass the Sport Education Programme, the Easy Sport Programme, the Outreach Coaching Programme, the Sport Captain Programme, the Joint School Training Programme and the Sports Badges Award Scheme. In 2004, 29 NSAs joined the SSP and organised over 6,000 sports activities for more than 400,000 students.



Students learning wushu through the Outreach Coaching Programme.

Community Sports Club Project

Broadening the base of sports development in Hong Kong and improving the standard of sports at community level are the aims of the Community Sports Club (CSC) project. It promotes and strengthens the development of young people, encourages a lifelong participation in sports and attracts more volunteers.



Having fun, and learning the techniques of rugby.

Community Sports Clubs are provided with technical and financial support to organise sports development programmes. Seminars, training courses and workshops are also arranged to enhance the managerial and technical knowledge of members. A total of 26 NSAs and 205 CSCs have joined the project. In 2004, 847 CSC projects were organised with subsidies from the department, attracting 22,515 participants.



A traffic jam with a difference as these paddlers take to the water under one of the Community Sports Club projects.

Healthy Elderly Scheme

A Healthy Elderly Scheme was launched in 2003 to promote healthy living for people in this age group. The scheme provides free recreational and sports programmes at sports centres during non-peak hours on weekdays. More than 500 free programmes were organised for the elderly in 2004.

Carnival for Pets

Sharing experiences in keeping pets is the aim of the Carnival for Pets — Happy Dogs Happy Days, which was again organised by the department at the Kwai Chung Sports Ground Hard-surfaced Pitches from October 30 to 31. A Halloween theme was adopted for this year's carnival to create an extra festive atmosphere. Programmes included a demonstration by police dogs, pet-related talks, exhibitions and games. The local community economy was promoted through retail stalls selling pet products together with a special food corner. The two-day event was well received by pet lovers, with over 16,000 people and 1,500 dogs taking part.



'Happy Dogs Happy Days', was the well-chosen theme for the Carnival for Pets and pet lovers.



Dogs and their owners are dressed up for the carnival which fell on Halloween Day.

Sports Subvention Scheme

The Hong Kong Sports Development Board ceased its subvention functions to the NSAs from April 2004. The function was transferred to the LCSD, which has become the one-stop funding agent to disburse subventions to NSAs and sports associations for organising sports events, training programmes and competitions. During the year, the department provided subventions totalling \$136 million to 7,667 sports programmes for over 635,200 participants.

NSAs were given subsidies under the scheme to organise 88 international events held locally to provide more opportunities for spectators and enthusiasts to watch sports events at an international level, and to stimulate their interest in sports. The events included the Hong Kong International Dragon Boat Races, the 9th Asian Cities Gold Cup Taekwondo Tournament, the 19th Asian Rugby Football Tournament, the 13th Nanowater Super Kung Sheung Cup Basketball Invitation Championship, the 5th Asian Hong Kong Rowing Championships, the Grand Prix Volleyball Competition, the World Hong Kong Luminous Dragon Dance and Lion Dance Championships, the Asian Schools Football Championships and the visit to Hong Kong of the Athens Olympics gold medallists of the Chinese National Team.



Intense competition during the FIVB World Grand Prix.

The Sports Federation and Olympic Committee of Hong Kong, China, with LCSD's assistance, invited the Chinese National Team Athens Olympics gold medallists to visit Hong Kong and participated in an extravaganza and gave sports demonstrations featuring badminton, table tennis, diving and volleyball. More than 46,000 people turned out for the visit.



The perfect dive by a visiting Athens Olympics gold medallist from the Chinese National Team.

The NSAs also organised more than 270 local competitions for 126,400 participants. The competitions were designed to foster a sports culture among players and spectators. The major events with spectator appeal were the Adidas Streetball Challenge, the Nike Hong Kong Football Five, and the 16th Hong Kong Sports Climbing Championships.

Sports promotion schemes and training courses are important components of the subvented programmes. These sports development programmes in 2004 included regional squad training, school sports programmes and various training schemes such as the Hang Seng Table-tennis Academy-New Generation Table-tennis Training Course, the Bank of China (Hong Kong) Badminton (Award) Training Scheme, the McDonald Youth Football Scheme, the Nike Hong Kong Youth (Boys & Girls) Basketball Training

Scheme, the Youth Windsurfing Promotion Scheme, and the Youth Wushu Training Course.

East Asian Games 2009

In November 2003, Hong Kong won the right to host the 5th East Asian Games (EAG) to be held in 2009. To ensure the smooth and timely preparation and organisation of the Games, the 2009 EAG Planning Committee was established in June. The committee has wide representation with members drawn from the Sports Federation and Olympic Committee of Hong Kong, China (SF & OC), the sports sector, relevant government departments and related sectors in the community, including business, banking, tourism and airlines. The committee will plan and prepare for the event, enlist community support, develop publicity and marketing strategies, and advise on the venues and facilities.



Members of the 2009 East Asia Games Planning Committee after their first meeting in July.

For its part, the government will upgrade existing sports venues and facilities up to the required standards. New sports facilities in the public works programme, which will come on stream in the next few years, will also be used for events of the 2009 East Asian Games.

The LCSD will continue to work closely with the SF & OC to organise what will be the first ever multi-sports international games to be held in Hong Kong. The Games will enhance the local sports sector, educate the community on the value of sports and also consolidate Hong Kong's position as a major sports events capital.



The 2009 EAG Planning Committee visiting Macau where the 2005 Games will be held.

In 2005 and 2006, four competitions will be held to sustain the community's awareness of the Games and to appeal for public participation. The competitions will be for the Games' emblem, mascot, anthem and slogan. The various design competitions will be held in stages as a build up to the staging of the Games. We will also establish web site and exhibition gallery for the event to enhance public knowledge about the 2009 East Asian Games.

Sports Exchange and Co-operation Programmes

In an effort to raise the standard of sports in Hong Kong and the Mainland and to pursue academic exchange on sports and co-operation in the industry, further agreements have been signed between Hong Kong and the Mainland. These are in addition to the Hong Kong, Guangdong and Macau Sports Exchange and Co-operation Agreement signed on December 29, 2003. The new signings in 2004 are:

- (i) The Hong Kong and State Sports General Administration of China Sports Exchange and Co-operation Agreement (May 13).
- (ii) The Hong Kong and Shanghai Administration of Sports Exchange and Co-operation Programme Agreement (May 30).
- (iii) The Hong Kong and the General-office of Culture, Radio, TV, Publication and Sports of Hainan Province Sports Exchange and Co-operation Programme Memorandum (November 15).

The governments have set up a liaison group to plan and implement the joint programmes.





Mainland delegations and officials visit LCSD facilities to exchange views on the management of venues.

Initiatives and Improvements

Work Improvement Teams

By the end of December, 262 Work Improvement Teams (WITs) were set up in district leisure venues to implement self-initiated and departmental improvements.



Members of an adjudicating panel trying out facilities upgraded by a Work Improvement Team at participating venues.

In view of their success, the department will continue to support the teams at all major leisure venues, including sports centres, swimming pool complexes, beaches, parks and playgrounds.

Conversion of Under-Utilised Facilities

More than 100 squash courts have been opened up for use as activity rooms since August to improve the use of recreational and sports facilities. The public can book the courts for other popular activities such as table tennis, yoga, taekwondo, tai chi, and games for small groups. The department will continue to explore the flexible conversion of under-utilised sports facilities for other more gainful uses to meet local needs.



Squash courts are opened up for other activities to improve the use of recreational and sports facilities and to meet local needs.

Facilities for NSAs

The department provided 35 NSAs with National Squad Training Centres, which can be fully utilised for training athletes. The arrangement encourages the associations to use LCSD facilities and to make available more training opportunities for the national squads and athletes.

Free-Use Scheme

The free-use scheme aims to maximise the use of recreational facilities by allowing eligible organisations access to the main arena and activity rooms of all sports centres, squash courts, hockey pitches, outdoor bowling greens and obstacle golf courses, free of charge during non-peak hours. Eligible organisations include schools, NSAs, district sports associations and subvented non-governmental organisations.

LCSD Leisure Link

The computerised Leisure Link booking system was upgraded in December to meet increasing public demand and to provide a more efficient service. The system was introduced in March 2002 to enable the public to book leisure facilities in Hong Kong through the Internet, by telephone, or by visiting booking counters.

One-stop Service

A one-stop service has been fully implemented at 144 recreational venues since October 2003. The service enables the public to book facilities, register and pay charges for recreational programmes, and to obtain professional advice and assistance on facility usage and sports programming all at the one venue.



People can book facilities, register and pay charges for recreational programmes at the same time with the implementation of the new 'one-stop service'.

Technical Library

The Technical Library on Recreation and Sports, located on the 15th floor of the Leisure and Cultural Services Headquarters, serves as an information centre to keep staff abreast of the latest developments. Other interested parties, such as leisure managers, students, teachers and sportsmen and women are also welcome to use the library. At present, the Technical Library has a collection of some 1,500 books, magazines, periodicals, catalogues, research articles and reports. Suitable reference books will continue to be added to the collection.

Places of Amusement Licenses

The department has been the licensing authority for billiard establishments, public bowling-alleys and public skating rinks under the Places of Amusement Regulation (subsidiary legislation to the Public Health and Municipal Services Ordinance, Chapter 132) since January 1, 2000. This year, 85 billiard establishments, seven public bowling-alleys and four public skating rinks were licensed.



The LCSD is the licensing authority for Hong Kong's public skating rinks.

Beaches and Swimming Pools

Swimming is one of the most popular summer pastimes in Hong Kong. During the year, almost 22 million visits were made to beaches (12.43 million) and public swimming pools (9.81 million) managed by the LCSD. In promoting water sports safety, the department continued to co-organise a series of campaigns and activities in collaboration with the Hong Kong Life Saving Society.



Cooling off at the Tseung Kwan O Swimming Pool, one of the many pools managed by the LCSD.

Avenue of Stars

The Avenue of Stars (AOS) was officially opened on April 28 and immediately became a major draw-card for both local and international visitors. The avenue stretches for nearly half a kilometre along the Tsim Sha Tsui Promenade. The \$40-million-project was donated by New World Development Co. Ltd. (NWD). The main elements include a 6-metre tall sculpture of the Hong Kong Film Award, sculptures related to the film industry, the handprints of 100 honoured film stars, a mini performance stage, nine milestones depicting the history of Hong Kong's movie industry, various kiosks and mobile carts selling refreshments and souvenirs, and a giant LED screen featuring a 'welcome video'.



The 6-metre tall sculpture of the Hong Kong Film Award is a magnet for millions of visitors to the Avenue of Stars on the Kowloon waterfront.

Construction of the AOS began in June 2003 and was completed in April. Its management, maintenance and operation has been entrusted to NWD for 20 years at a nominal consideration of \$1. However, the overall management authority rests with the LCSD, which has set up a Management Committee to oversee the management, operation and performance of the avenue in a bid to promote it as a special tourist

attraction. The committee comprises representatives from the LCSD, NWD, the Hong Kong Tourism Board (HKTB), the Tourism Commission, the Architectural Services Department, the Yau Tsim Mong District Office and the Hong Kong Film Awards Association Limited (HKFAA). The concept was initiated by the HKTB, which is actively promoting the new attraction, with the HKFAA providing expert advice to enrich the 'star-studded' content.

By the end of December, the AOS had attracted over eight million visitors, with an average monthly attendance of about one million. In creating a festive atmosphere to attract visitors, the Avenue of Stars Management Ltd. organised numerous promotional events. Live band shows, musical performances and dances were held almost every evening, while special thematic promotional events were organised during festivals and public holidays, such as *Starry Wonders in a New World* during the Mid-autumn Festival, *Join the Halloween Party*, and a *Christmas Extravaganza*. Because of its prime location with magnificent harbour view, the avenue has become one of the most popular spots for viewing fireworks display and for Mainland visitors taking a stroll.

Hong Kong Stadium

Facilities at the Hong Kong Stadium are continually maintained and improved by the department through a series of works programmes. The pitch was kept in top class condition in 2004 for staging international events, receiving praise from both local and visiting athletes. The department plans to replace the public address system in 2005 to improve the stadium's acoustic quality, which will enable a wider variety of uses for the stadium. As a way of boosting usage, the LCSD is accepting bookings in a more flexible way and is also prepared to take bookings for non-sporting events, such as carnivals and charity shows.



The Hong Kong Stadium is an ideal venue for holding major events.

Some 34 events were held at the stadium during the year attracting an aggregate attendance of 336,000. Major events included the Hong Kong Rugby Sevens, the United Christian Medical Service Charity Challenge: Kitchee vs A.C. Milan and the 'extravaganza' involving the Athens Olympics gold medallists of the Mainland National Team.

Horticulture and Amenities

Zoological and Botanical Gardens

The LCSD manages more than 1,370 parks and gardens of various sizes. Among these, there are 22 major parks including the Hong Kong Zoological and Botanical Gardens (HKZBG).

Despite its urban environment, the HKZBG is a 5.6 hectare 'green lung' overlooking Central District, providing a viable conservation centre for 17 endangered species of mammal, bird and reptile. The bird collection is one of the most comprehensive in Asia, with over 450 birds of 160 species. More than 15 of these species have reared offspring. The mammal collection specialises in primates, with 65 exhibits representing 20 species.



American Flamingoes and Ring-tailed Lemurs are among the favourite 'stars' for visitors to the Hong Kong Zoological and Botanical Gardens.

Trees, shrubs, creepers and foliage of more than 750 plant species thrive in the gardens, while the medicinal plant collection established in 1987, and a greenhouse built in 1993, continue to generate particular interest. These facilities contain about 500 species of herbs, orchids, ferns, bromeliads, and carnivorous and indoor plants.

There are continuous programmes to upgrade the animal enclosure and facilities.

Zoological collections are also housed in Hong Kong Park, Kowloon Park, Tuen Mun Park and Yuen Long Park.

Tree Planting and Preservation

Implementation of the department's ambitious tree-planting programme continued with the planting of some 22,000 trees. Most were planted in the rainy season (March to October) to ensure establishment and growth of the plants. Seventy per cent of the trees were planted in the New Territories and the balance in urban areas, with some 18,700 trees planted along roadsides and 3,300 in parks and gardens.

In the past, trees were planted for functional purposes to provide shade, screening, soil protection and conservation, which formed a good basis for greening the environment. However, the emphasis of this year's programme was also aesthetic. About 17,600 flowering trees including Bauhinia, Delonix, Erythrina, Jacaranda, Lagerstroemia and Spathodea were planted to provide a greater visual impact and strong seasonal colours.







Flowering trees add a splash of colour to the environment.

The trees are regularly watered, pruned and given fertiliser to ensure healthy growth, while weeds are removed and pests controlled.

The increased tree cultivation has prompted the department to establish a computerised tree inventory system to enhance the management and maintenance of Hong Kong's great variety of trees. In fact, the department has drawn up a register of old and valuable trees on government land to strengthen its efforts in preserving and protecting the trees.

Zoological and Horticultural Education

The zoological and horticultural education programmes for school groups again proved very popular. Some 15,000 primary students from 598 schools participated in the zoological projects, and 11,800 students from 317 schools were involved in the horticultural programmes. Additionally, 19 conservation courses were held for 531 Girl Guides, while 21 horticultural courses organised for the public were attended by some 650 enthusiasts.



Educational programmes are a regular feature for students visiting Hong Kong Park and the Zoological and Botanical Gardens.

An exhibition at the Hong Kong Zoological and Botanical Gardens in November to promote butterfly watching in urban parks attracted 6,800 people of all ages. Roving exhibitions were also held at Hong Kong Park, Kowloon Park, Tuen Mun Park, Yuen Long Park and Tai Po Waterfront Park.

Outreach promotional programmes embracing 17 events, including horticultural talks and demonstrations, were introduced to schools and

voluntary agencies. All received encouraging feedback.

Horticultural and Landscape Services

As the LCSD is responsible for improving the urban environment and overall landscape, the latest horticultural and arboricultural information has been collated to update relevant policies and guidelines. The department also regularly reviews its practices to achieve high management and maintenance standards for community amenities.

As part of the greening of Hong Kong, the department closely monitors the implementation of master tree-planting plans in all districts. Emphasis is placed on preserving existing trees, nurturing new ones and carrying out tree plantings on development sites. During the year, more than 2,500 trees were successfully preserved.

The department is also responsible for vetting the landscaping of all new public works projects to ensure maximum planting and high quality landscape works are provided. During the year, improvements to the landscape were made on 31 hectares of existing LCSD venues and roadside amenities.



'Before' and 'after' a roadside beautification project.

Hong Kong Flower Show

The Hong Kong Flower Show, held at Victoria Park from March 5 to 14, was a resounding success, attracting a record attendance of over 555,000. The theme for this year's show was 'Pansy Fantasia'. Apart from over 60 species and cultivars of pansies and other exotic flowers and plants from all over the world, visitors were treated to magnificent floral art displays by horticultural groups from Hong Kong, the Mainland and overseas. In all, there was participation from over 180 horticultural organisations, private firms and government departments from the Mainland, Australia, Canada, Finland, France, Indonesia, Italy, Japan, Malaysia, the Netherlands, Norway, the Philippines, Singapore, South Africa, Thailand, the UK and the US.



Vivid floral displays convey imaginative images.



Aesthetic and practical values are reflected in this floral display.

In addition to major attractions such as landscape features, floral arrangements, potted plants and bonsai displays, the show also provided a wide range of educational and recreational fringe activities. These included horticultural talks, demonstrations of flower arranging, musical performances, cultural presentations, exhibits, drawing and photo competitions, plant-care workshops and guided visits to promote interest in horticulture and the greening of Hong Kong. The State Ministry of Construction also staged an exhibition of Chinese landscapes and scenic spots.



Young models perform in the 'fringe' activities of the Flower Show.

Green Hong Kong Campaign

In parallel with the department's extensive planting programme to improve the cityscape, a series of educational and community involvement programmes was launched to promote a green culture in society and in government departments. Over 2,450 greening activities were organised with 1,180,000 participants.

Under the education programme, the Greening School Subsidy Scheme provided 700 schools and kindergartens with cash subsidies to add more greenery to their campuses and to organise greening educational activities for their students with technical advice given by part-time instructors. About 330,000 students were each given a pot of seedlings to nurture at home or in school under a 'One Person, One Flower' scheme to gain a better understanding of growing plants and to develop an interest in the subject. A scheme was also launched for students from 40 schools to participate in maintaining plants in public parks and gardens.



Expressions of love and care are mirrored in the faces of the young and old under the 'One Person, One Flower' Scheme.

Under the community involvement programme, the Hong Kong International Orchid Show was held at Tai Po in January and a Lotus Show was held in Hong Kong Park in June. Both events were organised jointly with a local association and were well received by the public.

Over 1,000 Green Volunteers were recruited under the Green Volunteer Scheme in 18 districts to carry out simple horticultural maintenance in parks and to serve as stewards in greening promotion activities.



Volunteers playing their part in keeping Hong Kong green.

The Community Garden Programme was launched in early 2004 to encourage the public to participate in greening activities at the community level and to adopt such practices as part of daily life. It was also designed to arouse public awareness in greening and environmental protection through participating in gardening activities. Six community gardens were established in different districts during the year.



Dr Patrick Ho, Secretary for Home Affairs (right, front) and Ms Anissa Wong, Director of Leisure and Cultural Services (left, kneeling), launching the Community Garden Programme.



Harvest day for participants in the first gardening course under the Community Garden Programme.

The LCSD continued to join hands with District Councils and local communities to organise Community Planting Days. Some 28 events involving 32,000 participants were organised to plant over 100 trees and 62,000 shrubs.

Local Community Economy

As part of activities to help promote the local community economy, the department upgrades existing facilities in various districts to enhance their attraction to local visitors and tourists. The aim is to generate more business activities and create more jobs. Projects completed in 2004 included the provision of alfresco dining facilities at the Tai Po Waterfront Park and Chinese tea house, and arts and crafts stalls at the Kowloon Walled City Park. Projects in progress cover the construction of a footpath linking the five beaches in Tuen Mun, and exploring the feasibility of converting the Seaview Building at Repulse Bay Beach for hotel use.



The Chinese tea house and arts and crafts stalls at the Kowloon Walled City Park are part of the activities promoting the local community economy.

Major Recreation and Sports Events

Date

Jan 22 & 25

Mar 5 — 14

Event

Carlsberg Cup

Hong Kong Flower Show



A rainbow of colour at the Hong Kong Flower Show.

Mar 13

Grand Prize Presentation Ceremony of the District Sports Teams

Mar 26 — 28

Cathay Pacific / Credit Suisse First Boston Hong Kong Sevens

April 24

Easy Sports Competition — Grand Final

Jul 15 — Aug 30

Children Badminton Promotion Scheme



Young athletes practising at the Children Badminton Promotion Scheme.

Jul 16 — 18

Pacific Century Insurance FIVB World Grand Prix-Hong Kong

July 18

The United Christian Medical Service Charity Challenge: Kitchee vs Newcastle

Jul 18, 2004 — Jul 10, 2005 Youth Wushu Training Course 2004-05



Future wushu masters demonstrate their talents at the Youth Wushu Training Course.

Jul 19 — Oct 10
Jul 20 — 25
Jul 31 & Aug 1

McDonald's Youth Football Scheme
13th Nanowater Super Kung Sheung Cup
International Basketball Championship
Hong Kong International Dragon Boat Races



Paddles fly as the dragon boats head towards the finishing line.

Aug 21, 2004 — Feb 9, 2005

Masters Games 2004-05



Gateball masters in the Masters Games.

Sept 6 — 9

Visit to Hong Kong of the Athens Olympics gold medallists of the Chinese National Team



Athens Olympics gold medallists of the Chinese National Team meet fans at the Hong Kong Stadium.

Sept 11, 2004 — Mar 6, 2005

Squash Talent Foundation Programme 2004-05

Sept 24 — 25

Seminar for Instructors of School Sports Programme

Oct 3, 2004 — Jan 16, 2005

Corporate Games 2004-05

Oct 9

Commission Ceremony for Sports Captains



Sports Ambassadors of the School Sports Programme help promote the development of sports through voluntary work.

Oct 9

Water Sports Carnival



Students work out on rowing machines at a carnival organised to stimulate interest in water sports.

Oct 30 — 31

Carnival for Pets — Happy Dogs Happy Days



The scene is set for the Carnival for Pets — Happy Dogs Happy Days, which coincided with Halloween Day.

Nov 15

The Hong Kong and General-office of Culture,
Radio, TV, Publication and Sports of Hainan
Province Sports Exchange and Co-operation
Memorandum Signing Ceremony
Sand Sculpture Exchange Programme

Nov 21



Sculptors demonstrate their techniques, creativity and team spirit at the Sand Sculpture Exchange Programme.

Dec 2 — 5

Omega Hong Kong Open (Golf)

Cultural Services

Hong Kong has one of the liveliest cultural scenes in Asia — a regional centre of the arts that thrives on a fusion of the creative talents from East and West. The Cultural Services Branch plans and manages performance venues, and provides and presents cultural and entertainment programmes to promote arts and culture in Hong Kong. It also provides public library services to meet the community's need for information, informal education and the profitable use of leisure, and to promote the literary arts in Hong Kong. Helping to preserve Hong Kong's cultural heritage and promoting an awareness of this through the provision and development of museums and related services also forms part of the branch's work.



Performers from the East and West are invited to present cultural and entertainment programmes to the public.



The creative environment of the Toy Library at the Hong Kong Central Library is designed to encourage children to use libraries.

Through these services, the branch aims to create an environment that encourages artistic expression, and advances a deeper appreciation of culture in the community. This will help in the development of a more open and mature society which embraces arts and culture as part of everyday life.

For its compact size, Hong Kong has excellent facilities for staging a range of shows. The facilities comprise: 13 performance venues, six major museums, six smaller museums, a film archive, two indoor stadia and a network of 72 public libraries including nine mobile ones.

Performing Arts

The department continued to fulfil its commitment of shaping Hong Kong as Asia's World City, developing the performing arts, cultivating creativity, and sustaining life-long interest in the arts amongst the community. A rich, diverse and innovative programme featuring internationally renowned and local artists was presented during the year. This ranged from the New Vision Arts Festival and traditional festival events for mass participation to audience-building activities at community and school levels. The department also provides quality cultural performance facilities, including the Hong Kong Cultural Centre, as a vibrant place to facilitate cultural tourism.

Hong Kong Cultural Centre

Situated on the Tsim Sha Tsui waterfront, the Hong Kong Cultural Centre is the home of the Hong Kong Philharmonic Orchestra and a regular rehearsal base for the Hong Kong Ballet and the Hong Kong Sinfonietta.

Catering for a wide range and variety of performing activities, the centre comprises a 2,019-seat Concert Hall, 1,734-seat Grand Theatre and a versatile Studio Theatre with a capacity of 300 to 500. Some 800 performances were staged in 2004 attracting more than 750,000 patrons. Major highlights in the year included four large-scale festivals — the Hong Kong Arts Festival, the Hong Kong International Film Festival, the International Arts Carnival and the New Vision Arts Festival, as well as a three-month run of the musical *Mamma Mia!*. Other memorable performances included Komische Oper Berlin, the Zurich Ballet, Compania Nacional de Danza, the London Symphony Orchestra, and soloists Mikhail Pletnev, Jane Birkin, Lang Lang, Andre Watts, Vladimir Spivakov and Kathryn Stott.



Memorable performances by the Zurich Ballet (above) and Komische Oper Berlin (below) were highlights of the season at the Hong Kong Cultural Centre.

The outdoor piazza is an equally popular spot for spectacular functions. The Year of the Monkey was celebrated with the first International Chinese New Year Night Parade featuring illuminated floats. Aerial dancers and giant puppets hosted the outdoor party for the Hong Kong Arts Festival. *Aqua Fantasia* turned the piazza fountain into a multi-media stage featuring the best of Hong Kong's tourist attractions.

Regular meetings are organised with the centre's patrons and hirers to gauge their views as part of the department's on-going commitment to provide quality services. In meetings with patrons in 2004, encouraging feedback reflected high satisfaction with the venue's environment, hygienic conditions and frontline services in ushering, ticketing and public enquiries.

Hong Kong City Hall

Opened in March 1962, the Hong Kong City Hall is the first multi-purpose cultural centre built for the Hong Kong community. It has hosted over 10,000 outstanding local and overseas arts groups and maintains an important link to the international arts scene, contributing to the convergence of the cultures of the East and West.



Hong Kong's first multi-purpose cultural centre — the City Hall — still attracts world-class acts.

The City Hall houses a 1,434-seat Concert Hall, a 463-seat Theatre, a 111-seat Recital Hall, a 590 square-metre Exhibition Hall and a 260 square-metre Exhibition Gallery. The Concert Hall is suitable for various musical events as well as other performing arts activities, such as dance, drama and Chinese opera, while the Theatre is ideal for staging medium-scale productions and film screenings. Highlights of the year included the Hu Opera Theatre of Shanghai, a piano recital by Simon Trpceski, a jazz concert by Toots Thielemans and Kenny Werner, a guitar recital by Manuel Barrueco, Musicarama 2004 and the New Vision Arts Festival. Some 600 performances were held during the year, attracting 309,400 patrons.

Significant improvements were made to the City Hall in 2004 to enhance its services to the public. More comfortable seating was installed in the Recital Hall; the Exhibition Hall was refurbished with state-of-the-art display panels, as well as new lighting, audio and projection equipment; and renovations to the Concert Hall saw new seating installed and a complete upgrading of backstage facilities.

Community Arts Facilities

A range of facilities for the arts is provided throughout Hong Kong and serve as a focal point for cultural activities in the community. The facilities include larger venues like the Sha Tin, Tsuen Wan and Tuen Mun Town Halls, the Kwai Tsing, Yuen Long and Ko Shan Theatres, and smaller venues such as the Sai Wan Ho, Sheung Wan, Ngau Chi Wan and Tai Po Civic Centres and the North District Town Hall. Major refurbishment projects were carried out at the Tsuen Wan Town Hall and the Sheung Wan Civic Centre to revitalise their image and give them a new and contemporary look.

To promote and encourage arts at the grassroots level, district arts bodies organising cultural activities for the local community can enjoy free use of these facilities through venue sponsorship. In 2004, 84 community arts groups were offered sponsorship for a total of 540 activities serving 133,200 people. Various independent organisations also frequently hire the ancillary facilities to organise arts-related activities.

Programme Partnership Scheme

The Programme Partnership Scheme was first launched in 2002-03 as an initiative to involve non-profit making arts organisations in organising programmes at LCSD performing arts facilities. Under the scheme, proposals were invited from the arts community for creative use of selected facilities over a period of time. An arts partnership is forged between the venue management and the local arts groups, creating well-conceived performing arts activities. These help to reinforce the image of the performing arts facilities and allow tailor-made arts education programmes to be offered to local communities.

The successful launch of the scheme in 2002-03, involving the North District Town Hall and Yuen Long Theatre, was followed up in 2004 with Ngau Chi Wan Civic Centre partnering with the Wan Chai Theatre. Activities including drama, dance and music performances, workshops, and arts classes were organised. A total of 49 performances and 25 workshops and classes were arranged with an attendance of over 7,000.



The stage drama, *Oldsters On Fire*, kept audiences entertained as part of the Programme Partnership Scheme between the Ngau Chi Wan Civic Centre and the Wan Chai Theatre.

The scheme will continue in 2005 at the Yuen Long Theatre, the Tuen Mun Town Hall, the North District Town Hall and the Ngau Chi Wan Civic Centre.

Cultural Presentations

The Cultural Presentations Section offers music, dance, Chinese opera, theatre and multi-media performing arts programmes throughout the year. These range from the traditional to the cutting edge and offer Hong Kong audiences with the best of local artists and international stars. In 2004, 1,951 performances were presented, attracting a total audience of 710,662.

Programmes were grouped thematically to enhance interest in the performances. In 2004, these included the Encore Series featuring renowned musicians, other series cover the Ancient Vernacular Music, the Art Choral music, the Jazz Up Series, the City Hall Concert Hall Music Rendezvous, the family programme Cheers and Christmas series.

Top musicians from around the world were presented, including the Budapest Festival Orchestra with Ivan Fischer, cellist Yo-Yo Ma, pianist Arcadi Volodos, Monteverdi Choir and the English Baroque Soloists with Sir John Eliot Gardiner, Count Basie Orchestra and jazz pianist Herbie Hancock, saxophonist Wayne Shorter, bassist Dave Holland and drummer Brian Blade and from the Mainland, the Shanghai Symphony Orchestra with Chen Xieyang. Two commissioned productions of the French opera *Faust* and Italian opera *La Traviata* were successfully staged during the year. There were also high quality concerts by established local groups including the Hong Kong Sinfonietta.



The Budapest Festival Orchestra gave classical music lovers two stunning performances in June.

Exciting dance programmes featured the legendary Merce Cunningham Dance Company (USA), Cullberg Ballet (Sweden), Eifman Ballet (Russia), Inbal Pinto Dance Company (Israel), the Ukrainian Shumka Dance Company of Canada, and *The Four Elements* (Spain). Renowned groups from the Mainland included the National Ballet of China, the Xinjiang Song and Dance Troupe and the Yunnan Province Song and Dance Theatre. In addition, there were high quality performances by established local groups such as the Hong Kong Ballet and City Contemporary Dance Company.



The Four Elements, award-winning flamenco dancers from Spain, in action in Hong Kong.

Theatre highlights included the Russian *Hamlet* directed by Peter Stein, *Othello* by the theatre company Cheek by Jowl (UK) and the legendary Eugenio Barba with Odin Teatret (Denmark). Among the local productions were the well-received *Of Minds and No-mind* co-produced by the Theatre Ensemble and Prospects Theatre Company, Hong Kong Federation of Drama Societies' *Inherit the Wind*, and new works by the Chung Ying Theatre Company, Zuni Icosahedron and over 15 other local theatre companies.



A scene from *Othello* by UK theatre company Cheek by Jowl.



Local
production
*Inherit the
Wind* by the
Hong Kong
Federation of
Drama
Societies.

On the multi-arts front, projects on offer included Lung Heung Wing and Chin Kwok Wai's multi-media percussion theatre, Michael Nyman Band (UK), a Chinese poetry recital concert, the Solo Soul Series featuring Wong Bik Wan's multi-media theatre and Canada's Dulcinea Langfelder & Co. Puppetry performances of different styles were featured, including the China Puppet Art Troupe, the Hunan Shadow and Rod Puppet Art Troupe, Theatre Hikosen (Japan) and the Jim Gamble Puppet Troupe (USA). Family entertainment programmes such as The Spencers (USA) and Shenyang Acrobatic Troupe of China were scheduled around Easter and Christmas.



Japan's Theatre Hikosen with its stunning puppetry performance of *Peter Pan*.



Theatre of Illusion, a large-scale and high-tech magic show presented by the Spencers from the United States.

Major Chinese opera programmes presented were the Mao Weitao and the Zhejiang Little Hundred-Flower Yue Opera Troupe, Yu Kuizhi and the China Peking Opera Troupe, as well as a revitalised *The Peony Pavilion* from the Suzhou Kunqu Opera Theatre of Jiangsu which featured a young cast steered by famous writer Pai Hsien-yung in collaboration with creative talents from the Mainland, Taiwan and Hong Kong. In November and

December, the activities launched under the title Bravo! A Cantonese Opera Fiesta centred around the Cantonese Opera Day 2004. The Fiesta was designed to further popularise Cantonese opera and presented side by side with the Showcase of Masterpieces by Foremost Playwrights.



The Peony Pavilion from the Suzhou Kunqu Opera Theatre of Jiangsu was part of the varied Chinese opera programme presented by the LCSD.

The department also co-operated programmes with Consulates-General from different countries and cultural organisations. The sponsored and jointly presented events helped foster cultural exchange and understanding and further affirmed Hong Kong as Asia's world city.

Festivals

International Arts Carnival 2004

The six-week International Arts Carnival, which traditionally opens in mid-July, provides cultural events and entertainment for children, teenagers and families during the summer vacation. It introduces performances of diversified cultures and art forms of different countries to family audiences, and serves as a platform for local artists and groups. In addition to stage performances, outreach teams are lined up to promote arts activities at schools, foyers of civic centres and shopping arcades. Apart from the Graphic Design Competition open to all schools, intensive arts workshops, day camps and summer fun carnivals are also arranged.



Family audiences get great joy from the *Summer Fun Party* of the International Arts Carnival.

The 2004 Carnival opened with *The Dreamscape — the Secret Garden of Guizhou* by the Zenyi Acrobatic Troupe and Guizhou Provincial Song and Dance Ensemble of China. Other highlights included *The Wizard of Oz* by Jumbo Kids Theatre, *Kung Fu Clan* by Chung Ying Theatre Company, *Swan Lake* by the Hong Kong Ballet Group, *Quilly Kirky Lair* by Theatre Ensemble, *Twinkle Twinkle Little Fish* by Windmill Performing Arts Company of Australia, *Slastic* by Clownic de Tricicle of Spain, *San Guo Zhi*

by Kageboushi Theatre Company of Japan and the Chengdu Puppet Arts Theatre Company of China.



San Guo Zhi, a collaboration between the Kageboushi Theatre Company of Japan and the Chengdu Puppet Arts Theatre Company of China, proves one of the highlights of the International Arts Carnival 2004.

A total of 20 local and eight overseas arts groups presented 395 events, attracting an attendance of 130,000. One-hundred-and-ten schools participated in the outreach activities. The carnival recorded an average attendance rate of 91% for its events.

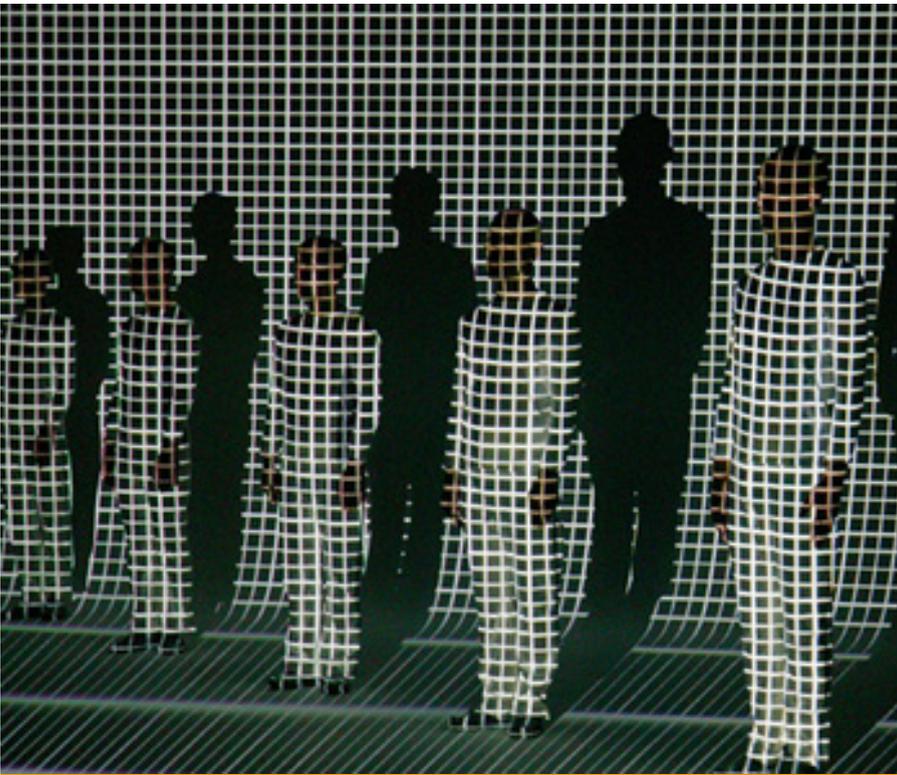
New Vision Arts Festival 2004

First introduced in 2002, the New Vision Arts Festival presents innovative and outstanding cross-cultural performances with an element of contemporary Asian arts.



Percussionist gives a foyer performance at the New Vision Arts Festival 2004.

The Festival of 2004 opened with a crossover concert jointly performed by Norwegian group Secret Garden and Mainland singers — Ding Fei Fei and Ding Wei. Other highlights included Tan Dun, who returned with his latest works — *The Map* and *Paper Concerto*; the U Theatre of Taiwan showing the award-winning piece — *Meeting with Vajrasattva*; and Edward Lam Dance Theatre's highly successful new work *The Great Entertainer*. Other highlights included *amplified* by Sal Vanilla of Japan; *Tamashy-Voices of the Heart* by Yamato: The drummers of Japan; *Lot • us* by Mui Cheuk-yin and Priscilla Leung; *Spiritual Girl* by Yeung Wai-mei; and *Il n'y a plus de firmament* co-produced by Theatre Vidy-Lausanne E.T.E. of Switzerland, Theatre de la Ville — Paris and Berliner Festwochen of Germany.



amplified, a compelling interplay of futuristic images, surreal music and vibrant movements by Sal Vanilla, an avant garde theatre group and all-male cast from Japan.

Free community and extension activities are organised as an important part of the festival. These range from outdoor performances, exhibitions, workshops and forums, performance tours to schools, and master classes at universities.

A total of eight local and 13 overseas artists groups presented 71 events in the festival and attracted over 50,000 people. The festival recorded an average attendance rate of 87%.

Arts Education and Audience-building Programmes

In an effort to cultivate the community's cultural literacy, the department has organised 853 arts education and audience-building activities within the community and at schools. In 2004, a total of 208,332 people participated in the schemes.

...in Schools

Various arts education programmes are organised at schools to encourage students to develop an interest in arts and to foster cultural literacy in their early years.

The department collaborates with local performing groups experienced in arts education to implement the School Arts Animateur Scheme. The scheme provides an in-depth introduction to different types of performing arts among students in schools. Students demonstrate their learning in a grand finale after completing the scheme. Six projects were offered in 2004.



Students in the School Drama Animateur Scheme demonstrating their skills at a finale performance.

The School Culture Day Scheme mobilises primary, secondary and special schools to bring students to performance venues, museums and libraries during school hours. Arts and cultural activities are especially arranged for them. The programmes provide opportunities for interactive learning, integrating arts, history and science into the student's learning process and everyday living. The scheme has been well received.

The above arts education activities are an integral part of the cultural programmes offered.

...in the Community

At the community level, the audience-building programmes include the Artist-in-Residence Scheme, the Community Cultural Ambassador Scheme and the District Cantonese Opera Parade.

The Artist-in-Residence Scheme provides opportunities for the community to gain an insight into the work of artists by participating in interesting educational activities conducted by artists during their residency at performance venues. Nine groups or artists joined this scheme in 2004, including the On & On Theatre Workshop, the Ming Ri Institute for Arts Education, the Class 7A Drama Group, the Hong Kong Drum Ensemble, Ng Hiu-hung, the Sunny Cantonese Opera Troupe, the Kam Yuk Tong Cantonese Opera Troupe, the Shu Ning Presentation Unit and the Spring-Time Experimental Theatre.

Outreach activities under the Community Cultural Ambassador Scheme make the arts more accessible to the community. Participating artists organise activities in public spaces such as parks, shopping malls, community centres and venues of voluntary agencies. Some of the projects offered in 2004, including Y-Space's *The Story of Island and Boat — Hong Kong*, Spring-Time Experimental Theatre's *Drama around Hong Kong* and Theatre Space's *A Dramatic Bus Journey Touring Hong Kong Heritage*, placed emphasis on exploring and showcasing a community's history and cultural heritage.



Taking the arts to the community in public spaces with outreach activities organised through the Community Cultural Ambassador Scheme.

The District Cantonese Opera Parade helps promote Cantonese opera in districts and offers public performance opportunities for budding Cantonese opera troupes and artists.

The department continues to implement the Cultural Services Volunteers Scheme encouraging people to make better use of their leisure time by providing voluntary work in promoting arts and culture. About 2,000 volunteers were recruited under the scheme.

Carnivals and Entertainment Programmes

In celebration of traditional festivals and major festive days in the year, nine large-scale carnivals are organised during the Mid-Autumn and Spring Lantern Festivals, around Christmas and on New Year's Eve. In 2004, the New Year's Eve Countdown Carnival held at Sha Tin Park and Sha Tin Town Hall attracted some 70,000 visitors. The big crowd was kept entertained by a diverse programme featuring Chinese acrobats, excerpts from Broadway musicals, a youth dance programme, percussion music, a family magic theatre, piano and jazz music, and cartoon characters who mingled with the people. The climax came with the Countdown which was followed by a spectacular lighting and pyrotechnic show.

The Mid-Autumn and Spring Lantern Festivals were marked by stunning lantern displays that captivated tourists and local visitors at various locations. The displays at the Hong Kong Cultural Centre and Kowloon Park, and a related exhibition on the making of Chinese lanterns at the Hong Kong Cultural Centre, promoted an appreciation of this traditional Chinese art.



Chinese lantern exhibition
Glowing Legend lights up the
Hong Kong Cultural Centre piazza.

To foster community involvement in entertainment programmes, 622 performances were presented to audiences of all ages, usually at weekends and during holidays, throughout Hong Kong. They comprised traditional Chinese performing arts, music, dance and family entertainment. A series of Asian Ethnic Cultural Programmes and a Christmas Capiz Shell Lantern Display was presented in collaboration with Consulate Generals of Thailand, Sri Lanka and the Philippines, these activities enhanced cultural exchanges between the Hong Kong community and the Thai, Sri Lankan and Filipino communities living in Hong Kong.

In 2004, the carnivals, special events and regular free entertainment organised by the department attracted a total attendance of 749,200.

Subvention to Arts Organisations

Through annual subventions, the department provides funding support to five independent non-profit-making arts organisations — the Hong Kong Chinese Orchestra, the Hong Kong Dance Company, the Hong Kong Repertory Theatre, the Hong Kong Philharmonic Society and the Hong Kong Arts Festival Society.

Conferences and Cultural Exchanges

Conferences

Arts managers of the department are sent to international conferences and festivals to keep abreast of developments in the arts, to foster exchanges with international counterparts and to scout quality overseas programmes for presentation in Hong Kong.



Departmental representatives attending the Hong Kong Kagoshima Conference to foster exchanges with their international counterparts.

Exchanges with the Mainland and Macau

Reciprocal visits were arranged between the department's key personnel and delegations from Mainland and Macau cultural bodies to enhance relationships, improve co-operation and extend networking. As part of this programme, the department arranged a two-week study visit in mid-2004 for arts administrators from the Shenzhen Municipal Bureau of Culture.

Also during the year, other cultural officials from the Mainland and Macau included visits to the Hong Kong Cultural Centre as part of their itinerary. Among the visitors were a 17-member official delegation from Shenzhen Municipal Bureau of Culture in February; a representative from the Macau

Cultural Centre in April; and three representatives from the Shanghai East Asia Sports & Recreation Centre in September.

Film and Video Programmes

The Film Programmes Office focuses on the promotion of film and video culture in Hong Kong. In 2004, the office organised a variety of film and video programmes, workshops and seminars, which were very well received. The programmes enabled local audiences to appreciate cinematic art from all corners of the globe, and to experience diversified cultural activities in Hong Kong.



The Film Programmes Office invites professionals in the field to share their experiences with film lovers.

Programme highlights included Hong Kong retrospectives on *Novel • Drama • Melodrama: Cantonese and Mandarin Classics of the 1950s and 60s*; *Cathay Classics Revisited*; *A Tribute to Sylvia Chang*; *Time and Tide: Changes in Hong Kong Cinema of the 70s*; *Treasures from Overseas: Films of Li Lihua* and *In Memory of Yam Kim-fai*. Thematic film programmes on a selection of subjects were also organised, such as *Early European Cinema — Italy, France and Germany*; *Appearance of Flower, Spirit of Jade — Shanghai Opera on Film*; *Repertory Cinema 2004*, featuring world classics by Lina Wertmuller, Andrei Tarkovsky and Mizoguchi Kenji; and the Western China Film Festival.

Special community and youth projects were presented to nurture young audiences in film and video appreciation and production. The projects included *Project V for the New Generation 2004: A Self-designed Video Journey*, and the International Children's Film Carnival. The office also joined hands with the Hong Kong Arts Centre and Videotage in organising the annual Hong Kong Independent Short Film and Video Awards, and the Microwave International Media Art Festival.

National film programmes, organised with various Consulates-General and cultural institutes, feature outstanding films and videos from many countries. In 2004, films from South Africa, Australia, the Czech Republic, France, Germany, the United Kingdom, Brazil and other Latin American countries were showcased. The collaborations allowed local audiences to enjoy hundreds of productions which might otherwise not have been seen in Hong Kong through commercial channels.

In support of major local film events, venue sponsorships are given to the annual Hong Kong International Film Festival and the Hong Kong Film Awards Presentation Ceremony.

Music Office

The Music Office promotes general music education in the community, especially for young people to develop an interest in and appreciation of music, and fosters music sharing between local youths and their counterparts from all over the world. Services provided in 2004 included an instrumental music training scheme for 4,700 trainees, 18 youth orchestras, bands and choirs for 1,430 members, short-term music interest courses for some 2,000 participants, and 424 music activities for around 200,000 people.

Other events organised included a music camp, youth music interflows and music exchange programmes with young musicians from the Mainland and overseas. For the first time, the 2004 Music Camp invited some 40 young musicians from Guangdong Province and Macau to participate and share their musical experience with the local campers. On an international level, the Hong Kong Youth Strings, one of the ensembles trained by the Music Office, was invited to Kagoshima in October for performances and music exchanges with young musicians in Japan.



Young musicians from Guangdong and Macau take part in the 2004 Music Camp with local musicians.



The Hong Kong Youth Strings was invited to perform in the Japanese city of Kagoshima in October.

Indoor Stadia

The 12,500-seat Hong Kong Coliseum and 3,600-seat Queen Elizabeth Stadium are two well designed and equipped multi-purpose indoor stadia for staging a range of activities from spectacular entertainment and cultural performances to international sports, celebratory events and conventions.

The Coliseum's flexible seating arrangements and excellent facilities are ideal for large-scale events. The year's highlights included concerts by the renowned Eagles from the USA and the popular Twelve Girls Band from the Mainland; and singers Law Tai Yau, Richie Jen and Jay Chou from Taiwan. Performances by local artists included Sandy Lam and Anthony Lun with the Hong Kong Philharmonic Orchestra, TWINS, Alan Tam, Hacken Lee, Miriam Yeung, Jade Kwan, Chow Kai Sang, Jordan Chan, Sally Yeh, Teresa Carpio, Christopher Wong, Jenny Tseng, Sam Hui, Sammi Cheng, Andy Lau, Aaron Kwok, Tat Ming Pair and Kelly Chen.

Other significant events were the volleyball tournament FIVB Grand Prix — Hong Kong, and the ice show *Pinocchio on Ice*. Major celebration events at the Coliseum included performances by the People's Liberation Army Song and Dance Troupe for the 7th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR) and a variety show celebrating the 55th Anniversary of the Founding of the People's Republic of China. Altogether, the Coliseum hosted 192 performances, which attracted a total audience of 1,719,500.



A variety show at the Hong Kong Coliseum celebrates the 55th Anniversary of the Founding of the People's Republic of China.

The Queen Elizabeth Stadium played host to a wide variety of events including the 13th Super Kung Sheung Cup International Basketball Invitation Championship; the Hong Kong Badminton Championship Final; Badminton and Table Tennis Demonstrations by the Athens Olympics gold medallists of the Mainland National Team; an acrobatic show, *Dreamscape – The Secret Game of Guizhou* as the opening programme of the International Arts Carnival; a joint performance *Hand-in-Hand: Children's Art Troupe Exchange Party* by the National Working Committee of Chinese Young Pioneers and local young artists; pop concerts by American singer David Gates; and local singers Albert Au, Donald Cheung and Chet Lam. A total of 263 performances were staged before a total audience of 402,900.

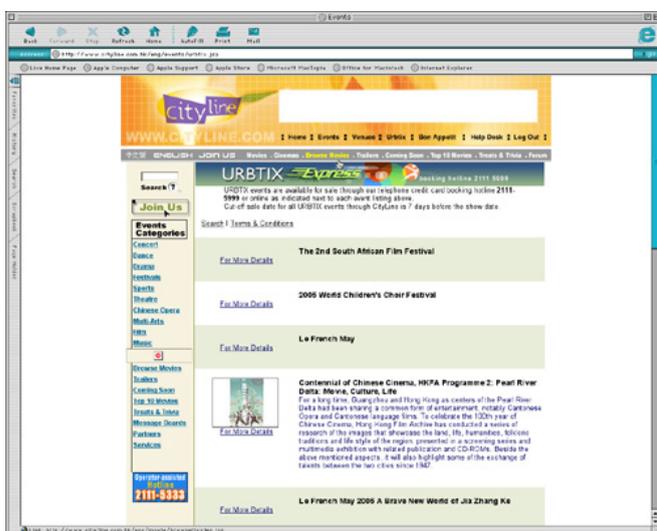


Athens Olympics gold medallists from the Chinese National Team demonstrate their table tennis prowess at the Queen Elizabeth Stadium.

Ticketing Office and URBTIX

Since its launch in 1984, URBTIX has become the most popular ticketing agent in Hong Kong, serving 42 regular venues with an aggregate seating capacity of over 90,000. At present, there are 32 URBTIX ticketing outlets throughout Hong Kong, of which 15 are housed in LCSD cultural venues.

URBTIX ticketing services include the standard bookings-over-the-counter, reservations by phone and ticket-pick-ups at outlets, credit card telephone bookings, Internet ticketing, group bookings and postal bookings for major festivals. In 2004, some 4.13 million tickets for 7,046 performances were issued, with a total sales volume of \$621 million.



In addition to counter and telephone booking services, URBTIX also provides Internet ticketing service.

The department continues to support a free and open market for ticketing services. It allows hirers of most LCSD venues the option of using either URBTIX or other ticketing systems available in the market to give programme promoters greater flexibility in the marketing of their events.

In a move to meet the rising needs of event presenters and patrons, and to achieve further improvements in ticketing services, the department launched an open tender in 2004 to engage a commercial contractor to

develop and provide a back-end ticketing system for URBTIX. The new system is expected to provide a host of more user-friendly features and benefits to users and patrons, including the provision of an around-the-clock fully-fledged Internet ticketing service, easy-to-read bilingual information displays at all URBTIX outlets to facilitate convenient seat-selection by the ticket purchasers over the counter, and expanded capacity to cater for new performance venues. The system is expected to be launched in mid-2006.

Public Libraries

The LCSD operates the Hong Kong Public Libraries system comprising 72 public libraries, including nine mobile libraries. It also manages the Books Registration Office. The public libraries system provides free library and information services to meet community needs for information, lifelong learning, research, informal education and the profitable use of leisure, and to promote reading and the literary arts.

The libraries have a comprehensive collection of 9.76 million books and 1.33 million items of multimedia materials catering for 3.14 million registered borrowers. In 2004, 62.16 million library items were borrowed and 4.02 million reference enquiries were handled by staff, representing an increase of 6.04% and 2.81%, respectively, over 2003.

Hong Kong Central Library

Since its opening in May 2001, the Hong Kong Central Library has developed into a major information and cultural centre in Hong Kong. Occupying a gross floor area of 33,800 square metres with a total stock of 1.99 million items, the 12-storey building provides a wide range of facilities. Special features include a Multimedia Information System, a Central Reference Library with six subject departments, an Arts Resource Centre, Hong Kong Literature Room, Basic Law Reference Collection Room, Map Library, Language Learning Centre, Young Adult Library and a Toy Library. There are also facilities for hire including a 1,500 square-metre Exhibition Gallery, a 293-seat Lecture Theatre, two Activity Rooms, a Music Practice Room and a number of Discussion Rooms.



Specialised reference services, including the Map Library, are provided at the Hong Kong Central Library.

In addition to regular cultural activities and subject talks, Hong Kong-wide events were organised during the year. The Distinguished Contemporary Chinese Scientists Seminar was held in October in collaboration with the China Association for Science and Technology, the Hong Kong Science Museum and the Beijing-Hong Kong Academic Exchange Centre. The seminar covered a series of talks on science and technology by renowned scholars and speakers in the field. It attracted an audience of over 1,000 and many others on the Internet through web-casting. Large-scale talks on CEPA and Hong Kong and Regional Development in China were held to promote understanding and awareness of the social and economic developments in Hong Kong and the Mainland. An exhibition on Hong Kong's Music Collection was presented to display materials collected through the Music Collection Campaign.



Treasures of Music — An Exhibition of Hong Kong Music Documents Collected provides a trip down memory lane for visitors to the Hong Kong Central Library.

Initiatives in Library Services

The public library system has made dedicated efforts to improve its services to the public through enrichment of library stock and reference and information services, use of information technology, promotion of reading habits in the community, and improving access to public library services.

Three new libraries were opened during the year. In April, a small library at Tung Chung was added to the public library network, significantly enhancing library services on Lantau Island. In December, the Tai Po Public Library, a sub-standard district library in leased premises, was relocated to new premises at the Tai Po Complex, and a new mobile library was also put into service in the same month. Preparations were in hand for the opening of a new district library at Ma On Shan in early April 2005.



Opened in April, the Tung Chung Public Library offers comprehensive services to residents and children on Lantau Island.



A new mobile library takes to the streets during the year.

The public libraries continued to promote and support lifelong learning in the community. The Library Cards for All School Children Scheme remained in place in collaboration with the Education and Manpower Bureau to encourage primary school students to use library services. Regular meetings were held with school librarians on the provision of library services to support the school curriculum. The provision of supporting

services in 16 public libraries to the Project Yi Jin education programme and course materials of the Open University of Hong Kong, has facilitated the pursuit of self-learning by many in the community. Plans were also under way to set up an Education Resource Centre at the Kowloon Public Library.

The Artwork on Loan Scheme jointly launched with the Hong Kong Arts Development Council, which allows each reader to borrow two pieces of artwork and institutions to borrow a maximum of five pieces for a loan period of 30 days from the Arts Resources Centre of the Central Library, proved to be popular and the scheme will be further expanded in the coming year.

Reference and Information Services

Reference and information services are provided at the Central Library and the five major libraries — City Hall, Kowloon, Sha Tin, Tsuen Wan and Tuen Mun. The Central Reference Library has a total collection of 910,000 items, providing comprehensive reference and information services through its six subject departments. It features an extensive collection of electronic material including CD-ROMs, on-line databases, electronic books, electronic journals and multimedia programmes, all of which are available for on-line access by the public. The library also holds the permanent collection of books deposited under the Books Registration Ordinance and the depository collections of nine international organisations. Specialised reference services are also provided at the Arts Resources Centre, the Hong Kong Literature Room and the Map Library of the Central Library.

In September, the Central Library launched the new Internet Reference Enquiry Service in collaboration with the Zhongshan Library, the Shenzhen Library, and the Macau Central Library. The new service enables readers in the respective regions to directly pose reference enquiries to the participating libraries with the easy click of a link provided on the web page of the library of their home region. This 'virtual' combination of professional resources represents an important step towards information and knowledge exchange in the Pearl River Delta.

The year also saw the opening of the Basic Law Library at the City Hall Public Library. Opened in December as a joint project with the Basic Law Institute, the Library combines the collection of over 5,000 items donated by the Institute with the Basic Law Reference Collection of some 3,600 items originally housed at the Central Library. The total collection covers a wide range of materials on the Basic Law, constitutional law, administrative law, human rights, and civil rights. Readers can use the collection to better understand the Basic Law of the HKSAR and to conduct research on these subjects.



The Basic Law Library provides a comprehensive reference for readers to better understand the law.

Digital Library and IT Initiatives

The Library Automation System of Hong Kong Public Libraries is one of the world's largest computerised library systems with both Chinese and English capabilities. It provides 24-hour Internet library services for on-line searching, reservation and renewal of library material. In 2004, 15.93 million items were renewed through the Internet and Telephone Renewal Services. With the growing popularity of on-line public library services, the Hong Kong Public Libraries home page (<http://www.hkpl.gov.hk>) was among the most popular web sites in Hong Kong.

The Hong Kong Public Libraries continued to expand the application of information technology to provide more convenient and efficient services to the public. Following the launch of the new smart ID cards in 2003, residents of Hong Kong were allowed the option of using their smart ID cards as library cards to borrow, renew and reserve library material. Continual growth in the number of readers opting for the service in 2004 resulted in a significant rise in the use of smart ID cards for library services. More computer terminals with Internet access were installed with e-Cert compatible smart card readers for public use to promote wider use of information technology and electronic services. In addition, the e-mail notification service introduced last year was warmly received. Over 60,000 readers had opted for the new service by the end of 2004 and over 147,000 e-mail notices were issued. To meet the increasing demand for information searches through the Internet, planning was under way to set up a pilot scheme for the installation of Internet Express Terminals in eight libraries in 2005. Plans were also in hand to install more self-charging terminals to further promote self-services in libraries.



Readers using self-charging terminals to borrow and renew publications.

The Multimedia Information System (MMIS), developed for the Hong Kong Central Library, opened up new realms of information retrieval by offering the public instant access to a wide variety of digital documents, and audio and video programmes on demand. The MMIS has received a number of

awards for the provision of outstanding digital library services. The system has been extended to 25 branch libraries and made available for Internet web browsing by the general public to further improve accessibility.



The Multimedia Information System, a user-friendly information retrieval service, provides digital documents and audio and video clips on demand at libraries and on the Internet.

Outreach Programmes

Outreach programmes form an integral part of library services. Regular programmes like story-telling sessions, book displays and exhibitions, thematic talks and seminars, group visits and community talks were organised throughout the year. In line with the digital library initiative, educational programmes on teaching the public to use the On-line Public Access Catalogue, on-line databases, CD-ROMs, MMIS and the Internet were also held regularly. The libraries organised a total of 16,967 library outreach programmes during the year.

A variety of reading programmes and reading-related activities were organised to promote reading and sustain reading habits and interest. A month-long reading promotion programme was organised during the summer holidays. The event included an exhibition of Classic Children's

Stories and a series of children's reading programmes, such as musical drama, competitions on drawing and dramatisation of stories, film shows, reading talks, story-telling sessions, and interactive workshops.



Young people are encouraged to become more involved in reading and other literary pursuits through activities in the Summer Reading Month.

The Teens' Reading Clubs were extended from the Hong Kong Central Library and the five major public libraries to 25 district libraries. Activities such as Meet-the-Author talks, were held to support the reading clubs, and these drew an enthusiastic response. Other major reading activities included the Reading Carnival and the Selection of Good Books Scheme for Secondary School Students, which was jointly-presented with the Hong Kong Professional Teachers' Union; and the Ten Recommended Good Books programme held jointly with Radio Television Hong Kong.

A number of special programmes and large-scale competitions were held to promote creative writing and to engender an appreciation and development of the literary arts. The 5th Hong Kong Literature Festival was organised in July in collaboration with the Hong Kong Arts Development Council, and offered an array of over 30 programmes including symposiums, interflows

and dialogues with authors and creators, a series of workshops, an exhibition on portraits of local authors, a literary camp, and competitions on dramatisation of literary works and postcard design. Other major activities included the Chinese Poetry Writing Competition, Competition on Story Writing in Chinese for Students, and the Award for Creative Writing in Chinese, jointly organised with the Hong Kong Arts Development Council. The winning entries in these competitions were published. So far, the public libraries have published 103 Chinese literary books.



Adopting the theme 'New Vision of Literature', the 5th Hong Kong Literature Festival explores the meaning and function of the new era in Hong Kong's literary arts.

To encourage the sharing of books and to support recycling, the Book Donation and Sale Campaign was held again in February. Some 160,000 books were sold, raising over \$810,000 for the Community Chest. A new event, The Old Stories of Our Districts, was held to arouse public awareness and interest in local history. It comprised 18 talks by distinguished personalities and celebrities in local communities and attracted a very good response.



The Book Donation and Sale Campaign was organised to encourage the sharing of books and to support recycling.

Cultural Exchange

The year saw the continued strengthening of co-operation with public libraries outside Hong Kong, particularly with those in the Greater Pearl River Delta region. Reciprocal visits were made with the libraries for professional exchanges and the development of joint services especially in the areas of cataloguing and reference services.



Readers in the Greater Pearl River Delta region can enjoy cataloguing and reference services provided by the Hong Kong Public Libraries.

Books Registration Office

The main functions of the Books Registration Office are to help preserve Hong Kong's literary heritage through the registration of local publications and to monitor the use of the International Standard Book Number (ISBN) system. A Catalogue of Books Printed in Hong Kong is published quarterly by the Books Registration Office in the Government Gazette, which can be accessed through the Internet. In 2004, the office registered 13,885 books, 14,630 periodicals and 709 new publisher prefixes conforming to the ISBN.

Museums

The six major museums managed by the LCSD are the Hong Kong Museum of Art, the Hong Kong Museum of History, the Hong Kong Museum of Coastal Defence, the Hong Kong Science Museum, the Hong Kong Space Museum and the Hong Kong Heritage Museum. In the interests of study, education and enjoyment, the museums acquire, conserve, research, exhibit and communicate material evidence of people and their environment.

The department also manages the Hong Kong Film Archive and six smaller museums — the Flagstaff House Museum of Tea Ware, the Lei Cheng Uk Han Tomb Museum, the Law Uk Folk Museum, the Sheung Yiu Folk Museum, the Sam Tung Uk Museum and the Hong Kong Railway Museum.

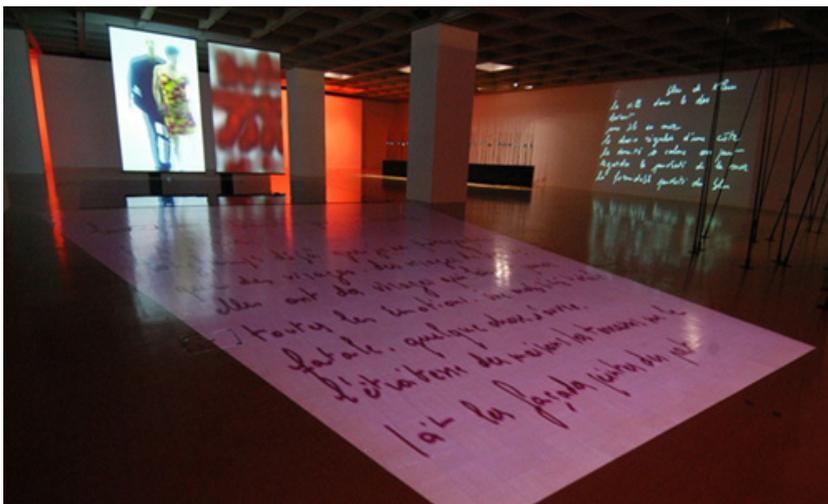


The history of local rail transportation captures the attention of visitors at the open-air Hong Kong Railway Museum.

Hong Kong Museum of Art

The Hong Kong Museum of Art aims to stimulate the public's interest in art through the presentation of a wide range of exhibitions and educational

programmes. In 2004, the museum staged 20 exhibitions, comprising 12 special and eight permanent exhibitions drawn from local and overseas sources. The works exhibited included avant-garde digital art, Vietnamese paintings, Chinese paintings and calligraphy, antique Chinese treasures and paintings by local artists. Two digital art exhibitions: *Topologies of the Instant – Digital Installation of N+N Corsino* and *Parallel Time – Multimedia Art Exhibition*, provided new angles for audiences to understand the development of contemporary art. *Vietnam Behind the Lines: Images from the War 1965-75*, a joint presentation with the British Museum, displayed the most visible faces of Vietnamese art to local audiences. *Liu Guosong – A Universe of His Own* and *Huang Yongyu at 80: An Art Exhibition*, featured distinctive works of the two internationally renowned artists, who opened up new horizons in Chinese ink painting. *Legacy of the Lingnan School Master – Homage to Yang Shen-sum* and *A Walk on the Path of Art – Donation of the Painting and Calligraphy by Lin Jiantong*, were presented to celebrate the works of veteran Hong Kong masters.



Contrasts in art forms are dramatically depicted in *Topologies of the Instant – Digital Installation of N+N Corsino* (above) and *Huang Yongyu at 80: An Art Exhibition* (below) – two of the 20 exhibitions staged at the Hong Kong Museum of Art.

In collaboration with the Hong Kong Airport Authority, the museum and the Heritage Museum completed the display of art works from their collections at the Hong Kong International Airport. The museum also received a number of significant donations, including 75 ink paintings, calligraphies and research material from the family of the late artist, Lin Jiantong and four ink painting masterpieces from internationally acclaimed Liu Guosong.

The Hong Kong Museum of Art also took an active part in various major art extension programmes in 2004, such as the International Museum Day, the School Culture Day, the International Arts Carnival and the 2nd Asia-Pacific Art Education Conference. This participation was aimed at realising the museum's educational functions and mission to members of the public. The exhibitions, together with various educational and extension programmes, attracted over 270,000 visitors and participants.

Flagstaff House Museum of Tea Ware

Situated in Hong Kong Park, the Flagstaff House Museum of Tea Ware is a branch museum of the Hong Kong Museum of Art devoted to the display of Chinese tea ware and the promotion of tea culture.

As part of the museum's mission is to foster the culture of tea drinking and to enhance creativity in the art of pottery tea ware, a competition was organised inviting Hong Kong potters to design ceramic tea drinking vessels. The exhibitions, together with the education and extension activities, attracted more than 206,000 visitors during the year.



Creative works by local potters in a competition featured at the Flagstaff House Museum of Tea Ware.

Hong Kong Museum of History

In addition to *The Hong Kong Story* permanent exhibition, the Museum of History jointly presented a number of thematic exhibitions with museums and cultural institutions from the Mainland in 2004. They included *Boundless Learning: Foreign-educated Students of Modern China*, *Treasures of the Chengde Summer Palace*, and *Hunting and Rituals: Treasures from the Ancient Dian Kingdom of Yunnan*. Hong Kong's debut

travelling exhibition to the Mainland, *Bits of Old Hong Kong*, was held at the National Museum of China in Beijing where it attracted 113,200 visitors. The joint ventures broadened the public's cultural horizons and facilitated cultural exchange between Hong Kong and the Mainland. The museum also jointly staged, with a local private collector of Greek coins, *History Re-stored: Ancient Greek Coins from the Zhuyuetang Collection* to give the public an insight into ancient Greek civilisation. During the year, the museum attracted 658,000 visitors.



The imperial life of the Qing dynasty is introduced in *Treasures of the Chengde Summer Palace* exhibition.



A bronze relic from the *Hunting and Rituals: Treasures from the Ancient Dian Kingdom of Yunnan* exhibition at the Hong Kong Museum of History.

In early 2004, the government acquired the Kom Tong Hall in Castle Road, Central, with the aim of converting the historic premises into the proposed Dr Sun Yat-sen Museum. The Museum of History undertook the preparatory work and launched the *Collection Campaign Related to Dr Sun Yat-sen and the 1911 Revolution*.



The historic Kom Tong Hall in Central is to be turned into a museum to honour the life and times of Dr Sun Yat-sen.

In an effort to promote public interest in the history and heritage of Hong Kong, the museum continued organising various educational activities and extension services, including guided tours, lectures, seminars, workshops, field trips, video shows, School Culture Day programmes, briefing programmes for in-service teachers, travelling exhibitions and school competitions. The museum and the Education and Manpower Bureau also jointly organised a training course for gifted secondary school students during the summer. This concluded with the reports being uploaded on the museum's website for public viewing.

Other than the Museum of Coastal Defence, the Museum of History also manages two more branch museums — the Lei Cheng Uk Han Tomb Museum in Sham Shui Po and the Law Uk Folk Museum in Chai Wan. These two museums attracted 43,900 and 36,900 visitors respectively.

Hong Kong Museum of Coastal Defence

Converted from the old Lei Yue Mun Fort in Shau Kei Wan, the Museum of Coastal Defence has three main areas — the Reception Building, the Redoubt and the Historical Trail. Its permanent exhibition, *600 Years of Hong Kong's Coastal Defence*, depicts the history of Hong Kong's coastal

defence from the Ming and Qing dynasties, the British period, the Japanese invasion to the period after Hong Kong's reversion to Chinese sovereignty. Visitors can also explore the military relics in the Redoubt and on the Historical Trail, such as the gun batteries, torpedo station, caponiers and magazines.

Four thematic exhibitions were held during the year — *Archery Traditions of Asia*, *Hong Kong Port Development* (jointly presented with the Civil Engineering Department), *The East River Column and the Hong Kong-Kowloon Independent Brigade* (jointly presented with the Museum of the Peasant Movement Institute) and *Serving Hong Kong: The Hong Kong Volunteers* (jointly presented with the RHKR The Volunteers Association).



The bow and arrow make a fearsome weapon in the *Archery Traditions of Asia* exhibition at the Hong Kong Museum of Coastal Defence.

The museum organised a rich variety of educational activities, including guided tours to the galleries and the Historical Trail, lectures on specific topics, family workshops, demonstrations, drill and military music performances and field trips to stimulate interest in the military history and coastal defence of Hong Kong. The exhibitions and educational activities attracted 182,300 visitors during the year.

Hong Kong Science Museum

Throughout the year, the Hong Kong Science Museum presented thematic exhibitions and a wide variety of programmes. Following on the successful *Exhibition on China's First Manned Space Mission*, a small exhibition titled *China's First Manned Space Mission Exhibition II — Gifts for Hong Kong* was presented from December 2003 to March 2004. It showcased presents from the space mission delegation, including the working and training suit donated by astronaut Yang Liwei and two large satellite images covering Hong Kong and the Pearl River Delta. The exhibition also featured memorabilia produced for the aerospace exhibitions held in the museum in 2000 and 2003. Some 88,600 people attended the event.

Planetary Landscapes: Sculpting the Solar System, produced by the Chabot Space and Science Centre in Oakland, California, was a unique blend of art and science designed to inspire observation, exploration and inquiry. Artist Ned Kahn employed his scientific and technological skills to create 11 interactive kinetic sculptures. The sculptures and photographs invited visitors to investigate natural phenomena and the interplay between chaos and order that continue to shape the planetary landscape of the Solar System. The exhibition, from January to May 2004, attracted 78,300 visitors.



Planetary Landscapes: Sculpting the Solar System at the Hong Kong Science Museum provides a thought-provoking moment for young visitors to the exhibition.

Since the 2001 premiere of the *Ancient Chinese Astronomy* exhibition at the Hong Kong Science Museum, the exhibition's elegant artefacts have been on display in the *Dragon Skies* exhibition at the Chabot Space & Science Centre in the US. Shown with these precious historical relics are scale models of the Armillary Sphere, the Ecliptic Armillary Sphere and the Celestial Globe, and computer interactive exhibits produced by the Hong Kong Science Museum. The exhibition is part of the exchange programme between the Science Museum and the Chabot Space & Science Centre that aims to bring quality exhibitions to their audiences through effective sharing of resources. The *Planetary Landscapes* exhibition was brought to Hong Kong in early 2004 under this programme. The *Dragon Skies* presentation will continue to tour several museums in the US until April 2007.

The long-term preservation of the human body through the relatively new technique known as plastination was the subject of the *Body Parts* exhibition from August to December. The technique has made a valuable contribution to the learning and teaching of anatomy. The exhibition

featured over 100 plastinated human parts, as well as dye-injection and immersed specimens, to shed light on the elaborate, yet fragile, systems of the body.



The *Body Parts* exhibition at the Hong Kong Science Museum invites visitors to learn about anatomy and health by viewing human body parts preserved through plastination method.

With the aim of promoting the scientific research projects of local universities and disseminating knowledge on new technology, the museum's Science News Corner staged four exhibitions — *Extremes of the Universe*, *Photocatalytic Technology for Air and Water Purification*, *Climate and Sea Level Changes in Hong Kong during the Past 500,000 Years* and *Virtual Aquarium*. The exhibitions, jointly developed by academics and museum professionals, were the result of a successful collaboration between universities and the museum to bring science to the people.

Highlighting the key message of 'learning science is fun', the Summer Science Week in August featured 80 activities including games, a 'science alive' exhibition, guided tours, experiment classes, workshops, family activities, and popular science lectures. In mid-October, the Science Museum, the Hong Kong Central Library, the China Association for Science & Technology and the Beijing-Hong Kong Academic Exchange Centre jointly presented the *Distinguished Chinese Scientist Lecture Series*. Five

renowned scientists from the Mainland and Hong Kong shared their experiences and the stories behind their discoveries.

From December 1 to 4, the museum hosted the 5th Asia Pacific Network of Science and Technology Centres Conference, with the theme Science Centres: Nurturing Creativity. The four-day event was attended by over 100 delegates from more than 20 countries and regions and helped establish and strengthen collaboration between science centres in the Asia Pacific region.

During the year, the museum worked continually with academic institutions and professional bodies on a number of special projects to promote science. Among them were *The Fun Science Competition*, *Robotic Carnival*, *Symposium on Environmental Issues for Schools*, *Technology Competition*, and the *37th Joint School Science Exhibition*.



The Fun Science Competition is one of the special projects promoting science to youngsters.

In 2004, the museum's exhibitions and extension activities attracted more than 850,000 visitors and participants.

Hong Kong Space Museum

2004 was an exciting year for the Hong Kong Space Museum when it opened its doors to some 3,000 people to witness the Transit of Venus on the final day (June 8). It was the first transit of the planet across the Sun's disc since 1882. Visitors were able to view the phenomenon through the museum's solar telescope and other equipment. The museum broadcast this rare astronomical event over the Internet in conjunction with the Hong Kong Observatory.



Amateur astronomers queue at the Hong Kong Space Museum to witness the rare Transit of Venus in June 2004.

In May, a 'sidewalk astronomy' session, organised together with astronomical societies, was held on the podium of the Museum of Art to allow the public to view the passage of the recently discovered Comet NEAT. About 40 telescopes were set up to view the comet by some 350 passers-by.

In appreciation of a donation of \$20 million to the government by Dr Stanley Ho in August, the Hong Kong Space Museum's Space Theatre has been named the Stanley Ho Space Theatre for the next 15 years. The donation was made under the Home Affairs Bureau's Facility and Programme Donations Scheme for sponsoring the arts and culture,

recreation and sports and community building. The official naming ceremony took place on December 28.



Dr Stanley Ho presents a cheque for \$20 million to Secretary for Home Affairs, Dr Patrick Ho during the official naming of the Stanley Ho Space Theatre.

During the year, the museum published the Astrocalendar 2005. It launched two Sky Shows, four Omnimax films and five School Shows which attracted some 380,000 viewers. The museum also organised 190 extension activities that had over 27,300 participants. Eight temporary special exhibitions, together with the permanent exhibits in the Hall of Astronomy and Hall of Space Science, attracted more than 380,500 visitors.

Hong Kong Heritage Museum

The Hong Kong Heritage Museum fosters the cultural identity of the local community and promotes Hong Kong's heritage to overseas visitors. It features a wide variety of programmes on local history, arts and culture.

Design ∞ was the theme of the museum's programmes in 2004-05. A series of exhibitions and educational activities was organised in 2004, including *Banknotes that Tell a Story*, which featured the transformation in the design of Hong Kong's banknotes over the years; *Flip: Chinese*

Contemporary Book Design, showcased some 500 celebrated contemporary publications from the Mainland, Hong Kong, Macau and Taiwan; *Visual Dynamic: Hong Kong International Poster Triennial*, displayed over 450 outstanding posters from 29 different countries and regions; and *building hong kong — redwhiteblue*, provided a visual platform showing Hong Kong's spirit by using the red-white-blue fabric.



Perceptions of the Hong Kong spirit through the eyes of local creative talent using red, white and blue fabric is portrayed in *building hong kong — redwhiteblue*.

Other major exhibitions staged during the year included *Let's Drink to Our Pleasure: Pu'er Tea and Teaware*, *Fine Dining: Ancient Chinese Culinary Ware*, *Hong Kong Foodscape: Text • Image • Installation*, *Four Bronze Animal Heads from Yuanmingyuan* and *Memories of Home: 50 Years of Public Housing in Hong Kong*.



Memories of Home: 50 Years of Public Housing in Hong Kong brings back interesting images of the government's early efforts to re-house hundreds of thousands of people.

Famous Cantonese opera artist, Ng Kwan Lai, who donated 3,000 Cantonese opera artefacts to the Heritage Museum, was the subject of a special exhibition in December. *A Synthesis of Lyrical Excellence and Martial Agility – The Stage Art of Ng Kwan Lai* was organised to review Ms Ng's career and celebrate her distinguished artistic achievements in Cantonese opera. The exhibition featured over 170 valuable items selected from her donation.

The museum's educational and extension services involved 1,257 activities, including seminars, lectures, field trips, performances, demonstrations, art camps, workshops and competitions. The *MuseKids* scheme, which was launched in 2003 to provide children from kindergarten level to Primary 6 with opportunities to explore the history, art and culture of Hong Kong, has expanded steadily. By the end of the year, 6,100 children had become members.



The MuseKids Scheme gives children an opportunity to learn more about the history, art and culture of Hong Kong.

The exhibition programmes, together with the educational and extension activities, attracted more than 632,000 visitors and participants in 2004.

The Heritage Museum manages three branch museums, the Sam Tung Uk Museum in Tsuen Wan, the Hong Kong Railway Museum in Tai Po Market and the Sheung Yiu Folk Museum in Sai Kung. Together they attracted almost 700,000 visitors during the year.

Hong Kong Film Archive

The Hong Kong Film Archive's major functions are to acquire, preserve, catalogue and document Hong Kong films and related material. With a gross floor area of 7,200 square metres, its major facilities include a cinema, an exhibition hall, a resource centre and a number of temperature-controlled collection stores. The archive has already catalogued nearly 632,000 items, mainly from donations and deposits.

In 2004, nine exhibitions, including *Novel • Drama • Melodrama; Time and Tide — Changes in Hong Kong Cinema of the 70s; Fame Flame Frame — Jupiter Wong Foto* exhibition; and *Tricky Wonderland*, were organised; and more than 430 screenings were held at the Hong Kong Film Archive. Complementing the exhibitions and screening activities, the archive also

collaborated with local educational and cultural institutions in the organisation of seminars and workshops for film students, researchers and the public. As part of its research into Hong Kong cinema, the Film Archive conducted oral history interviews with film veterans, and published a number of film-related publications. It also participated in programmes and exchanges with other local and overseas film organisations and archives in fostering the public's appreciation of cinematic arts. The archive's resource centre, equipped with computers, independent video booths and a rich collection of film-related reading material, was well patronised by the public.



The Hong Kong Film Archive organises nine exhibitions, including *Novel • Drama • Melodrama* (above) and *Fame Flame Frame — Jupiter Wong Foto* exhibition (below), to promote an appreciation of cinematic arts.

In 2004, the archive attracted 203,000 visitors.

Art Promotion Office

The Art Promotion Office organises wide-ranging activities to highlight local visual arts by focusing on public and community projects. The office places great importance on undertaking projects with different partners to further enhance art appreciation and participation among the public.

The 2003/04 Public Art Scheme was launched in late 2003 with two artwork proposals being selected that will be installed in the new Ma On Shan Public Library and the piazza of the Hong Kong Cultural Centre. *The New Face of Heritage — Installation of Public Artworks at Yat Tung Estate, Tung Chung Stage II*, was jointly organised with the Housing Department. Ten artwork proposals were selected and will be installed in the estate in mid-2005. Together with the 16 artworks of Stage I, they will form an estate 'Artwalk'. The office also jointly organised the Camera Yuen Long: Art-in-Subways project with the Highways Department. Seventy-two photos by local photographers were selected through an open competition. The photographs will be further produced into pictorial tiles on the walls of six subways in Yuen Long to feature the district's highlights and enhance the public's interest in art.



Judges making the difficult decision in selecting outstanding entries in the photo competition for the *Camera Yuen Long: Art-in-Subways* project.

The office is also responsible for the management of the Hong Kong Visual Arts Centre. Its facilities, including art studios and an exhibition hall, can be hired by the public at subsidised rates. The centre emphasises training in the visual arts. A third Art Specialist course lasting nine months and covering five disciplines — ceramics, printmaking, painting, sculpture and ink painting — was specially designed for general art lovers who wished to pursue structured professional art training. An exhibition featuring the works of the 53 graduates from the course will be held in early 2005. A *prelude to the Olympics 2004: Exhibition of Sport and Art Contest* was held during the summer to celebrate the 28th Olympic Games in Athens.

Central Conservation Section

The Central Conservation Section continues to play a role in the conservation of local heritage and cultural property across Hong Kong. In 2004, the section devised, implemented and evaluated conservation treatment for 12,000 cultural objects including paintings, historical documents, prints and photographs, textiles, metals, ceramics, organic material and archaeological finds.

With the help of conservation volunteers, 15 workshops and 25 guided tours were presented for the 2004 International Museum Day and the year-round School Culture Day programme. Through conservation lectures, behind-the-scenes laboratory visits and other educational and extension activities, the section received over 1,000 visitors, including students, teachers, collectors, overseas delegates and members of the public.

Featuring a selection of distinctive works by 18 noted Hong Kong sculptors and ceramic artists, the *Art in Flight* exhibition at Hong Kong International Airport in December, reflected the creativity and vitality of the city. The display gave overseas visitors and local air passengers an opportunity to see the artistic flair and creative talents of Hong Kong artists.

A remarkable amount of attention was given during the year to the methodological research and overhauling work involved in the preservation of the historic fireboat, *Alexander Grantham*. With collaboration and input from specialists in various disciplines, the Conservation Section has been working towards lifting the 500-tonne fireboat onto land when the site formation works are completed by late 2005.



Restoration of the historic fireboat, *Alexander Grantham*, is a painstaking effort for staff of the Central Conservation Section. Picture (below) shows the overhauling work of the fireboat at a dry dock.



The application of a photogrammetry data processing system to detect changes in the condition of the Lei Cheng Uk Han Tomb has greatly facilitated the section in deciding on the appropriate preservation programmes for tackling rising damp and salt migration problems in the bricks inside this unique monument. The acquisition of X-ray fluorescence (XRF) equipment will help determine the composition of many types of museum materials, such as pigments used on paintings, surface coatings,

and alloying materials in metals, before a decision is made on appropriate treatment for individual objects in the museum collection.

Antiquities and Monuments Office

Through the Antiquities and Monuments Office (AMO), the department plays an important role in the preservation and promotion of Hong Kong's heritage. A highlight of the year was the designation of Morrison Building of Hoh Fuk Tong Centre as a declared monument, bringing the total number of declared monuments in Hong Kong to 79. The office also carried out restoration and repair work on 46 historical buildings, including Tin Hau Temple in Causeway Bay, Wong Uk in Shatin and the Cheung Ancestral Hall in Yuen Long.



Representing a harmonious blend of Chinese and Western architecture, the Morrison Building in the Hoh Fuk Tong Centre in Tuen Mun has been declared a monument.

The AMO conducts rescue excavations at archaeological sites threatened by development and monitors other sites. Some 180 operations were undertaken in 2004. The office also contributed to environmental impact assessment studies for development projects, and monitored field investigations and the implementation of mitigation measures for heritage impact assessment.

On May 7, 2004, relics were discovered from a drainage work site at the junction of Soy Street and Tung Choi Street in Mong Kok. During further site monitoring, four intact pottery vessels dating from the Eastern Han to Jin dynasties were retrieved, together with a small quantity of prehistoric artefacts. All the important relics retrieved from Mong Kok were subsequently displayed at the Museum of History and Heritage Museum.



Antiquities and Monuments Office staff conduct an on-site investigation after relics are uncovered at a work site at the junction of Soy Street and Tung Choi Street, Mong Kok.



Students show keen interest in some of the pottery artefacts discovered at a work site in Mong Kok.

The AMO and the City University of Hong Kong jointly organised, from June 24 to 25, an international conference on Chinese Export Ceramics and Maritime Trade from the 12th to 15th Century. Over 60 experts and scholars from the Mainland China, Hong Kong and other countries attended the conference. It provided an opportunity for delegates to share their experiences and latest research findings on ceramic trade and maritime history between China and Southeast Asia.

Advisers on Cultural Services

There are two types of advisers appointed to assist in policy and operational matters in the provision of cultural services:

Community Advisers

Three streams of 53 advisers provide general advice to the department on the provision of facilities and services involving the performing arts, libraries and museums. These advisers include experts, professionals and community leaders experienced in the promotion of cultural services in Hong Kong.

Expert Advisers

A total of 187 advisers, split into 22 categories, offer advice on the provision of performing arts programmes, the literary arts and museum activities. They include artists, academics and practitioners who have made significant contributions in their respective fields.

Customer Liaison Meetings

To strengthen direct communication with customers and to gather their views on how services can be further improved, customer liaison meetings have been held at civic centres, libraries and museums. These meetings give the department immediate access to users' comments on services offered, while also providing a channel to explain its policies and introduce new services to the public. These initiatives are in line with the department's commitment to meet public expectations and needs by delivering quality services in a cost-effective manner.

Major Cultural Events

Date

Dec 12, 2003 — Feb 29, 2004

Dec 20, 2003 — Feb 22, 2004

Jan — Jun

Jan 2 — Feb 22

Jan 2 — May 2

Jan 6 — 18

Jan 10 — 25

Event

Attraction & Magic — Early European Cinema exhibition at the Hong Kong Film Archive

Early European Cinema — Italy 1909-1927

New Face of Heritage — Installation of Public Artworks at Yat Chung, Stage II open competition

Book Donation and Sale Campaign

Planetary Landscapes: Sculpting the Solar System exhibition at the Hong Kong Science Museum

UK Film Festival

Four Bronze Animal Heads from Yuanmingyuan exhibition at the Hong Kong Heritage Museum



A unique exhibition showcasing four bronze animal heads that once formed part of the water clock fountain in Yuanmingyuan (the Summer Palace) opens at the Hong Kong Heritage Museum.

Jan 11 — Nov 30

Let's Drink for Our Pleasure: Pu'er Tea and Teaware exhibition at the Hong Kong Heritage Museum

Jan 17 — 18

Lu You and Tang Wan (New Edition) by Zhejiang Little Hundred-Flower Yue Opera Troupe at the Hong Kong Cultural Centre

Jan 17 — Feb 22

Spectacular Lantern Display at the Hong Kong Cultural Centre piazza



Intricate lanterns displayed at the Hong Kong Cultural Centre piazza.



A spectacular fireworks display over Victoria Harbour adds to the festive atmosphere of the Lunar New Year.

Jan 29 — Feb 19

Getting to Know Chinese Lanterns exhibition at the Hong Kong Cultural Centre foyer

Feb 1 — Mar 27

Appearance of Flower, Spirit of Jade — Shanghai Opera on Film

Feb 4 — 6

Spring Lantern Carnivals

Feb 13 — Mar 14

Early European Cinema — France 1895-1928

Feb 20 — 21

Lantern Romance by City Contemporary Dance Company at the Hong Kong Cultural Centre piazza

Feb 20 — May 2

Liu Guosong — A Universe of His Own exhibition at the Hong Kong Museum of Art

Feb 27 — May 2

Vietnam Behind the Lines: Images from the War 1965-75 exhibition at the Hong Kong Museum of Art

Feb 28 — May 26

Fine Dining: Ancient Chinese Culinary Ware exhibition at the Hong Kong Heritage Museum



*Fine Dining:
Ancient
Chinese
Culinary Ware*
exhibition
traces the
changes in
Chinese food
culture over
the centuries.

Mar — Jun

Treasures of the Chengde Summer Palace
exhibition at the Hong Kong Museum of History

Mar 10, 2004 — Feb 18,
2005

Pottery and Porcelain: A Journey of Discovery
exhibition at the Flagstaff House Museum of
Tea Ware

Mar 18 — 20

*International Conference on the Production of
Food and Foodways in Asia* at the Hong Kong
Heritage Museum

Mar 20 — Apr 5

Early European Cinema — Germany 1911-1929

Apr — July

The Hong Kong Museum of History staged the
Bits of Old Hong Kong exhibition at the
National Museum of China in Beijing

Apr 3

Opening of the Tung Chung Public Library

Apr 4

The 23rd Hong Kong Film Awards Presentation
Ceremony

Apr 6 — 21

The 28th Hong Kong International Film Festival

Apr 6 — Jul 4

*Novel • Drama • Melodrama: Cantonese and
Mandarin Classics of the 1950s and 60s* film
programme

- Apr 23 Prize Presentation for '4.23 World Book Day — Reading Book Reports Competitions'
- Apr 23 — 24 Merce Cunningham Dance Company from USA at the Hong Kong Cultural Centre
- Apr 28 — Oct 25 *Banknotes that Tell a Story* exhibition at the Hong Kong Heritage Museum



The history of banknote design in Hong Kong is told through the *Banknotes that Tell a Story* exhibition.

- May 15 — Jul 11 *Topologies of the Instant — Digital Installation of N+N Corsino* exhibition at the Hong Kong Museum of Art
- May 20 — 24 *Hamlet* by the International Confederation of Theatre Associations from Russia at Hong Kong Cultural Centre



William Shakespeare's *Hamlet* is brought to the stage in Hong Kong by the International Confederation of Theatre Association from Russia.

May 21 — 23

The Peony Pavilion by the Suzhou Kunqu Opera Theatre of Jiangsu at Sha Tin Town Hall

Jun — Oct

The East River Column and the Hong Kong-Kowloon Independent Brigade exhibition at the Hong Kong Museum of Coastal Defence

Jun 2 — Oct 11

Memories of Home: 50 Years of Public Housing in Hong Kong exhibition at the Hong Kong Heritage Museum

Jun 3 — 5

Cullberg Ballet from Sweden at Kwai Tsing Theatre



Sweden's Cullberg Ballet performance of *Home and Home* integrates movements from classical ballet with jazz and hip hop.

Jun 7

Jazz Up Series — Concert by Count Basie Orchestra at the Hong Kong Cultural Centre

Jun 12 — 27

Czech Film Fest

Jun 19 — 20

Budapest Festival Orchestra at the Hong Kong Cultural Centre and Sha Tin Town Hall

Jun 28 — Jul 4

Brazilian Film Week

Jul — Oct

History Re-stored: Ancient Greek Coins from the Zhuyuetang Collection exhibition at the Hong Kong Museum of History



The renowned Zhuyuetang Collection allows visitors to learn more about ancient Greece in *History Re-stored: Ancient Greek Coins from the Zhuyuetang Collection* exhibition.

Jul 2004 — Apr 2007

Supporting exhibits of Ancient Chinese Astronomy on loan to USA for exchange of exhibitions

Jul 2 — 18

The 5th Hong Kong Literature Festival

Jul 12 — Oct 4

Hong Kong Foodscape: Text • Image • Installation exhibition at the Hong Kong Heritage Museum



Hong Kong Foodscape: Text • Image • Installation exhibition explores Hong Kong's food culture through a mix of poetry, photographs and installations.

Jul 14 — Aug 29

International Arts Carnival



A stunning opening to the International Arts Carnival by the Zunyi Acrobatic Troupe and Guizhou Provincial Song and Dance Ensemble in *Dreamscape — the Secret Garden of Guizhou*.

Jul 14 — Aug 29	International Children's Film Carnival
July 16 — Aug 22	<i>Time and Tide Changes in Hong Kong Cinema of the 70s</i> exhibition at the Hong Kong Film Archive
Jul 21 — 25	<i>Othello</i> by Cheek by Jowl from UK at Hong Kong City Hall
Jul 23 — Sept 5	<i>Parallel Time — Multi-media Art</i> exhibition at the Hong Kong Museum of Art
Jul 24 — Aug 23	Summer Reading Month



The opening of the Summer Reading Month 2004 was marked by performances from participants in the prize presentation ceremony for the Chinese Story Writing Competition for Students.

Aug 1 — 11	<i>Summer Science Week and Science Alive</i> exhibition at the Hong Kong Science Museum
Aug 6 — 22	<i>Repertory Cinema 2004: Lina Wertmuller</i>
Aug 16, 2004 — Jan 24, 2005	<i>Flip: Chinese Contemporary Book Design</i> exhibition at the Hong Kong Heritage Museum
Aug 20 — Dec 5	<i>Body Parts</i> exhibition at the Hong Kong Science Museum
Sep 2004 — Mar 2005	The 10 th Hong Kong Independent Short Film and Video Awards

- Sep 1, 2004 — Jul 1, 2005 *A Study of Chinese Paintings* exhibition at the Hong Kong Heritage Museum
- Sept 2 — 5 Eifman Ballet from Russia at Hong Kong Cultural Centre
- Sep 3 — Dec 26 *A Walk on the Path of Art — Donation of Ink Painting and Calligraphy by Mr Lin Jen-tong* at the Hong Kong Museum of Art
- Sep 4 — 23 *Treasures of Music — An Exhibition of Hong Kong Music Documents Collected* at the Hong Kong Central Library
- Sep 4 — Oct 3 *Treasures from Overseas: Films of Li Lihua*
- Sep 13, 2004 — Mar 2005 *Flowers in the Mirrors* exhibition on loan to Palais de la découverte, Paris, France as one of the exchange programmes of the France-China Cultural Years
- Sept 16 — 20 Gounod's Opera *Faust* at the Hong Kong Cultural Centre
- Sept 22 'Jazz Up Series' — Concert by Herbie Hancock (pianist), Wayne Shorter (saxophonist), Dave Holland (bassist) and Brian Blade (drummer) at the Hong Kong Cultural Centre
- Sept 23 — Oct 21 Spectacular Lantern Display at Kowloon Park
- Sept 27 — 29 Mid-Autumn Lantern Carnivals
- Sept 29 — 30 Shanghai Symphony Orchestra at Sha Tin Town Hall and the Hong Kong Cultural Centre
- Oct 15, 2004 — May 31, 2005 *Serving Hong Kong: The Hong Kong Volunteers* exhibition at the Hong Kong Museum of Coastal Defence
- Oct 1 Shanghai Opera House Chorus / Conductor: Zhang Liang, at Tuen Mun Town Hall
- Oct 1 National Day Fireworks Display
- Oct 7 — 10 Yu Kuizhi and China Peking Opera Troupe at the Hong Kong Cultural Centre
- Oct 15 — 31 *Repertory Cinema 2004: Andrei Tarkovsky*
- Oct 15 — Nov 7 Western China Film Festival
- Oct 16 — 17 Distinguished Chinese Scientist Lecture Series at the Hong Kong Science Museum and the Hong Kong Central Library

Oct 19 — Nov 21

New Vision Arts Festival

Oct 28 — Nov 20

Microwave International Media Art Festival

Oct 29 — Nov 12

Tradition and Innovation: Photography Exhibition 2004 at the Hong Kong Central Library



The great variety of style and trends in photography are revealed in *Tradition and Innovation Photography* exhibition, which features works collected from different generations of worldwide ethnic Chinese photographers.

Oct 31

Encore Series — Duo Recital by Yo-Yo Ma (Cello) & Kathryn Stott (Piano) at the Hong Kong Cultural Centre

Oct 31

Asia Ethnic Cultural Performances at Kowloon Park piazza

Nov 10, 2004 — Feb 21, 2005

Hunting and Rituals: Treasures from the Ancient Dian Kingdom of Yunnan exhibition at the Hong Kong Museum of History



The exhibition, *Hunting and Rituals: Treasures from the Ancient Dian Kingdom of Yunnan*, gives visitors a glimpse of the culture, everyday life and the arts and crafts of the kingdom.

Nov 11

Orchestra de Paris at the Hong Kong Cultural Centre

Nov 17, 2004 — Apr 18, 2005

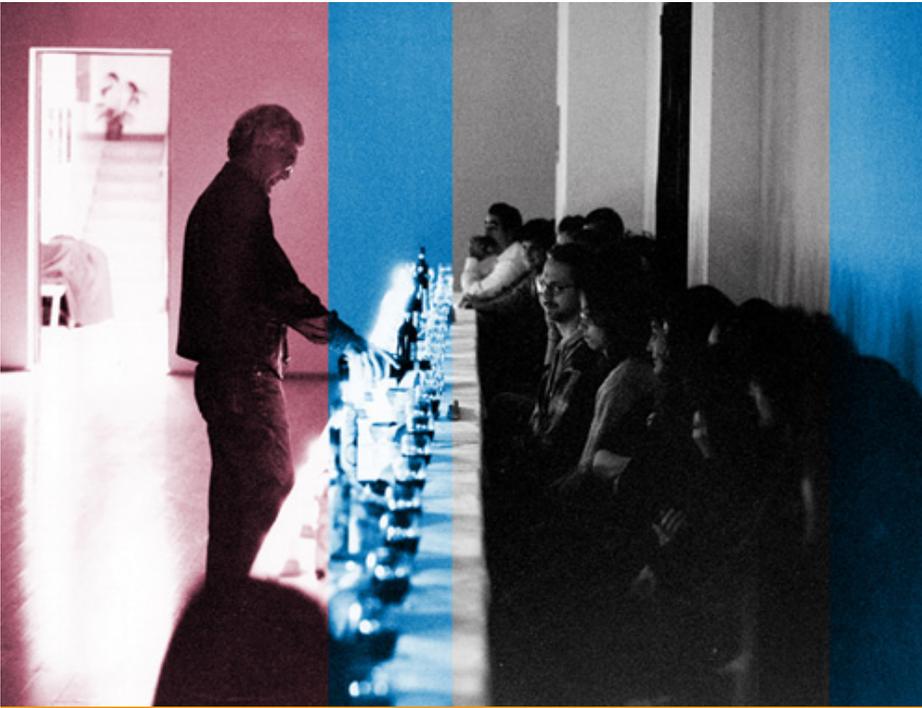
building hong kong: redwhiteblue exhibition at the Hong Kong Heritage Museum

Nov 24 — 25

National Ballet of China at the Hong Kong Cultural Centre

Nov 25 — 28

Inside the Skeleton of the Whale by Odin Teatret from Denmark at the Hong Kong Cultural Centre



Led by Modern Theatre director Eugenio Barba, the Odin Teatret debuts with *Inside the Skeleton of the Whale* at the Hong Kong Cultural Centre.

Nov 27 — 28

Symposium for the Hong Kong International Poster Triennial 2004 at the Hong Kong Heritage Museum

Nov 27, 2004 — Jun 27, 2005

Visual Dynamic: Hong Kong International Poster Triennial 2004 exhibition at the Hong Kong Heritage Museum

Nov 28

Bravo! A Cantonese Opera Fiesta — Cantonese Opera Day 2004 at Sha Tin Town Hall

Nov 28

Bravo! A Cantonese Opera Fiesta — Cantonese
Opera Day 2004 at Sha Tin Town Hall



A striking
tableau by
young
performers in
Bravo! A
Cantonese
Opera Fiesta —
Cantonese
Opera Day
2004 at Sha
Tin Town Hall.

Nov 28, 2004 — Jan 15,
2005

Dec 1 — 4

Dec 3 — 18

Dec 7 — 19

Dec 18

In Memory of Yam Kim-fai film programme

The Asia Pacific Network of Science and
Technology Centres Conference was hosted by
the Hong Kong Science Museum

Repertory Cinema 2004: Mizoguchi Kenji

The 27th French Cinepanorama

Opening of Tai Po Public Library

Dec 18

Opening of Tai Po Public Library



Captivated children tune in to the audio facilities at the Tai Po Public Library.

Dec 20

Opening of the Basic Law Library at the City Hall Public Library

Dec 20

Mobile Library 9 put into service

Dec 22, 2004 — Jul 11, 2005

A Synthesis of Lyrical Excellence & Martial Agility: The Stage Art of Ng Kwan Lai exhibition at the Hong Kong Heritage Museum

Dec 22, 2004 — Jul 11,
2005

*A Synthesis of Lyrical Excellence & Martial
Agility: The Stage Art of Ng Kwan Lai* exhibition
at the Hong Kong Heritage Museum



Costumes and accessories, librettos, publicity material and photographs donated by renowned Cantonese opera actress Ng Kwan Lai provide an insight into her life at the Hong Kong Heritage Museum.

Dec 24, 2004 — Mar 28,
2005

Huang Yongyu at 80: An Art Exhibition at the
Hong Kong Museum of Art



Internationally acclaimed artist Huang Yongyu with LCSD Director Ms Anissa Wong at the opening of *Huang Yongyu at 80: An Art Exhibition*, which features his latest ink paintings, sculptures and ceramic works.

Dec 31

Verdi's Opera *La Traviata* at the Hong Kong Cultural Centre



Verdi's classic love story *La Traviata* at the Hong Kong Cultural Centre.

Dec 31

New Year's Eve Countdown Carnival at Sha Tin Park and Sha Tin Town Hall



Revellers at the New Year's Eve Countdown Carnival at Sha Tin Park and Sha Tin Town Hall.

Administration

Financial Management

As the controlling officer of the LCSD's budget, the Director of Leisure and Cultural Services is responsible and accountable for all expenditure vested under her control. She has to ensure that the department provides quality services in an efficient, economic and effective manner.

Source of Funds

The department's activities are funded through the government's General Revenue Account. A total budget of \$5,218 million was allocated for the 2004-05 financial year under Head 95 — Leisure and Cultural Services Department— to meet the operational and capital expenditures in recreation and sports, horticulture and amenities, heritage and museums, performing arts and public libraries, as well as to provide subventions to the Hong Kong Life Saving Society, the Hong Kong Archaeological Society, local sports bodies and the non-government organisation camps to help towards meeting their operating expenses.

Funding for major systems and equipment, costing more than \$2 million per item and computerisation, comes from the government's Capital Works Reserve Fund. Major items include the Library Automation System (\$123 million) and the Digital Library System (\$144 million).

Capital works projects planned by the department are also funded by the Capital Works Reserve Fund. Both the funding provision and project progress are supervised by the Architectural Services Department.

Monitoring the Budget

The department maintains a budgetary control system to ensure that expenditure is properly monitored within the approved budget. Financial management and budgetary control are exercised by more than 150 budget holders through a three-tier structure. Line managers at different levels are delegated the authority to deploy resources, but they are

responsible for exercising budgetary control and are accountable for every item of their spending.

Fees, Charges and Revenue Collection

The Director of Leisure and Cultural Services administers more than 700 types of fees and charges. She is responsible for ensuring that they are reviewed regularly, and that revenue from these sources is collected promptly and properly accounted for.

The revised estimates of revenue for 2004-05 were \$729 million. Revenue comes mainly from fees and charges, the admission and hiring of leisure and cultural activities and facilities, and rent. Revenue is credited to the General Revenue Account.



Recreational programmes through district leisure services offices prove popular with the public.

Public Feedback

In 2004, 11 surveys were conducted in different service areas, such as public libraries, museums, sports centres and green promotion activities, to collect customer feedback on the services and facilities provided by the department and their future requirements. The findings serve as useful reference for management to formulate strategies and allocate resources to better meet the needs of customers.



A sample of the 11 surveys conducted in the year.

The Views from the Public System maintains a data repository to store public feedback received from various channels on services, facilities and staff performance. The information is analysed and regular reports on public complaints and suggestions are produced for management to identify less satisfactory areas and to initiate remedial action. Further improvements are planned for the system to increase its functions and user-friendliness. Major enhancement items include restructuring case categories to facilitate data input and validation and developing a spreadsheet interface for user sections in remote areas to improve system performance. The development work is targeted to complete by the end of February, 2006.

Outsourcing

The department has been pursuing cost-effective outsourcing to meet the government's initiative for increased private sector participation in the provision of public services. The outsourced services include cleansing, security guard, horticultural maintenance and sports centre management. By the end of 2004, the total value of these 124 outsourced contracts undertaken by 53 contractors amounted to \$1,202 million. These contracts covered both leisure and cultural facilities in all 18 districts. The on-going programme of outsourcing is one of the key means to enhance the department's efficiency and to achieve savings.

In drawing up its plans, the department follows a pre-determined set of principles:

- it must be cost-effective;
- the standard of service must not be lowered;
- the contract is commercially viable; and
- there should be no staff redundancy.

Since 2000, the Department has contracted out the management services of 10 sports centres. The objectives of contracting out the management services of sports centres are to deliver quality services to the public in a more cost-effective manner and make use of the private sector's expertise in the management of these facilities. The 10 sports centres that have been contracted out are the Jockey Club Tuen Mun Butterfly Beach Sports Centre (2000), Quarry Bay Sports Centre, Island East Sports Centre, Chun Wah Road Sports Centre, Cheung Sha Wan Sports Centre and Chuk Yuen Sports Centre (2001), and Choi Hung Road Sports Centre, Wo Hing Sports Centre, North Kwai Chung Tang Shiu Kin Sports Centre and Ap Lei Chau Sports Centre (2004). Also in 2004, the department contracted out the customer support service at the Hong Kong Heritage Museum.



Visitors to the Hong Kong Heritage Museum take advantage of the customer support service, one of a number of services outsourced by the LCSD.

The department is proceeding on an outsourcing exercise for URBTIX's back-end ticketing system and related services targeted to be launched in mid-2006, under which an advanced ticketing system with full Internet ticketing functions and telephone booking by credit cards as well as provision of customer-oriented screen displays would be delivered and maintained by a private ticketing services provider under contract. However, the Department will retain the front-end ticketing financial control, administration and manpower support necessary to maintain the high quality operation of the ticketing outlets at its various performing venues.

Contract Management

In order to maintain the quality standard of outsourced services, we have adopted an outcome-oriented approach and made strenuous effort in monitoring services rendered by contractors. Regular meetings with contractors, both at working and senior management levels, are arranged to ensure continuous improvements by the contractors.

In the event where unsatisfactory services are observed, contractors are urged to rectify the problems immediately. For those who have committed repeated defaults, their poor performance will have adverse effect on their future standing as our contractor.

We also place much emphasis on safeguarding the interests of workers engaged by contractors. For cases on suspected exploitation of workers, we will refer the suspected breaches of employment-related statutes to the Labour Department and/or the Mandatory Provident Fund Schemes Authority for investigation and provide assistance where necessary. If a contractor is found to have been convicted of any employment related offence, we will consider terminating the contract and claim against the contractor for its default.

To ensure the existence of an open and fair competition environment for our prospective tenderers, we will review our tender assessment criteria while incorporating risk management measures in contract management from time to time.

Human Resources

Downsizing

The permanent establishment of the department was further reduced from 7,961 to 7,580 without compromising the quality of services through more effective deployment of resources and continuous outsourcing. The reduction was achieved by the deletion of existing vacancies and other posts vacated by officers on voluntary retirement.

The department has reviewed the manpower plan for further reduction of its establishment in line with the target set in the Chief Executive's policy address to reduce the size of the civil service to about 160,000 by March 2007.

Voluntary Retirement Scheme

Approval was given for about 330 staff (mostly artisans, workmen and general grade staff) to retire under the Second Voluntary Retirement Scheme. This helps address the surplus staff problem which might arise as the department implements its various cost-saving measures and proceeds further with its service outsourcing programmes. By December 31, 281 posts have been deleted on the retirement of officers under the scheme.

Staff Training and Development

We are facing a wave of changes as a result of rising public demands for better services, the drive for public sector reform and performance management. Through staff training and development, we aim to build a competent and versatile workforce to meet these challenges.

During the year 2004, over 7,000 trainees attended training programmes organised in-house, including those arranged by the Civil Service Training and Development Institute (CSTDI) and other local institutes. The training covered areas of professional skills and knowledge, general and financial management, language and communication, and information technology.

Local and overseas experts were invited to give lectures and conduct seminars on specialised subjects such as building services in sports and cultural venues, management of national sports associations, major event management and arts marketing, etc.



The organiser of the opening and closing ceremonies at the Athens Olympics shares his experiences with LCSD staff in the lead up to the 2008 Beijing Olympic Games.

To further equip staff with the latest professional knowledge, 35 officers were sponsored to undertake overseas training programmes. Most of them were vocational training in areas like garden design, horticulture education, plant conservation techniques, outdoor recreation, golf management, conservation studies and management of performing arts venues in major institutions.

On national studies, over 30 officers attended short courses offered by the CSTDI. Two officers joined familiarisation visits on Promotion of Culture and Sports in Beijing and Qingdao organised by the Civil Service Bureau. The programme included visits and experience sharing with the Beijing Olympic Games organisations which helped our colleagues better prepared for the Department's involvement in the East Asian Games to be held in Hong Kong in 2009.

For those more technology-advanced learners, some 120 trainees had pursued web-based learning programmes on Putonghua, Chinese language, English and communication, government practices and information technology provided by CSTDI. This is a new and flexible mode of learning recently promoted by CSTDI that allows staff to undertake training programmes anytime, anywhere and at one's own pace. However, staff of the Department have yet to accustom to shifting to self-paced learning.

Besides providing training for staff, as the Department joined the Youth Job Creation Programme (YJCP) since 2003, the Training Section has also been offering training schemes such as Swimming Pool Trainee Scheme, Horticultural Trainee Scheme and Library Assistant Trainee Scheme, to more than 1,000 young people. Among these, the scheme for Swimming Pool Trainee (SPT) Scheme has been most successful. Apart from relieving Hong Kong Government's unemployment pressure during the economic downturn by providing pre-employment training and workplace attachment for young people aged 18 to 24, the SPT Scheme has also provided a source of manpower for the Department in Aquatic Venues. Within the six-month Scheme, the SPTs were trained intensively on lifesaving and swimming pool operation. They were required to complete at least 10 items of training and assessment, which included:

- Swimming Improvement;
- Lifesaving Bronze Medallion;
- First Aid;
- Aquatic First Aid;
- Pool Lifeguard Award;
- Safety for Confined Space Worker;
- Occupational Safety and Health on Swimming Pool Filtration Plant; and
- Electrical and Mechanical Services Department's Filtration Plant Operation Training and Assessment.



Swimming pool trainees row a hand-made raft in a leadership training programme.



Horticulture trainees learn organic planting in the field.

To further develop their potentials in the aquatic field, those trainees with outstanding performance were supported by the Department to receive advanced training, such as, Swimming Teacher Certificate and Lifesaving Assistant Teacher Certificate training. This has further enhanced their employability in the market.

During 2004, over 98% of the trainees (about 70) gained qualifications in Lifeguard and/or Filtration Plant Operation. Amongst them, more than 90% were recruited as Seasonal Lifeguards in the department, while others pursued a career with private or other public organisations like the Vocational Training Council. The successful rate of job finding in SPTs was 100%.

In the coming year, the department will continue to nurture a dynamic and customer-oriented workforce to serve the community by providing more training resources through different methods.

Staff Relations and Communications

Great importance is attached to maintaining good and effective relations and communication with staff, particularly given the diversity of work streams and the dispersed locations of offices and venues. With growing public expectation of the department's services and the constraints on resources, it is all the more important to ensure close communication between management and staff and to cultivate a common goal in meeting the challenges together.

Management and staff have regular contact through meetings of the Departmental Consultative Committee and the General Grades Consultative Committee, and through meetings with staff unions. Ad hoc meetings, informal gatherings and briefings are also held where necessary to discuss issues of mutual concern. The Director also personally meets staff union representatives to understand their concerns.

The needs of individuals are also given equal attention. The Staff Relations-Staff Welfare Unit is always ready to attend to requests or enquiries from individual staff members over their welfare and concerns. Recreational activities are also organised from time to time and these include day trips, karaoke contests and interest classes, etc. The activities of the Departmental Volunteer Team and Departmental Sports Team are supported to encourage staff to use their leisure time for worthwhile pursuits. This year, the Departmental Volunteer Team has participated in a number of activities organised by the Social Welfare Department and charity organisations, for example, charity raffle, charity mooncake, Qile

Charity Cake, etc. The 15 Departmental Sports Teams have actively participated in various open and inter-departmental sports competitions, and won six championships and ten other awards.



Enjoyment all round for staff and family members at a staff function in an LCSD park.



Staff set an example by donating blood in the lobby of LCSD headquarters.



All in a good cause — members of the Departmental Volunteer Team raising funds for charity at a cake stall.



Friendships are strengthened and sporting skills honed during activities held by the Departmental Sports Teams.

An informative Staff Newsletter is published every two months as another effective channel for communicating with staff.

Staff Motivation

The department spares no effort in giving due recognition to members of staff for their contributions. Members with over 20 years' service are eligible to be considered for the Long and Meritorious Service Certificates and the Long and Meritorious Travel Awards. In 2004, three Commendation Letters and 181 Certificates of Merit were issued by the Director and Assistant Directors respectively to staff who had performed commendable acts. Five members were awarded a commendation under the Secretary for the Civil Service Commendation Scheme for their exemplary performance over a long period of time. We are particularly proud of the following nine officers who, by virtue of their assiduous and professional services, were awarded the Chief Executive's Honours and Awards:

Bronze Bauhinia Star:	Miss CHOI Shuk-kuen, Deputy Director
Medal of Honour:	Mr Paul LI Wai-hung, Chief Training Officer
	Mr Bennet HA See-hung, Chief Executive Officer
	Miss Alima TUET Sun-fan, Chief Librarian
	Mr LAU Yiu-kuen, Programmer
Chief Executive's Commendation for Government/ Public Service:	Mr YIP Chee-kuen, Chief Curator
	Mr CHAN Yum-hei, Senior Manager, Cultural Services
	Mr KWONG Shiu-cheung, Senior Technical Officer
	Mr CHOI Shu-kei, Senior Technical Officer

The department operates a Customer Appreciation Card Scheme to provide a direct channel for staff to receive feedback from customers when their services are appreciated. Staff members are also encouraged to develop and improve service standards through the Work Improvement Teams, which have been set up at major leisure venues, and to make constructive and practical suggestions under the Staff Suggestion Scheme.

Customer Service

Customer focus is a core value of the department. In recognition of good customer service, the department nominated five venues/ sections for consideration under the 2003-04 Customer Service Award Scheme organised by the Civil Service Bureau:

Frontline Service:	Hong Kong Central Library Tai Wan Shan Public Swimming Pool
Internal Support Service:	Po Kong Village Road Sports Centre Central Conservation Section Supplies Section

The Hong Kong Central Library, with its highly-acclaimed professional and customer services, was selected as the second runner-up for the Frontline Service Award.



Hong Kong Central Library representatives receive the Frontline Service Award (second runner-up) in the Civil Service Customer Service Award Scheme 2003-04.

A new design for the Customer Appreciation Card Scheme was introduced in 2004. During the year, the department received over 3,900 cards from customers, in addition to more than 1,000 compliments that were received

through other channels, particularly letters and e-mails. We are grateful for the positive feedback from users of our services and will continue to strive to do even better in future.



Frontline staff in their new tops designed for easier identification by the public at LCSD venues.

A working group, comprising representatives of the three branches, has been established to further promote quality customer service throughout the department and to consolidate and strengthen efforts on this front.

Environmental Efforts

In support of the government's environmental objectives, the department has incorporated in-depth environmental considerations in its projects, from inception to implementation, to minimise pollution, conserve resources and protect the natural environment.

In meeting these goals, the department is committed to:

- promoting greening and horticulture;
- preserving Hong Kong's heritage assets;
- providing aesthetically pleasing open spaces;



The clean lines of the practical and aesthetically pleasing open space at the Tai Po Complex.

- practising waste reduction and energy savings; and
- minimising air and noise pollution in organising leisure and cultural activities.

Major environmental efforts include:

- upgrading existing landscaped areas and planting more trees and shrubs;
- launching greening education and community involvement programmes, such as flower shows, community planting days and green volunteer scheme;
- conducting educational programmes to promote heritage preservation among the public;
- exercising vigilance in the use of water for watering plants and for water features in major parks;
- carrying out Energy/ Environmental Audits in collaboration with the power companies, the Electrical and Mechanical Services Department and the Architectural Services Department;
- using ozone sterilisation or electro-chlorination systems as sterilising agents in swimming pools;
- using green products sourced from the Government Logistics Department;
- engaging contractors to recycle old books, magazines, newspapers, waste paper and printer cartridges;
- organising the Book Donation and Sale Campaign;
- using waste separation bins at venues for the recovery of waste paper, aluminium cans and plastic bottles; and
- reducing the use of paper by producing only the e-version of the departmental yearbook.

In addition, environmental-related policies are regularly reviewed through the Departmental Committee on Environmental Efforts (DCEE). The committee also assists in co-ordinating practices and monitoring their implementation throughout the department. In October, the fourth environmental report was issued to cover detailed activities of the department in this area.

Under the DCEE there is the Task Force on Energy Savings. It meets regularly to ensure that green housekeeping practices were strictly adhered to at all venues and offices. It also proactively explores ways to promote energy saving efforts, including conducting energy audits to identify good energy management practices.

Facilities and Projects

The LCSD made significant progress in 2004 in providing new facilities and implementing new projects.

Facilities under Construction

At year's end, construction of 13 capital works projects was in progress, including five major facilities — the Kowloon Bay Recreation Ground, the Tai Kok Tsui Complex (Phase 2), the Stanley Complex, the Hammer Hill Road Park in Diamond Hill and the Indoor Recreation Centre in Tin Shui Wai. A list of these projects is included in Appendix 5.

New Facilities Completed

Nine facilities were completed, including three major projects — the Ma On Shan Sports Ground (Phase 2), the Tai Po Complex, and the Sports Centre and Public Library in Ma On Shan. A list of the completed projects is in Appendix 6.



The impressive Tai Po Complex — one of the nine facilities completed in 2004.



The eye-catching children's play room at the Ma On Shan Sports Centre.

Minor Works

Some 13 minor works projects, each costing \$15 million or less, were completed during the year, while seven more were under construction.

Information Technology

Since its establishment, the department has effectively used information technology as a crucial facilitator in providing quality services to the public, as well as improving operational performance. During the year, 15 major computerisation projects, costing \$28 million, were commissioned to improve the quality of service, efficiency and productivity.



The effective use of information technology enhances the department's services to the public.

Computerisation of Public Libraries

With the opening of the Tung Chung Public Library in April and another mobile library in December, there are now 63 libraries and nine mobile libraries serving the Hong Kong community. Each library is linked by the LCSD's Library Automation System (LAS), one of the largest bilingual library automation systems in the world. In 2004, a number of IT initiatives also helped improve library services. A capacity review was completed on the LAS to ensure sufficient processing power. The implementation work to double the system's processing capacity, and to enhance network security will be completed in early 2005. 3G wireless technology was adopted for

the new mobile libraries to provide on-line circulation services, replacing the CDMA technology previously in use in other mobile libraries.



Improving library services through information technology initiatives.

The Multimedia Information System (MMIS) was launched at the Tai Po Public Library after its renovation and re-opening in December. Patrons can now access the rich digitised materials of MMIS through 25 branch libraries and the Hong Kong Central Library. A review of the functions and performance of MMIS was conducted during the year and upgrading work on specific areas is expected to begin in 2005. In addition, a study was completed on the Hong Kong Public Libraries network infrastructure, and related implementation work is in progress.



The MMIS service proves popular with library patrons.

Computerisation of Museums

Hong Kong Museum of Art

The existing computerisation system for the Hong Kong Museum of Art was developed in the mid-1990s to provide a primitive set of management functions for handling museum collections. Due to the growth of the museum's collections and the demand for new functions to streamline operations, the system was reviewed in mid-2004. As a result, upgrading will begin in 2005 to improve museum operations and deliver better quality images of museum collections to promote art appreciation through the Internet.



Museum collections can now be handled by computer systems.

Hong Kong Museum of History

The collection of the Hong Kong Museum of History has been computerised to provide a complete set of management functions, including registration of collections, stock-taking, movement of objects, loaning of collections and maintenance of exhibition records. Internet access will be made available in 2005 for the public to view the museum collections.

On-line Patron Registration System

To cope with future growth and to ensure service availability, a full-scale On-line Patron Registration System (OPRS) was implemented in July 2003. Since the launch of the full-scale system, the number of registered patrons has increased substantially to well over 46,000, of which about 26,000 have subscribed to the e-Magazine service — an increase of about 24% over 2003. There was a 32% increase in the number of patrons of Leisure Link, with 29,000 patrons registered by the end of the year. On average, there were about 750 registrations each month for OPRS.

e-Magazine System

To proactively promote LCSD programmes, an e-Magazine System was launched since 2002. The system allows subscribers to receive up-to-date information of cultural events and leisure programmes according to their

personal areas of interest through email on a weekly basis. By the end of 2004, there were about 26,000 subscribers.

LCSD Website

The department's website was revamped, starting from November 2003, to meet the 'common look and feel' requirement, making it easier for the public to search for information and use electronic services through the Internet. The redesigned web pages, with new icons and better categorisation of information and services provided by the department, allow the public to quickly locate data and click onto the right web pages with greater ease. The website serves as a complete guide to the department's wide variety of programmes, events and user-friendly electronic services. Most of the corresponding web pages were revamped by September 2004. An on-line survey of the revitalised site showed that over 88% of the respondents rated the new web pages as 'very satisfactory', 'satisfactory' or 'fair'.

Leisure Link System

The system was introduced in March 2002 to enable the public to book leisure facilities and programmes in Hong Kong through the Internet, by telephone, or by visiting booking counters. The Internet booking functions are available at the ESDlife website and the Leisure Link booking service has proved to be the most popular service under the Electronic Service Delivery scheme.

In 2004, a number of new system features were launched for improving the management of leisure facilities and programmes and the user friendliness of the Internet channel. To meet increasing public demand and to cater for future expansion requirement, the computerised Leisure Link booking system was upgraded in December in order to ensure that we could continue to provide services to the public in an efficient and effective way.

Management Information System

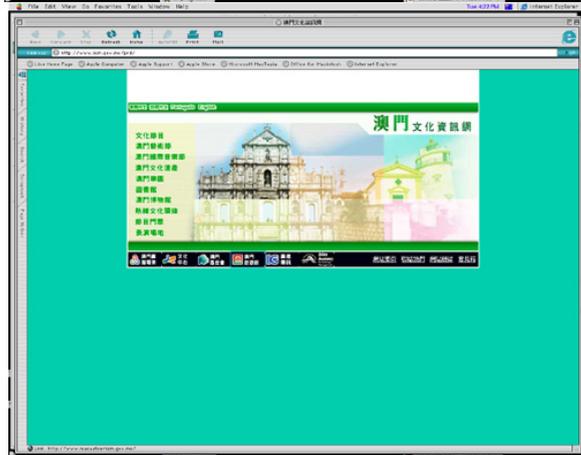
The computerised Management Information System (MIS) is designed to facilitate decision-making in the formulation of cultural and leisure services policy, resource allocation and provision of cultural and leisure services. The system will integrate operational and performance data from various sources into a structured information database to enable information sharing, data analysis, ad hoc queries' handling and reporting in a timely and efficient manner. The development of the project is under way and the initial phase will be launched in October 2005, followed by the start of the enhancement phase.

Pearl River Delta Cultural Information Website

A new Pearl River Delta (PRD) Cultural Information website to improve the exchange of cultural information between Hong Kong, Guangdong and Macau was launched in April. The PRD website carries a variety of cultural information, including performing venues, cultural programmes, museums, libraries, arts organisations and ticketing. It provides a common portal for the public to locate cultural information of the three regions.



Cultural information on Hong Kong, Guangdong and Macau is readily available through the Pearl River Delta Cultural Information Net.



Projects under Development

Other projects being developed include:

- Revamping the Hong Kong Public Libraries' (HKPL) website to meet the 'common look and feel' requirement across government bureaux and departments. The information and structure of the site will be redesigned to make it more user-friendly for accessing HKPL material through the web.
- Provision of self-charging terminals at selected libraries to meet the increasing demand for circulation of library material. A public tender has been issued for the purchase of additional self-charging terminals to be installed in 2005 and 2006.
- Planning for an Internet Express Terminal Service pilot scheme to provide convenient access to the Internet. Under the scheme, library patrons will be allowed impromptu and brief access to the Internet to check e-mails and browse websites.
- A geographical information system will be introduced to computerise textual, photographic and cartographic information on the archaeological and built heritage of Hong Kong. This will foster public awareness of Hong Kong's heritage and promote cultural exchanges with overseas heritage institutions, as well as improve the operational efficiency of handling information on Hong Kong's archaeological and built heritage.

- A tendering exercise is in progress for the back-end operations of URBTIX. A commercial ticketing contractor will be engaged to develop, operate and maintain a dynamic back-end ticketing system and its related services to provide better ticketing services with full Internet functions for the public. The project is planned to start in early 2005 and the enhanced system will be launched in 2006.
- Implementation of a tree inventory system to make use of Internet technology for public access to the department's green information and to provide the department with a geographical information system for managing this data.
- Provision of self-service kiosks at LCSD venues for booking leisure facilities and enrolment in community recreational and sports activities. Tender preparations have been completed and implementation will begin in 2005.
- Computerisation of the Hong Kong Heritage Resources Centre (HRC) will include setting up IT equipment, implementing a library management system for the centre's reference library, and developing a computerised system for visitors to browse research data on buildings of interest.



A glimpse of the future — the Hong Kong Heritage Resources Centre.

Public Relations and Publicity

The Information and Public Relations Section (IPRS) acts as the department's media consultant and helps project the department's positive image by promoting the LCSD's various activities and facilities, handling media enquiries and responding to complaints.

The full range of promotional tools — from press conferences, briefings and visits to advertising, posters and publications — were used effectively during the year to publicise the department's activities. In all, 123 press conferences and briefings, and 121 press visits were arranged; 2,485 press releases were issued, 86 posters produced, 44 television advertisements made and 59 exhibitions organised.



Standing room only at a media event with the assistance of the IPRS staff.

Well coordinated publicity, advertising and marketing campaigns have been organised by the IPRS to promote a host of fascinating leisure and cultural events, including the spectacular annual Hong Kong Flower Show, the successful visit to Hong Kong of the Athens Olympics gold medallists of the Mainland National Team, the highly popular summer fun festival, the International Arts Carnival, the thematic arts festival in autumn, the New Vision Arts Festival, the splendid Cantonese Opera Day 2004, Bravo! A

Cantonese Opera Fiesta ... to name a few. Our promotional efforts have helped enhance public's appreciation of an enriched life by enjoying leisure and cultural services for all.

Regular publications reporting on the progress of LCSD programmes were also produced to increase the transparency of the department's operations. These included weekly highlights of major activities for the e-Magazine; a bi-monthly staff bulletin; a half-yearly magazine to publicise the activities organised by Community Sports Clubs; and the Annual Report, which outlined the department's functions and achievements.



The bi-monthly staff bulletin is an effective channel for improving communication between staff.

The LCSD's informative and easy-to-use website is designed to simplify practical searches for information. Acting as a website co-ordinator, the IPRS gave advice on presentational and design aspects of the web pages. Details of the department's publications, services and facilities, plus information on leisure and cultural programmes, as well as application forms and tender notices, are all posted on the Internet.

In the event of emergencies, such as typhoons or rainstorms, information officers are deployed to staff the Emergency Information Centre (EIC) to provide regular situation reports informing the public on the status of LCSD programme activities. When typhoon Kompasu hit Hong Kong in July, the

section activated the EIC to deal with media enquiries and issue announcements of public interest.

Appendices

Leisure and Cultural Services Department Organisation Chart

Establishment, Strength and Vacancies by Branch and Grade

Performance Achievements

Statement of Estimated Revenue and Expenditure for the Financial Year 2004-05

Leisure and Cultural Services Department Capital Works Projects Under Construction

Leisure and Cultural Services Department Capital Works Projects Completed in 2004

Recreational Facilities

Usage of Recreation and Sports Facilities

Recreation, Sports and Amenity Programmes

Addresses of LCSD District Leisure Services Offices

Attendances at Cultural and Entertainment Programmes

Attendances at Cultural Presentations

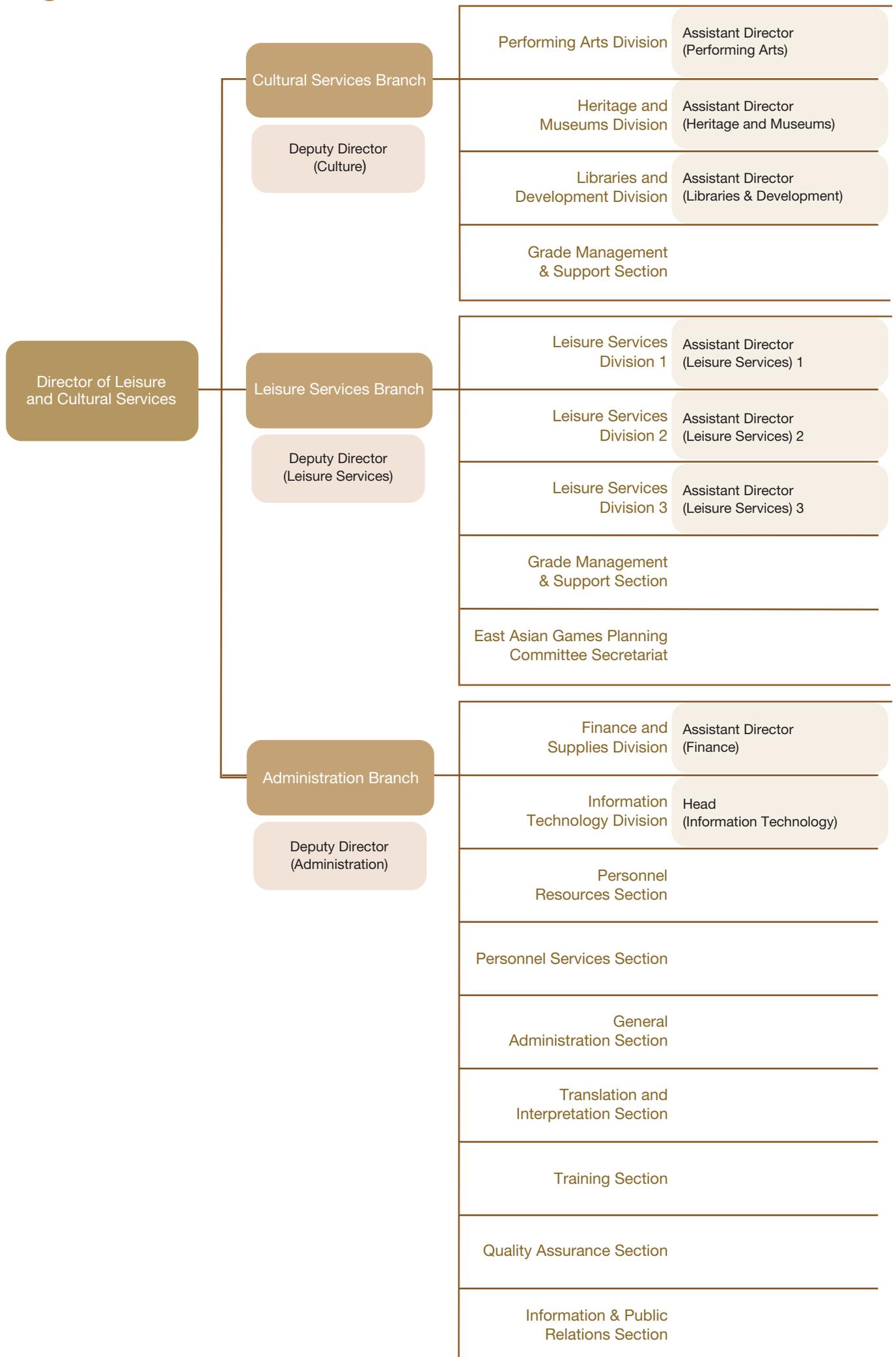
Attendances at Museums

Usage of Public Libraries

Major Cultural Venues

Selected Publications on Heritage and Museums

Leisure and Cultural Services Department Organisation Chart



Appendix 2

Establishment, Strength and Vacancies by Branch and Grade (As at 31.12.2004)

(No.)

Branch / Grade	Establishment	Strength	Vacancy
Leisure Services Branch			
Directorate grades	4	4	0
Non-directorate grades			
Municipal Services grades	1,385	1,321	64
General/Common grades	3,609	3,316	293
Sub-total	4,998	4,641	357
Cultural Services Branch			
Directorate grades	4	4	0
Non-directorate grades			
Municipal Services grades	1,197	1,106	91
General/Common grades	892	847	45
Sub-total	2,093	1,957	136
Administration Branch			
Directorate grades	5	4	1
Non-directorate grades			
Municipal Services grades	12	10	2
General/Common grades	488	471	17
Sub-total	505	485	20
Total	7,596 #	7,083	513 *

Notes # Including 16 supernumerary posts.

* Including 188 vacancies being filled by non-civil service contract staff and 32 vacancies frozen for further redeployment/deletion.

Performance Achievements

Cultural Services

Performing Arts

(A) Civic Centres

Type of Service	Target	Achievement in 2004
To confirm bookings as follows:		
(a) Ordinary	To give a written reply within 14 working days from the monthly closing date for application	100%
(b) Special	To give a written reply within 14 working days from the monthly closing date for application	100%
(c) Late		100%
(i) Major facilities		
a) including Auditorium, Concert Hall and Exhibition Hall/Gallery	To give a written reply within 7 working days from the weekly closing date for application	100%
b) Arena of the Hong Kong Coliseum and the Queen Elizabeth Stadium	To give a written reply within 7 working days from receiving an application	100%
(ii) Minor facilities		
including Lecture Room, Dance Studio, Conference Room etc.	To give a written reply within 7 working days from receiving an application	100%

(B) Ticketing

Type of Service	Target	Achievement in 2004	Reason for not achieving the standard
Sale of ticket at box office	To serve the customer within 25 minutes except during rush periods when counter ticket sales begin for popular events and major festivals; and to supply a ticket within 4 minutes	99.5%	Patrons may take longer than 4 minutes to enquire about multiple programmes and performances especially for popular programmes and event series. Tickets can only be issued after confirmation by the patrons, which will take less than 1 minute from confirmation to issue
Telephone reservation and enquiry services	To serve the customer within 5 minutes except during peak hours (10:00 a.m. – 11:00 a.m. and 12:30 p.m. – 2:00 p.m.)	99%	Normal fluctuation in telephone traffic may create sporadic 'peaks' of incoming calls
Telephone booking service	To post the tickets by the next working day to registered patrons using the service	100%	
Postal bookings processed by URBTIX	To post the tickets within 5 working days after the closing date	100%	

Library Services

(A) Libraries

Type of Service	Target	Achievement in 2004
To achieve the following performance standards for 90% of the opening hours, including peak hours:		
(a) Applying for a new library card	10 minutes	100%
(b) Replacing a library card	10 minutes	100%
(c) Borrowing a library item	5 minutes	100%
(d) Returning a library item	5 minutes	100%
(e) Reserving a library item	5 minutes	100%

(B) Book Registration

Type of Service	Target	Achievement in 2004
To gazette a bibliography of registered books in accordance with the Books Registration Ordinance, Cap. 142 of the Laws of Hong Kong	At quarterly intervals	100%

Heritage and Museum Services

(A) Museums

Type of Service	Target	Achievement in 2004
To process requests for school visits and guided tours	Within 7 working days	100%
To maintain the hands-on exhibits in use in the Science and Space Museums	At least 90% of hands-on exhibits in use at all times	100%
To provide a balanced mix of museum programmes	(i) 4 exhibitions of various themes per month (ii) 750 educational programmes per month	100% 100%
To preserve Hong Kong's art and material culture by acquiring works of art, film and historical objects	An annual increase of 1% to 2% of the collections	100%

(B) Antiquities and Monuments

Type of Service	Target	Achievement in 2004
To process application for location filming	10 working days	100%
To process application for reproduction of photographs and slides	14 working days	100%
To process application for loan of travelling exhibitions and videos	7 working days	100%
To process application for photocopies of sites and monuments records	5 working days	100%

Leisure Services

Type of Service	Target	Achievement in 2004
For activities enrolled on first-come-first-served basis:		
(a) At District Leisure Services Office counters/venue booking centers	Within 15 minutes queuing time except peak period (8:30 a.m. to 10:30 a.m.)	100%
(b) By post	To notify applicants within 7 working days of the closing date	100%
For activities enrolled by balloting		
	(i) To publicize the balloting result within 5 working days of the balloting date	100%
	(ii) To notify the successful applicants within 7 working days of the balloting date	100%
Applications for use of sports facilities in person at venue booking counters	Within 15 minutes queuing time except peak period (7:00 a.m. to 7:30 a.m.)	100%
Waiting time for admission to swimming pools	Less than 20 minutes when the maximum pool capacity has not been reached	100%
Processing of billiard establishment, public bowling-alley and public skating rink licence applications :		
(a) To acknowledge receipt of application	Within 7 working days	100%
(b) To seek comments from relevant government departments	Within 7 working days	100%
(c) To issue licence upon compliance with licensing requirements	Within 10 working days	100%

Appendix 4

Statement of Estimated Revenue and Expenditure for the Financial Year 2004-05

	2004-05 \$M ⁽¹⁾	2003-04 \$M ⁽²⁾
Revenue		
Rents	120	128
Fees and charges		
Admission and hire charges	499	477
Programme entry fees	37	36
Others	33	33
Other receipts	40	31
Total revenue	729	705
Recurrent expenditure		
Personal emoluments	1,738	1,836
Mandatory Provident Fund contribution	1	1
General departmental expenses	2,370	2,211
Cultural presentations, entertainment programmes, activities and exhibitions	165	138
Recreation and sports activities, programmes, campaigns and exhibitions	99	101
Library materials and multi-media services	89	97
Publicity	57	48
Technical Services Agreement	46	47
Artefacts and museum exhibitions	45	35
Subventions ⁽³⁾	332	209
Total recurrent expenditure	4,942	4,723
Deficit for the year after recurrent expenditure	4,213	4,018
Non-recurrent expenditure		
Plant, vehicles and equipment	63	67
Others	111	53
Total non-recurrent expenditure	174	120
Total deficit for the year	4,387	4,138

Notes 1 These figures are revised estimates for the financial year 2004-05.

2 These figures represent the actual revenue and expenditure for the financial year 2003-04.

3 The figure includes subventions to the Hong Kong Life Saving Society, the Hong Kong Archaeological Society and Non-government organisation camps in addition to leisure and culture subventions starting from the financial year 2004-05.

Appendix 5

Leisure and Cultural Services Department Capital Works Projects Under Construction

Project Title	Works Start Date	Target Completion Date
Tai Kok Tsui Complex (Phase 2)	1/2001	Mid-05
Local Open Space in Areas 18 and 21, Fanling	7/2002	12/2005
Kowloon Bay Recreation Ground	10/2002	3/2005
District Open Space in Area 5, Tai Po	12/2002	2/2005
Football Pitch in Area 5, Tai Po	12/2002	4/2005
District Open Space in Area 7, Tung Chung	2/2003	4/2005
District Open Space in Area 18, Tuen Mun	5/2003	7/2005
Stanley Complex	6/2003	1/2006
Hammer Hill Road Park, Diamond Hill	7/2003	Mid-06
Additional Open Space adjacent to Tsuen Wan Town Hall	11/2003	12/2005
Cherry Street Park, Tai Kok Tsui	12/2003	8/2005
Indoor Recreation Centre in Area 17, Tin Shui Wai	12/2003	2/2007
Improvement Works to Lei Yue Mun Park and Holiday Village	9/2004	11/2006

Appendix 6

Leisure and Cultural Services Department Capital Works Projects Completed in 2004

Project Title	Project Cost (\$M)	Construction Completion Date
Renovation of the Wu Kwai Sha Youth Village of YMCA, Ma On Shan	23.7	3/2004
Provision of a Multi-purpose Grass Pitch on Sai Tso Wan Former Landfill	46.5	4/2004
Tai Po Complex	931	6/2004
District Open Space in Areas 3 and 8, Tsing Yi	66.6	7/2004
Local Open Space in Area 14 (Mouse Island), Tuen Mun	31.4	7/2004
Ma On Shan Sports Ground — Phase 2	105.2	7/2004
Local Open Space in Ping Shan, Yuen Long	31.8	8/2004
Sports Centre and Public Library in Area 100, Ma On Shan	455.8	9/2004
Local Open Space in Area 15, Tin Shui Wai	44	9/2004
Water Sports Centre at Stanley Main Beach	51.4	11/2004
Improvement to Lok Wah Playground, Kwun Tong	44.9	12/2004

Recreational Facilities

Recreational facilities	No.	Recreational facilities	No.
Sporting facilities		Sporting facilities	
Sports centres	85	Boating parks	3
Courts (indoor and outdoor)		Beaches	41
Badminton	522	Swimming pools	36
Basketball	444 ⁽¹⁾	Water sports centres	4
Handball	34	Holiday camps	4
Volleyball	239 ⁽²⁾	Horse riding schools	2
Netball	33	Golf driving ranges (indoor and outdoor)	4
Squash	321 ⁽³⁾	Camp sites	1
Tennis	270		
Tennis practice	17		
Turf pitches (natural)		Passive facilities	
Soccer	35	Major parks	22
Soccer cum other ball games	12	Small parks/Gardens/Sitting-out areas	1,352
Rugby	2	Fountains	80
Rugby cum other ball games	3	Children's playgrounds	640
Stadia (outdoor)	2	Zoo/Aviaries	5
Turf pitches (artificial)		Conservatories	2
Soccer	8	Bathing sheds	51
Soccer cum other ball games	8	Barbecue pits	618
Hockey	2	Road safety towns	4
Hard-surfaced soccer pitches	225	Total area of sites provided with horticultural maintenance ⁽⁴⁾ (hectares)	1,519.9
Gateball courts (natural and artificial)	28	Total area of leisure facilities administered ⁽⁵⁾ (hectares)	2,126.4
Sports grounds	24		
Bowling greens (indoor and outdoor)	10		
Obstacle golf courses	1		
Open air theatres	19		
Archery fields	2		
Roller skating rinks	35		
Jogging tracks/fitness trails	84		
Cycling tracks	9		
Model boat pools	4		

- Notes
- (1) Including 8 3-on-3 basketball courts
 - (2) Including 2 beach volleyball courts
 - (3) Including 7 squash courts used as American pool table rooms.
 - (4) Including all LCSD venues, government compounds and roadside amenity areas provided with horticultural maintenance and undergrowth cutting.
 - (5) Including area of indoor and outdoor leisure facilities and roadside amenity areas maintained by LCSD.

Appendix 8

Usage of Recreation and Sports Facilities

Percentages (unless otherwise specified)

Type of Recreation and Sports Facilities	Unit	Usage Rate (%)
Hard-surfaced Courts		
Tennis	hour	43.5
Obstacle golf (number)	game	2,428
Turf pitches		
Natural turf pitches	session	104.2 *
Artificial turf pitches	session	81.6
Bowling greens	hour	20.2
Hockey (artificial)	hour	53.6
Rugby	hour	98.5
Sports grounds	hour	92.3
Sports centres ⁽¹⁾		
Arena	hour	71.4
Activity rooms/dance rooms	hour	59.0
Children's play rooms	hour	86.0
Squash courts	hour	35.5
		Attendance Rate (%)
Holiday Camps		
Day	person	91.2
Residential	person	71.1
Evening (attendance)	person	32,147
Water sports centres		
Day	person	90.6
Tent	person	98.7

Notes

$$\text{Usage Rate (\%)} = \frac{\text{Total hours/sessions used}}{\text{Total hours /sessions available}} \times 100\%$$

$$\text{Attendance Rate (\%)} = \frac{\text{No. of attendance}}{\text{Capacity}} \times 100\%$$

(1) Including free standing squash court/centre, table tennis centre and badminton centre.

* Figure more than 100 percent denotes actual utilisation exceeding the available sessions assigned for booking.

Appendix 9

Recreation, Sports and Amenity Programmes

Events/Programmes	No. of Events/ Programmes	No. of Participants/ Attendees
Recreation and sports activities	28,485	1,656,000
Sports Subvention Scheme	7,667	635,215
Zoo Education Programme	607	21,802
Horticulture Education Programme	366	19,664
Greening School Subsidy Scheme	700	180,000
'One Person, One Flower' Scheme	1,000	330,000
School Planting Plot in Park Scheme	40	1,100
Hong Kong Flower Show	1	555,000
Greening Hong Kong Activities Subsidy Scheme	7	70,000
Green Volunteer Scheme	300	3,000
Community Planting Day	28	32,000
Greening Exhibitions/Talks	370	10,000
Community Garden Programme	8	400
Best Landscape Award for Private Property Development	1	120

Addresses of LCSD District Leisure Services Offices

District	Address	Enquiries
Central and Western	Room 1001, 10/F, Sheung Wan Municipal Services Building, 345 Queen's Road Central, Hong Kong	2853 2566
Eastern	3/F, Quarry Bay Municipal Services Building, 38 Quarry Bay Street, Hong Kong	2564 2264
Kowloon City	10/F, To Kwa Wan Government Offices Building, 165 Ma Tau Wai Road, To Kwa Wan, Kowloon	2711 0541
Kwun Tong	Unit 13-18, M1/F and Units 110-118, M2/F, Tsui Cheung House, Tsui Ping North Estate, Kwun Tong, Kowloon	2343 6123
Sham Shui Po	7/F, Un Chau Street Municipal Services Building, 59-63 Un Chau Street, Sham Shui Po, Kowloon	2386 0945
Southern	4/F, Aberdeen Municipal Services Building, 203 Aberdeen Main Road, Hong Kong	2555 1268
Wan Chai	9/F, Lockhart Road Municipal Services Building, 225 Hennessy Road, Wan Chai, Hong Kong	2879 5622
Wong Tai Sin	4/F, Ngau Chi Wan Municipal Services Building, 11 Clear Water Bay Road, Kowloon	2328 9262
Yau Tsim Mong	1/F, Kowloon Park Management Offices, 22 Austin Road, Tsim Sha Tsui, Kowloon	2302 1762
Islands	Room 622, 6/F, Harbour Building, 38 Pier Road, Central, Hong Kong	2852 3220
Kwai Tsing	8/F, Kwai Hing Government Offices Building, 166-174 Hing Fong Road, Kwai Chung, New Territories	2424 7201
North	4/F, Shek Wu Hui Municipal Services Building, 13 Chi Cheong Road, Sheung Shui, New Territories	2679 2819
Sai Kung	5/F, Sai Kung Government Offices Building, 34 Chan Man Street, Sai Kung, New Territories	2791 3100
Sha Tin	Unit 1207-1212, 12/F, Tower I, Grand Central Plaza, 138 Sha Tin Rural Committee Road, Sha Tin, New Territories	2634 0111
Tai Po	3/F, Tai Po Complex, 8 Heung Sze Wui Street, Tai Po, New Territories	3183 9020
Tsuen Wan	3/F, Yeung Uk Road Municipal Services Building, 45 Yeung Uk Road, Tsuen Wan, New Territories	2212 9702
Tuen Mun	3/F, Tuen Mun Government Offices Building, 1 Tuen Hi Road, Tuen Mun, New Territories	2451 0304
Yuen Long	2/F, Yuen Long Government Offices Building, 2 Kiu Lok Square, Yuen Long, New Territories	2478 4342

Appendix 11

Attendances at Cultural and Entertainment Programmes

Venue	Performance ⁽²⁾	Attendance ⁽²⁾
Hong Kong Cultural Centre ⁽¹⁾	727	612,261
Hong Kong City Hall	209	90,814
Sai Wan Ho Civic Centre	152	32,732
Sheung Wan Civic Centre	28	6,209
Ko Shan Theatre	125	62,865
Ngau Chi Wan Civic Centre	117	16,442
Tsuen Wan Town Hall ⁽¹⁾	126	45,699
Tuen Mun Town Hall ⁽¹⁾	173	80,153
Sha Tin Town Hall ⁽¹⁾	267	184,395
Kwai Tsing Theatre ⁽¹⁾	226	97,156
Yuen Long Theatre	117	59,001
Tai Po Civic Centre	60	12,382
North District Town Hall	34	9,915
Hong Kong Film Archive Cinema	394	33,980
Hong Kong Coliseum	-	-
Queen Elizabeth Stadium	7	17,141
Hong Kong Science Museum Lecture Hall	144	18,708
Hong Kong Space Museum Lecture Hall	226	22,717
Other LCSD Venues	358	642,468
Non-LCSD Venues	1,424	396,587
Total	4,914	2,441,625

Notes : (1) Including Foyer and Piazza programmes.

(2) Excluding programmes organised by hirers.

Appendix 12

Attendances at Cultural Presentations

Type of Performance	No. of Performances	Attendance
Music	310	167,728
Dance	182	116,114
Multi-Arts	193	45,227
Theatre	254	58,261
Chinese Opera	159	111,209
Audience Building	853	208,332
Total	1,951	706,871

Appendix 13

Attendances at Museums

Venue	Attendance
Hong Kong Museum of Art	271,398
Hong Kong Museum of History	657,977
Hong Kong Science Museum	853,831
Hong Kong Space Museum	787,828
Hong Kong Heritage Museum	632,277
Hong Kong Museum of Coastal Defence	182,282
Sam Tung Uk Museum	247,973
Hong Kong Railway Museum	388,510
Flagstaff House Museum of Tea Ware	206,418
Sheung Yiu Folk Museum	62,981
Law Uk Folk Museum	36,936
Lei Cheng Uk Han Tomb Museum	43,921
Hong Kong Film Archive	202,919

Other Venue	Attendance
Hong Kong Visual Arts Centre	93,879

Appendix 14

Usage of Public Libraries

No. of Libraries	72
Registered Borrowers	3,143,469
Library Stock	
Books	9,757,471
Multimedia Material	1,330,984
Materials Borrowed	62,157,876
No. of Requests for Multimedia Services	3,186,740
Reference and Information Enquiries Handled	4,023,997
No. of Extension Activities	16,967
Extension Activities Attendance	17,384,331
Internet Library Services	
Visits to Library Homepage	89,781,537
Internet Renewals	11,407,581
Internet Reservations	499,848
Use of Multimedia Information System	1,105,382
No. of Books Registered	13,885
No. of Periodicals Registered	14,630
No. of International Standard Book Numbers Issued	709

Major Cultural Venues

Venue	Address
Hong Kong Cultural Centre	10 Salisbury Road, Tsim Sha Tsui, Kowloon
Hong Kong City Hall	5 Edinburgh Place, Central, Hong Kong
Sheung Wan Civic Centre	4-8/F, Sheung Wan Municipal Services Building, 345 Queen's Road Central, Hong Kong
Sai Wan Ho Civic Centre	111, Shau Kei Wan Road, Hong Kong
Ngau Chi Wan Civic Centre	2-3/F, Ngau Chi Wan Municipal Services Building, 11 Clearwater Bay Road, Kowloon
Ko Shan Theatre	77 Ko Shan Road, Hung Hom, Kowloon
Tsuen Wan Town Hall	72 Tai Ho Road, Tsuen Wan, N.T.
Sha Tin Town Hall	1 Yuen Wo Road, Sha Tin, N.T.
Tuen Mun Town Hall	3 Tuen Hi Road, Tuen Mun, N.T.
Kwai Tsing Theatre	12 Hing Ning Road, Kwai Chung, N.T.
Yuen Long Theatre	9 Yuen Long Tai Yuk Road, Yuen Long, N.T.
Tai Po Civic Centre	12 On Pong Road, Tai Po, N.T.
North District Town Hall	2 Lung Wan Street, Sheung Shui, N.T.
Hong Kong Coliseum	9 Cheong Wan Road, Hung Hom, Kowloon
Queen Elizabeth Stadium	18 Oi Kwan Road, Wan Chai, Hong Kong

Public Libraries	Address
Hong Kong Central Library	66 Causeway Road, Causeway Bay, Hong Kong
City Hall Public Library	2-6/F and 8-11/F, City Hall High Block, Central, Hong Kong
Kowloon Public Library	5 Pui Ching Road, Kowloon
Sha Tin Public Library	1 Yuen Wo Road, Sha Tin, N.T.
Tsuen Wan Public Library	38 Sai Lau Kok Road, Tsuen Wan, N.T.
Tuen Mun Public Library	1 Tuen Hi Road, Tuen Mun, N.T.

Museums	Address
Hong Kong Museum of Art	10 Salisbury Road, Tsim Sha Tsui, Kowloon
Hong Kong Museum of History	100 Chatham Road South, Tsim Sha Tsui, Kowloon
Hong Kong Science Museum	2 Science Museum Road, Tsim Sha Tsui East, Kowloon
Hong Kong Space Museum	10 Salisbury Road, Tsim Sha Tsui, Kowloon
Flagstaff House Museum of Tea Ware	Hong Kong Park, 10 Cotton Tree Drive, Central, Hong Kong
Lei Cheng Uk Han Tomb Museum	41 Tokin Street, Sham Shui Po, Kowloon
Law Uk Folk Museum	14 Kut Shing Street, Chai Wan, Hong Kong
Sheung Yiu Folk Museum	Pak Tam Chung, Sai Kung, N.T.
Hong Kong Railway Museum	13 Shung Tak Street, Tai Po Market, Tai Po, N.T.
Sam Tung Uk Museum	2 Kwu Uk Lane, Tsuen Wan, N.T.
Hong Kong Museum of Coastal Defence	175 Tung Hei Road, Shau Kei Wan, Hong Kong
Hong Kong Heritage Museum	1 Man Lam Road, Sha Tin, N.T.
Hong Kong Film Archive	50 Lei King Road, Sai Wan Ho, Hong Kong

Selected Publications on Heritage and Museums

1. Liu Guosong — A Universe of His Own
2. Metal, Wood, Water, Fire and Earth: Gems of Antiquities Collections in Hong Kong
3. A Walk on the Path of Art — Donation of Ink Painting and Calligraphy by Mr Lin Jen-tong
4. The Defence of Hong Kong: Collected Essays on the Hong Kong-Kowloon Brigade of the East River Column
5. Modern Chinese Naval History: New Perspectives
6. Serving Hong Kong: The Hong Kong Volunteers
7. Hunting and Rituals: Treasures from the Ancient Dian Kingdom of Yunnan
8. Fine Dining: Ancient Chinese Culinary Ware
9. A Synthesis of Lyrical Excellence & Martial Agility: The Stage Art of Ng Kwan Lai
10. Visual Dynamic: Hong Kong International Poster Triennial 2004
11. Conference papers for the International Conference on the Production of Food and Foodways in Asia
(Jointly published with Department of Anthropology, The Chinese University of Hong Kong)
12. The Cinema of Lee Sun Fung
13. Fame, Flame, Frame — Jupiter Wong Foto Exhibition
14. A Yam Kim-fai Reader
15. Huang Yongyu at 80: An Art Exhibition