

Museum Advisory Committee
14th Meeting held on 18 July 2025

Summary of Discussion

1. Exploring and Learning with Museums

- Members noted the rich array of educational activities offered to members of the public from different age groups and backgrounds by museums under the Leisure and Cultural Services Department (LCSD).
- Members made the following comments or enquiries about the educational activities:
 - Enquired about educational programmes provided by the LCSD for the underprivileged, and the directions for long-term learning and development in that regard;
 - Suggested that the LCSD should provide students and the underprivileged with museum passes during the summer vacation, and enhance its co-operation and connection with other museums within the Guangdong-Hong Kong-Macao Greater Bay Area (GBA); and
 - Suggested that the LCSD should strengthen its promotional efforts targeting the elderly and international tourists, use of technology, and manpower training.
- The LCSD responded as follows:
 - Museums under the LCSD had all along been offering various types of educational activities and long-term learning programmes to the underprivileged. Examples included guided tours specially designed for persons with hearing or visual impairment, activities on green living and community inclusion for the elderly, arts exhibitions and arts training programmes for the participation of the underprivileged, and such long-term learning programmes as the Young Astronaut Training Camp and Astronomical Training Programme for Secondary Students;
 - To meet the needs of different families and organisations across society, the

LCSD had already launched, and invited applications for, the Family Pass and free guided tour services for the public. Meanwhile, the LCSD had jointly formulated a reporting and collaboration mechanism with museums within the GBA so that museums in Guangdong, Hong Kong and Macao could co-operate and communicate more closely when organising exhibitions within the GBA and internationally; and

- Many of the museums under the LCSD had launched activities designed for the elderly, and enabled the public to enjoy online exhibitions and virtual guided tours with the help of the latest technology. Separately, since the in-depth community tours of the Intangible Cultural Heritage Highlight Tours co-organised with the Hong Kong Tourism Board (HKTb) had been very favourably received, the LCSD would continue to collaborate with the HKTb in the future to launch more visits and guided tours for tourists;

2. Plans to Promote the Development of Museum Professionals

- Members noted the plans of the museums under the LCSD for the development of museum professionals needed to support the 10-year development blueprint for arts and cultural facilities.
- Members made the following comments or enquiries about the plans for the development of museum professionals:
 - Suggested that the LCSD should explore the possibility of providing tertiary institutions with clearer guidelines on the academic disciplines required for a museum professional, and should identify talents through various museum internship programmes for students; and
 - Suggested that the LCSD should examine the feasibility of recruiting talents working in different local sectors for a switch to the museum profession, and consider recruiting more young talents from abroad;
- The LCSD responded as follows:
 - The LCSD would continue to explore more relevant directions for co-operation and development which could foster students' interest in museum work; and
 - The LCSD would actively explore the possibilities of collaborating with

different industries on museum affairs, as well as opportunities for exchange with museums abroad.

3. Crossover Collaborations between the Leisure and Cultural Services Department and the Business Sector

- Members noted the products and items launched through crossover collaborations between the LCSD and the business sector.
- Members made the following comments or enquiries about the crossover collaborations between the LCSD and the business sector:
 - Suggested that the LCSD should enhance its collaboration with the business sector in the promotion of museums as well as cultural and creative industries; and
 - Suggested that the LCSD should examine the feasibility of a crossover between museum exhibitions and the music and dance programmes of the Hong Kong Week.
- The LCSD responded as follows:
 - The museums under the LCSD were strengthening the promotion of Hong Kong's culture and history by actively collaborating with the business sector as well as the cultural and creative sectors; and
 - The LCSD was organising a crossover performance and a crossover exhibition with the Hong Kong Dance Company, and launching fashion specifically designed to promote Hong Kong's history and culture in a crossover collaboration with a fashion brand. In the future, attempts would continue to be made to promote the brand of LCSD museums across the world through new channels, such as the Hong Kong Fashion Design Week.

Secretariat

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November 2025