

Museum Advisory Committee
7th Meeting held on 9 October 2020

Summary of Discussion

1. Annual Management Report (2019-20) of Leisure and Cultural Services Department Museums and Related Offices

- 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 2019-20 and in general appreciated the achievements of LCSD museums despite the challenges of the COVID-19 pandemic. Members made the following suggestions to LCSD with regard to the Annual Management Report:-

Marketing Strategies for Promoting LCSD Museums

- (a) To bundle promotion of LCSD museums on social media for greater impact and for cross synergy;
- (b) To make greater effort into curating digital content on social media;
- (c) To broadcast a preview video on social media to attract more visitors before an exhibition was held; and
- (d) To evaluate the effectiveness of programme promotion on different platforms from the perspective of the general public.

Exhibitions, Education and Extension Programmes of LCSD Museums

- (e) To co-organise exhibitions at different LCSD museums using a common theme that the local community would be of interest;
- (f) To share the programme plans in advance for schools to incorporate suitable programmes into school plans; and
- (g) To infuse science knowledge into exhibitions or organise exhibitions on science themes relevant to the general public's daily lives in different LCSD museums.

Collaborations with External Parties

- (h) To collaborate with the Education Bureau in developing teaching materials based on the past exhibitions and programmes of LCSD museums; and

- (i) To invite articles for the *Museum Journal* from speakers of seminars organised by LCSD museums.

Manpower and Financial Resources for LCSD Museums

- (j) To allocate more resources to develop the social media of LCSD museums in view of the COVID-19 pandemic situation;
- (k) To maintain a reasonable level of resources for LCSD museums' renovation and expansion projects; and

Use of Information Technology (IT) across LCSD Museums

- (l) To review and enhance social media strategy by using professional digital marketing systems to keep track of user activities for big data;
- (m) To organise online talks to reach a wider audience, and arrange curators to introduce significant and representative collections through online platform;
- (n) To organise programmes in hybrid mode in the long run;
- (o) To motivate children to participate in online museum activities by means of award schemes; and
- (p) To develop short term digital strategies based on the changing situation and formulate a mid-term plan on developing and promoting digital services in LCSD museums for two to three years.

1.2 Members also made enquiries on the relatively low expenditure on publicity, the possibility of extending the exhibition period of the special exhibition *Striving and Transformation – The History of Hong Kong Industry* held in the Hong Kong Museum of History (HKMH), the effect of the COVID-19 pandemic on the collaboration with museums overseas and in the Mainland and the relevant contingency plans, the details of the current collaboration between museums and the education sector, and the *Future Curator Training Course* of HKMH.

1.3 In response to the members' suggestions, LCSD representatives replied that social media platforms and mascots would be used for promoting the large portfolio of LCSD services. LCSD would consolidate the past experiences in developing and maintaining social media platforms and study members' suggestions for developing strategies to achieve better results. The Hong Kong Heritage Museum and the Hong Kong Museum of Art had organised exhibitions with a mix of art and history elements individually. LCSD would consider enhancing collaboration with the education sector and study the enhancement of IT in museum services and online programmes. The assessment of museum collections were preferably based on their educational, artistic and historical values.

2. Establishment of the Science Promotion Unit in the Leisure and Cultural Services Department

2.1 Members noted the establishment of the Science Promotion Unit (SPU) and made suggestions as follows:-

(a) To collaborate with different government bureaux, departments, museums and offices to promote science and technology more effectively, and achieve synergy in better communicating science and technology to the public;

(b) To focus on areas outside the current school syllabus of science education, and to study students' interest in science and their attitude towards science; and

(c) To clearly position SPU as a unit focusing on promoting science within the framework of museum services.

2.2 Members noted that SPU was set up to engage community outside the museum and to promote science culture to members of the public who seldom visit museums. SPU could not replace science education in schools and it served to nurture a culture of curiosity and to pique the interest of people, in particular youth, in everyday science through new initiatives.

3. Report of the Standing Sub-committees

3.1 Members noted the major issues discussed in the meetings of the three standing sub-committees under the Museum Advisory Committee, namely the Art Sub-committee, the History Sub-committee and the Science Sub-committee, held during the period from June 2019 to August 2020.

Secretariat
Museum Advisory Committee
November 2020