

**Museum Advisory Committee**  
**5th Meeting held on 25 January 2019**

**Summary of Discussion**

**1. Proposed Discussion Topics in the Term 2018-20**

- 1.1 Members noted and in general agreed to the proposed discussion topics, and made the following suggestions on the branding and positioning of public museums managed by the Leisure and Cultural Services Department (LCSD):-
- (a) To make holistic plans to promote all museums in Hong Kong as a whole;
  - (b) To promote LCSD museums as a cluster instead of individual museums;
  - (c) To define the positioning of LCSD museums; and
  - (d) To identify the connection between LCSD museums and the West Kowloon Cultural District as well as the cultural and creative industries.
- 1.2 Members suggested the following marketing strategies for promoting LCSD museums:-
- (a) To promote branch museums through staging thematic exhibitions there in collaboration with major museums;
  - (b) To deploy promotion tactics derived from successful experiences in branch museums to boost community participation in major museums;
  - (c) To employ customer relationship marketing technology through collaboration with the Innovation and Technology Bureau or tapping the expertise of Tech Startups; and
  - (d) To draw up marketing plans and design tailor-made promotional materials for specific audience such as academics and art gallery owners.
- 1.3 Members gave the following advice on audience building:-
- (a) To attract more “quality visitors” to Muse Fest HK and HK SciFest;
  - (b) To alter the opening hours of museums in order to offer more in-depth tours for “quality visitors”;
  - (c) To organise exhibitions and activities in LCSD museums alongside other international cultural events taking place in Hong Kong so as to attract overseas visitors;

- (d) To invite international art galleries participating in major cultural events to co-organise spin-off exhibitions with LCSD museums in different locations in order to broaden the audience base; and
  - (e) To explore new media or to apply cutting-edge technologies in presenting exhibits to attract new visitors.
- 1.4 Members suggested that LCSD should consider strengthening the connection with local private museums and where appropriate forging collaboration and partnership with them.
- 1.5 Members also gave the following advice on formulating road map on the use of information technology across LCSD museums:-
- (a) To implement e-admission across LCSD museums in collaboration with the Innovation and Technology Bureau;
  - (b) To extend the use of iM Guide in more LCSD museums;
  - (c) To collect big data and “footprint” from the museum visitors through e-admission or browsing history of the Museum Portal; and
  - (d) To analyse visitor profiles so as to identify the right groups of target audience, allow them to subscribe and receive regular promotional materials.
- 1.6 Members made the following suggestions for promoting STEM education:-
- (a) To create an online platform where materials from past exhibitions would be available to the public as education resources for supporting STEM education;
  - (b) To identify the suitable role of LCSD science museums in promoting STEM education; and
  - (c) To produce informational and entertaining YouTube videos hosted by LCSD curators as brand ambassadors to attract science-specific audience.
- 1.7 LCSD thanked members for the suggestions and advice. LCSD would explore the possibility of the promotion of branch museums, arrangement of quality visits and digital transformation of museum services in particular e-admission.

**2. Progress on Revamping and Development Projects of the Museums managed by the Leisure and Cultural Services Department**

- 2.1 Members noted the progress on the revamping and development projects of the public museums and related offices managed by the LCSD.
- 2.2 Members gave the following suggestions on the revamping and development projects:-

- (a) To make careful planning for enhancing accessibility to Hong Kong Science Museum and Hong Kong Museum of History expansion project, particularly from the Hung Hom area; and
- (b) To attract the general public participating in major activities held at the Avenue of Stars to visit the LCSD museums nearby.

### **3. Presentation on the Conservation Office of the Leisure and Cultural Services Department**

3.1 Members noted the work of the Conservation Office. Noting that one of the missions of the Conservation Office was to provide solid conservation support to the public museums and related offices of the LCSD, members suggested organising training programmes to strengthen the development of local conservation expertise.

### **4. Report of the Standing Sub-committees**

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

Secretariat  
Museum Advisory Committee  
May 2019