

History Sub-committee, Museum Advisory Committee

15th Meeting Held on 16 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) 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 Management Report (2024-25):
 - Enquired about the statistical method used for the number of Museum Pass holders and the percentage of tourists in the total number of visitors in the Annual Management Report;
 - Enquired about whether the LCSD Museums would consider collaborating with private enterprises for long-term sponsorship to increase the sources of revenue;
 - Suggested that the LCSD should establish a museum membership system for local university students to increase the attractiveness of LCSD Museums to university students; and
 - Suggested trying to allow the LCSD Museums to compete for more awards in areas such as education and exhibition design.
- The LCSD responded as follows:
 - The statistics on Museum Pass holders in the Annual Management Report included four persons of kinship per Family Pass. QR code visitors' questionnaire surveys collected at LCSD Museums indicated that tourists accounted for approximately 20% to 30% of all visitors;
 - The LCSD Museums had been liaising with major local enterprises to discuss collaborations in the form of long-term sponsorship, and would actively identify new resources and explore more options for collaborations with private enterprises in the form of sponsorship in the future;
 - The LCSD Museums currently offered free admission and guided tour services for university student groups of 20 or more; and
 - The LCSD would actively explore more opportunities for participating in international museum competitions in the future.

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 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 regularising the plan for launching products with local brands under the LCSD Museums Brand Collaboration Series, and increasing the supply of such products at the Hong Kong International Airport;
 - Suggested bundling the promotion of museums with recommendations on featured attractions and activities around the museums for a synergistic effect; and
 - Suggested that museum exhibitions related to local popular culture, such as films, should be promoted overseas to promote cultural exchange and attract overseas tourists to Hong Kong.
- The LCSD responded as follows:
 - To promote LCSD Museums and local culture to tourists, the Airport had already been included as a point of sale of products launched by the LCSD in collaboration with different brands;
 - The free guided tours offered by the LCSD in collaboration with the Hong Kong Tourism Board included not only visits to museums, but also guided introductions to nearby historical monuments to enrich tourists' cultural experiences; and
 - The LCSD Museums had collaborated with the Hong Kong Economic and Trade Offices of the Government of the Hong Kong Special Administrative Region overseas and in the Chinese Mainland to introduce Hong Kong's cultural landscape, including Hong Kong films, to Chinese Mainland and overseas audiences.

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 CORE project:
- Enquired about the arrangements for the CORE's centralised management of the collections of different LCSD Museums;
 - Suggested that the CORE should collaborate with local tertiary institutions in nurturing talent in the management of museum collections and the conservation of artefacts; and
 - Suggested launching online videos on conservation work to heighten public awareness of the CORE.
- The LCSD responded as follows:
- The CORE would provide ideal and ample space for the preservation of some of the collections of LCSD Museums so as to free up more space for collecting new donations;
 - The Government provided on-the-job and overseas training for newly recruited conservators, and organised workshops to promote Hong Kong's conservation work to secondary schools and tertiary institutions; and
 - The CORE would introduce the public to its facilities and work in the future with the aid of more online videos.

Secretariat
Museum Advisory Committee
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