

Art Sub-committee, Museum Advisory Committee

1st Meeting held on 8 March 2017

Summary of Discussion

1. Progress Report of Art Museums and Art Promotion Office (July – December 2016)

- 1.1 Members noted the exhibitions and public programmes of the art museums, namely Hong Kong Museum of Art (HKMA), Hong Kong Heritage Museum (HKHM) and the Art Promotion Office (APO) held in the period between July and December 2016.

2. Annual Plans (2017-18) of the Art Museums and Art Promotion Office

- 2.1 Members noted and in general agreed to the Annual Plans of HKMA, HKHM and APO, and were particularly interested in the future plan of the HKMA after the planned re-opening in mid-2019. Members also noted that there would be a phase II development of Oi!
- 2.2 Members made the following suggestions and comments regarding the Annual Plans of the art museums:-
 - (a) Re-branding the HKMA, its development strategies and direction on acquisition of artefacts and artworks in order to attract donation of collections;
 - (b) The current education outreach programme “Museum of Art on Wheels” should be continued after the re-opening of the HKMA so as to bring art to schools; and
 - (c) The HKHM could consider revisiting its positioning and the branding, especially with the anticipated opening of M+ and the proposed Hong Kong Palace Museum in the West Kowloon Cultural District.

3. Proposed Discussion Topics in the Term of 2016-18

- 3.1 Members noted and in general agreed to the proposed topics, and made the following suggestions and comments:-
 - (a) In addition to the discussion on the re-branding of HKMA, the re-branding of HKHM and APO could also be covered in the proposed discussion topics;
 - (b) Regarding the topic on “Collaboration and cultural exchange with the Mainland”, the discussion could be extended to the collaboration with overseas countries, particularly with world-renowned museums;

- (c) The proposed discussion topics could also cover the review of performance indicators used in evaluating museum services, with consideration of the inclusion of benchmarking and qualitative data in the annual management report, in addition to attendance figures of various museum programmes; and
- (d) The Leisure and Cultural Services Department could conduct a survey on initiatives and measures taken by governments of countries around the world in supporting their artists, highlighting what had been done in Hong Kong in this aspect.

Secretariat
Museum Advisory Committee
June 2017