

Museum Advisory Committee
9th Meeting held on 16 February 2022

Summary of Discussion

1. Opinion Surveys on LCSD Museum Services 2020-2021

- Members noted the major findings of the “Opinion Survey on Museum Services of the Leisure and Cultural Services Department (LCSD) (2020-2021)” (the Survey).
- Members made the following suggestions:
 - Apply gamification with social sharing elements to future programmes for promotion and engaging audience, particularly students;
 - Explore ways to enhance visitors’ loyalty and community engagement such as reviewing various membership schemes;
 - Extend the coverage to special groups, including students, teachers, potential visitors who would consider visiting museums, visitors who used guided tour services and museum friends;
 - Focus group interviews and online surveys for non-local visitors could be conducted;
 - Obtain views of visitors on food and beverage outlets in museums and their receptiveness to new modes of programmes, their reasons of visiting museums, the relevance and their satisfaction of promotional content; and
 - Profile of visitors of each museum could be analysed for future planning.
- Representatives of LCSD responded as follows:
 - Efforts put into organising online and offline outreach programmes for audience building would be continued;
 - LCSD would review the membership schemes to enhance loyalty;
 - Focus group interviews were conducted previously and studies on overseas visitors were reviewed regularly. LCSD would continue to consider conducting in-depth surveys and focus group interviews in future;
 - Views of visitors on food and beverage outlets in museums were already included in the Survey; and

- Profile of visitors of each museum was available in the summary reports of respective museums and these data would be referenced in museum planning.

2. Corporate Business Plan (2022-27) of the Public Museums Managed by LCSD

- Members noted and in general agreed to the proposed five-year Corporate Business Plan of the public museums/venues and related offices managed by LCSD for 2022-27.
- Members made the following suggestions and enquiry:
 - To continue promote local intangible cultural heritage outside Hong Kong and to raise public awareness of the efforts made and the results achieved;
 - To expand the collections of popular culture by making reference to Hong Kong Film Archive to solicit donations from relevant organisations and individual practitioners in the industry systematically;
 - Whether there would be a collection plan for Hong Kong Science Museum (HKScM);
 - To continue developing online programmes and digitalising museum services;
 - To increase promotion of the Edutainment Channel;
 - To collaborate with new museums and cultural facilities in Hong Kong to develop cultural tourism; and
 - To enhance the role of LCSD museums as cultural facilitators and connectors through collaboration with museums in the Mainland and overseas museums.
- LCSD responded as follows:
 - The donation of minerals and fossils received by HKScM served as a milestone to establish a unique collection of natural history while the establishment of the Heritage Conservation and Resource Centre would provide more resources for it to expand its collections; and
 - LCSD would collaborate with other cultural institutions to enrich the cultural life of the community.