

## **History Sub-committee, Museum Advisory Committee**

**13th Meeting held on 29 July 2024**

### **Summary of Discussion**

#### **1. Annual Management Report (2023-24) of the Leisure and Cultural Services Department Museums and Related Offices**

- Members noted the Annual Management Report of the history museums and related offices under the Leisure and Cultural Services Department (LCSD), and the achievements under the Key Performance Indicators (KPIs).
- Members made the following comments or enquiries about the Annual Management Report, and the achievements under the KPIs:
  - Enquired the difference in KPIs compared with those before the epidemic, and the respective percentages of local, overseas and Mainland visitors;
  - Enquired about the numbers of museum staff, and the training courses provided for middle and senior-level museum staff;
  - Suggested adding the procedure of registration upon entry to the museums so as to collect more data for formulating targeted strategies; and
- The LCSD responded as follows:
  - The achievements under the KPIs, for example the attendances, had improved compared with those before the epidemic;
  - The museums had been attaching great importance to staff training, which included subsidies for studying local courses in museology, short-term visits and internships at various museums, and training in heritage conservation lasting from six months to one year outside Hong Kong. The museums would provide training for new recruits as and when appropriate;
  - The results of surveys conducted by the Marketing and Business Development Section at museums/venues showed that tourists accounted for 15% of the visitors to the Hong Kong Heritage Museum (HKHM), and even 20% to 30% during peak seasons; and

#### **2. Museum Activities to Promote Pop Culture**

- Members noted the museum activities to promote pop culture.

- Members made the following comments or enquiries about the museum activities to promote pop culture:
  - Suggested collaborating with local organisations to organise more activities connecting history and culture with tourist attractions, as well as working with local performing groups to stage Cantonese opera performances in the museums;
  - Suggested co-organising roving exhibitions with Mainland museums on Jin Yong in the Mainland with a view to increasing the revenue of museums under the LCSD;
  - Suggested using different genres of pop culture, for example Chinese martial arts novels, movies and songs, as the main approach rather than using different figures and themes each year; and
  - Suggested that the HKHM should organise school visits to introduce the moral values of pop culture figures in depth.
- The LCSD responded as follows:
  - Cantonese opera was an essential part of our pop culture as well as Chinese culture. The HKHM was liaising with local cultural organisations on holding activities in the Cantonese Opera Heritage Hall to promote Cantonese opera, and would continue to present performances of Cantonese opera excerpts;
  - As various overseas and Mainland museums had expressed an interest in exhibitions on Jin Yong, the HKHM would collaborate with other museums to curate such exhibitions at opportune moments;
  - The HKHM did not conceive the themes of its pop culture exhibitions on the basis of individual figures, but rather conceived new curatorial approaches through continuous observation of the development of pop culture; and
  - The HKHM had invited schools to visit its pop culture exhibitions so as to disseminate educational messages to students.

### **3. The Conversion of Hong Kong Museum of Coastal Defence into Hong Kong Museum of the War of Resistance and Coastal Defence**

- Members noted the details of the conversion of the Hong Kong Museum of Coastal Defence (HKMCD) into the Hong Kong Museum of the War of Resistance and Coastal Defence (HKMWRCD).
- Members made the following comments or enquiries about the HKMWRCD:
  - Enquired about the publicity work and brand promotion campaigns on the conversion of the HKMCD into the HKMWRCD, and suggested collaborating with public libraries to hold thematic exhibitions or crossover activities;

- Suggested inviting young influencers to make videos of their museum visits, supplemented with inserted information on the history of the War of Resistance for promotional purposes;
- Suggested introducing history by telling the stories of individual figures with the aid of multi-media arts, songs, dances, drama, etc. so as to facilitate public reception and understanding;
- Suggested collaborating with the education sector on producing teaching materials for the subject of Citizenship and Social Development so as to nurture young people's sense of patriotism and national identity; and
- Suggested that the new logo of the museum should not distinguish "War of Resistance" and "Coastal Defence" with two separate colours, and that these two themes should be combined into one.

➤ The LCSD responded as follows:

- Apart from placing advertisements in newspapers and magazines, and within the premises of the MTR and the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link, the LCSD would also promote the conversion via different media and select suitable books from public libraries for display at reading corners at galleries;
- The LCSD had plans for inviting influencers to make videos and share with the public exhibition highlights from their own perspectives;
- The museum was conceiving dialogue sessions between veteran warriors and young people during which the former would share their own experiences and stories to enhance the public's understanding of and interest in the history of the War of Resistance;
- The LCSD would thoroughly explore different means to help students relate to historical events and understand the meanings behind the events. The Department would also continue to collaborate closely with the Education Bureau, which placed great emphasis on education about the War of Resistance and would collaborate more frequently with the museums in the future; and
- The LCSD explained that the logo, with two separate colours for "War of Resistance" and "Coastal Defence", had been designed with the visitor's experience in mind. It enabled visitors to easily locate the exhibition halls on the two different themes.

Secretariat  
Museum Advisory Committee  
May 2025