

Museum Advisory Committee
13th Meeting held on 8 November 2024

Summary of Discussion

1. Three-year Plans of the Public Museums and Related Offices Managed by the Leisure and Cultural Services Department

- Members noted the progress of the Muse Fest HK 2024, and the Annual Plans of the public museums and related offices managed by the Leisure and Cultural Services Department (LCSD).
- Members made the following comments or enquiries about the Annual Plans:
 - Enquired about the usual channels through which the Culture, Sports and Tourism Bureau (CSTB) promoted the programmes of the LCSD;
 - Suggested that the LCSD should set the target audience groups for museums so as to formulate corresponding strategies, and carry out focused publicity via specific media in response to the latest trends in society;
 - Enquired whether the LCSD would follow the model of alumni associations by connecting primary and secondary school participants of past educational extension activities and foster their bonds with the museums so as to increase the frequency of visits by students and even parents;
 - Enquired about the crowd management work of museums under the LCSD and strategies to increase the number and enhance the capabilities of docents; and
 - Suggested that the LCSD should hold pop-up activities at public venues and shopping malls to attract more visitors to museum exhibitions.
- The LCSD responded as follows:
 - In order to abide by the Government's principle of fiscal prudence, the LCSD will, apart from making publicity efforts through paid advertising, increase the use of free publicity channels (such as publicity at government facilities), and strengthen co-operation with departments responsible for tourism matters under the CSTB, the Hong Kong Tourism Board and museums in the Greater Bay Area, so as to actively promote museums as tourist hotspots through tourism;
 - In addition to promoting its exhibitions on social media and video platforms, the LCSD would also invite members of the media to visit the exhibitions so that they could cover and promote the exhibitions based on their own experience;
 - The LCSD had indeed taken the alumni association as a reference model and invited participants in past activities to join the voluntary work or other activities of the museums;

- The LCSD museums had previously adopted an online booking system for more popular exhibitions/programmes to facilitate crowd management. The LCSD had been providing training for docents and successfully recruited a new batch of volunteers in 2024 to serve the museums. In addition, QR codes were available at exhibition venues to facilitate visitors' understanding of exhibition content; and
- The LCSD had held exhibitions at public venues such as parks and shopping malls, and was also planning to hold exhibitions in libraries and sports centres to build up a wider audience base for museums.

2. Museum Development Plan

- Members noted the museum development plan for the public museums under the LCSD.
- Members made the following comments or enquiries about the museum development plan:
 - Suggested that the LCSD should set up museums on such themes as natural history and natural science, or fashion, design, commerce and industry;
 - Enquired whether the LCSD had conducted manpower training for setting up new museums; and
 - Suggested that the LCSD should actively persuade Hong Kong's design masters to donate their works to the museums for systematic display.
- The LCSD responded as follows:
 - The themes of natural history and natural science could be considered for inclusion in the expanded Hong Kong Science Museum. The LCSD would also consider Members' suggestions when planning new facilities or upgrading existing facilities in the future;
 - As regards manpower training, the Government had been providing financial support for museum staff attending museum management courses. The LCSD museums had also offered a Museum Trainee Scheme, which provided trainees with two-year on-the-job training in LCSD museums so as to increase the supply of manpower;
 - The Hong Kong Heritage Museum had collaborated with different design masters on various exhibitions and collected objects donated by them, and would continue with such efforts in the future.