

Museum Advisory Committee
4th Meeting held on 19 July 2018

Summary of Discussion

- 1. Annual Management Report (2017-18) of Leisure and Cultural Services Department (LCSD) Museums**
- 1.1 Members noted the Annual Management Report (2017-18) and appreciated the achievements of LCSD museums in the past year.
- 1.2 Members made the following suggestions to LCSD with regard to the Annual Management Report, particularly in the aspects of museum attendance, quality of visit, branding, programming and education, as well as manpower and financial resources:-
 - (a) To formulate strategies for turning first-time museum visitors into returning visitors;
 - (b) To devise plans to sustain the quality of visit at various museums, particularly for the “quality audience”;
 - (c) To look into the source of paid and unpaid visitors so as to identify the number of dedicated museum supporters;
 - (d) To include branding and positioning in the strategic areas and performance indicators for assessing achievements of LCSD museums;
 - (e) To continue the “Museum of Art on Wheels” initiative after the re-opening of the Hong Kong Museum of Art (HKMoA) in late 2019 and adopt similar outreach initiatives in other LCSD museums;
 - (f) To organise small-scale exhibitions alongside mega thematic exhibitions in order to present the same subject to the audience from different perspectives;
 - (g) To integrate museum visits into the academic syllabus as co-curricular activities instead of extra-curricular activities;
 - (h) To allocate more funding to the public museums;
 - (i) To allocate more resources to the HKMoA in order for it to continue implementing the programme “Museum of Art on Wheels” after its re-opening; and
 - (j) To seek additional manpower and financial resources in accordance with the clearly defined positioning and development strategies of the public museums.

1.3 LCSD thanked members' suggestions and responded as follows:-

- (a) LCSD would continue to expand the spectrum of museum visitors and enhance the quality of visits through different initiatives, e.g. the expansion of Hong Kong Science Museum (HKScM) and Hong Kong Museum of History (HKMH) project;
- (b) LCSD museums would adopt pilot measures to manage the admission in order to provide better visiting experience;
- (c) To reach out to the wider community, major museums took part in the School Cultural Day Scheme through organising different education and extension activities, and the LCSD held the Muse Fest HK on a yearly basis;
- (d) A task force would be formed to draw up plans and strategies on the aspects of education and audience building for all public museums;
- (e) LCSD would map out more concrete objectives and seek more financial and manpower resources.

2. iM Guide - The Multi-media Guiding System for LCSD Museums

2.1 Members noted the main features and the future development plan for the iM Guide, and suggested making improvement in terms of the user-friendliness of the interface, the simplicity of the design, the launch speed and response time. Members also considered that the iM Guide might be conducive to the collection and analysis of big data when it became sophisticated.

3. Muse Fest HK 2018

3.1 Members noted the programmes and activities organised at the Muse Fest HK 2018 from 23 June 2018 to 8 July 2018, and considered that the public responses to the programme were more promising year after year.

3.2 Members noted that members from the Museum Volunteer Scheme had volunteered to help out during the Muse Fest HK 2018. They were also aware of the difficulty faced by LCSD in enlisting adequate volunteers as the deployment of these volunteers might be affected by their concerns such as the accessibility of the venues, the date and time of the events, the attractiveness of the programmes etc.

4. Report of the Standing Sub-committees

4.1 Members noted the issues discussed in the meetings of the three standing sub-committees under the MAC, namely the Art Sub-committee, the History Sub-committee and the Science Sub-committee, held during the period from December 2017 to May 2018.

4.2 Members made the following comments and suggestions:-

- (a) LCSD could consider formulating an overall strategic framework for the effective use of the funding arising from the proposed provision of \$500 million for the acquisition of museum collections and commissioning of art and cultural projects for exhibitions and display; and
- (b) LCSD could consider the followings in respect of the long-term marketing strategies and development plans for public museums:-
 - (i) Formulating key direction for future development and marketing plan;
 - (ii) Implementing initiatives for making “visiting museums” a part of the public’s lifestyle; and
 - (iii) Strengthening audience building through identifying a targeted proportion of local, Mainland and overseas visitors and the anticipated combination of volunteers in terms of their age groups and professional backgrounds.

Secretariat
Museum Advisory Committee
November 2018