

Art Sub-committee, Museum Advisory Committee

15th Meeting Held on 29 September 2025

Summary of Discussion

1. Annual Management Report (2024-25) of the Public Museums and Related Offices Managed by the Leisure and Cultural Services Department

- Members noted the content of the Annual Management Report (2024-25).
- Members made the following comments on the Annual Management Report (2024-25):
 - Suggested that the Leisure and Cultural Services Department (LCSD) should consider collaborating with the Education Bureau (EDB) in launching fee-charging educational projects and activities for museums to create new sources of revenue;
 - Enquired about the business collaboration models and arrangements under the scheme to introduce market-based business models into LCSD facilities; and
 - Suggested that the LCSD should play a gatekeeping role in the image building and positioning of the museums when engaging public relations companies to explore business collaborations.
- The LCSD responded as follows:
 - The LCSD museums were actively collaborating with the EDB in organising various types of visits and training activities for students and teachers;
 - The LCSD was identifying suitable professional companies which would be charged with building a network of connections with the business sector and co-ordinating the implementation of business collaboration projects; and
 - The LCSD museums would implement relevant business collaboration projects on the premise that no visits or experiences of the public would

be compromised.

2. Marketing and Development Plans of the Museums and Related Offices under the Leisure and Cultural Services Department and Progress of the Activities of Muse Fest HK 2025

- Members noted the content of the marketing and development plans of the LCSD and the progress of the activities of Muse Fest HK 2025.
- Members made the following comments or enquiries about the content of the marketing and development plans and the progress of the activities of Muse Fest HK 2025:
 - Suggested that the LCSD should broadcast promotional videos about museum visits and activities at China Travel Service offices, District Offices and hospitals for greater effectiveness in publicity; and
 - Suggested that the LCSD museums should consider the feasibility of creating original intellectual property (“IP”) as an additional source of revenue.
- The LCSD responded as follows:
 - The LCSD museums were currently broadcasting promotional videos on social media platforms and at selected shopping malls, and would explore more suitable broadcasting channels in the future.

3. Latest Development of the Hong Kong Conservation Repository Project

- Members noted the latest development of the Hong Kong Conservation Repository (CORE) project.
- Members made the following comments or enquiries about the latest development of the CORE project:
 - Enquired about the curatorial mode and positioning of the CORE, and the arrangements for human resources and professional training;

- Suggested that the CORE should collaborate with tertiary institutions in organising introductory workshops for students interested in joining the conservation profession to gain a deeper understanding of the work involved; and
 - Suggested that the CORE should organise regular activities for the public to bring along their own worn-out items for a first-hand experience of a conservation process similar to the one in the CORE, and provide the public with more information on local conservation work for promotional purposes.
- The LCSD responded as follows:
- The CORE would adopt a collection management model distinct from the ones used by traditional museums, and would actively increase suitable manpower to meet different needs in the areas of curation, conservation, preservation, promotion and education;
 - The CORE would collaborate with local tertiary institutions in nurturing talents, and would strengthen its ties and exchanges with its overseas counterparts; and
 - A major curatorial approach for the CORE in the future would be to integrate the conservation profession into daily life. The visible collection rooms and conversation studios of the CORE would provide the public with different types of knowledge and an interesting viewing experience.

Secretariat

Museum Advisory Committee

April 2026