

**Museum Advisory Committee**  
**6th Meeting held on 24 July 2019**

**Summary of Discussion**

**1. Annual Management Report (2018-19) of Leisure and Cultural Services Department Museums**

- 1.1 Members noted the Annual Management Report of the public museums and relevant offices of the Leisure and Cultural Services Department (LCSD) for the financial year 2018-19.
- 1.2 Members made the following suggestions to LCSD with regard to the Annual Management Report in various aspects:-

*Resources for LCSD Museums*

- (a) To seek more Government funding and devise detailed proposals or plans for the resource requirements for LCSD museums;
- (b) To study the change of the total attendance from 2017-18 to 2018-19 and suitably allocate resources to in-house and offsite activities;
- (c) To seek new resources for organising outreach activities for the youngsters living in remote districts to arouse their interest in museums; and

*Outbound Exhibitions*

- (d) To continue the outreach programmes organised by the Hong Kong Museum of Art (HKMoA) during the closure period even after its re-opening.

*Collaborations between LCSD Museums and Other Organisations*

- (e) To promote collaborations among different local, regional and overseas museums to present public programmes with a common theme; and
- (f) To explore opportunities of collaboration with cultural enterprises to push creative placemaking.

*Audience Building*

- (g) To organise lectures on different exhibitions and collections for scholars, collectors and people who would be interested in deeper investigation, and curate programmes targeting more at adults and university students; and
- (h) To evaluate the effectiveness of promotion of museum programmes on different platforms, especially the social media and websites.

*Use of Information Technology across LCSD Museums*

- (i) To develop mobile apps and co-operate with some commonly used mobile apps or mobile apps developed by other local museums to disseminate information on programmes of LCSD museums.

*Evaluation on Performance of LCSD Museums*

- (j) To develop more innovative and effective methods to evaluate the impact of LCSD museums on society;
- (k) To evaluate the effectiveness of LCSD museums more extensively by looking into media exposure; and
- (l) To reform the eight strategic areas for evaluating performance of LCSD museums, with inclusion of the mission statements of museums.

*Collections and Exhibitions of LCSD Museums*

- (m) To organise exhibitions to showcase the achievements of Hong Kong artists;
- (n) To publish catalogues for outstanding exhibitions held in the branch museums; and
- (o) To focus on the special collections while presenting new collections.

1.3 Members also made enquiries to the following:-

- (a) The progress of the revamping of the Hong Kong Museum of Coastal Defence;
- (b) Public feedback on Dr Sun Yat-sen Historical Trail;
- (c) The underlying concept of the new logo of HKMoA;
- (d) The latest development of the use of mobile apps across LCSD museums;
- (e) Progress of the large-scale *Museum Visitors Survey* to be conducted in 2020;
- (f) Academic attributes of the *Museum Journal*;
- (g) “Digital visitorship” by means of putting collections of LCSD museums online and creating open access for audience.

1.4 In reply, LCSD provided the following information:-

- (a) The annual allocation provided to LCSD museums was on a steady increase. Manpower resources were also very crucial to LCSD museums;
- (b) Whether the outreach programmes organised during the closure of HKMoA could continue to be held was subject to funding and manpower resources; and
- (c) LCSD could review the eight strategic areas and 27 performance indicators to include both quantity and quality aspects.

**2. Construction of Heritage Conservation and Resource Centre**

- 2.1 Members noted the latest progress of the construction of the Heritage Conservation and Resource Centre (HCRC) and provided the following suggestions:-
- (a) To explore a solution to prepare for the projected saturated capacity for storing museum collection at the HCRC after its completion;
  - (b) To elevate HCRC from a resource centre to a one-stop hub for academic research work;
  - (c) To install glass walls in the storage spaces for serving as exhibition space as well;
  - (d) To reserve places and allocate timeslots for different museums to hold exhibitions in HCRC;
  - (e) To consult experienced architects and experts to devise a solid schematic design for HCRC.
- 2.2 LCSD reiterated the objectives of the construction of HCRC, which set out to serve as (i) a cutting edge conservation centre for museum collections, (ii) a facility supporting academic research on collection items of historical values, (iii) a visible storage for public visit; and (iv) an exhibition gallery of conservation work. To achieve the four objectives of HCRC, a design consultant would be engaged.

### **3. Muse Fest HK 2019**

- 3.1 Members noted the programmes and activities of the *Muse Fest HK 2019* held between 22 June and 7 July 2019. A member also suggested organising or introducing more visits to places such as private organisations or enterprises where public access was rare.
- 3.2 LCSD responded that hopping tours to museum partners including Asia Society Hong Kong Centre, Heritage of Mei Ho House, Hong Kong Correctional Services Museum and Police Museum were organised in the previous *Muse Fests*.

### **4. Museum Summit 2019**

- 4.1 Members noted the latest progress and key information of the *Museum Summit 2019*. A member suggested organising cultural tours to ordinary yet meaningful localities in Hong Kong for the overseas participants. Another member suggested broadening the objectives of the *Museum Summit* in order to widen the spectrum of participants.
- 4.2 An LCSD representative explained that the proposed cultural tours would aim at demonstrating to the overseas participants the intangible cultural heritage of Hong Kong. LCSD would also consider expanding the scope of such tours.

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

- 5.1 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 November 2018 to April 2019.

Secretariat  
Museum Advisory Committee  
December 2019