

CONTROLLING OFFICER'S REPLY

CSTB306

(Question Serial No. 0852)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

Regarding the work and plan to promote Hong Kong's pop culture, would the Government inform this Committee of the following:

1. What are the numbers and attendances of the concerts, film screenings, thematic exhibitions, performances and other activities of the "Hong Kong Pop Culture Festival 2023", which opened in April last year? What are the expenditure and revenue involved?
2. Regarding the setting up of a "Pop Culture Centre" as a landmark for pop culture and a tourist attraction in the long run, what is the latest progress of the relevant study in terms of the preliminary plan and concepts for the site, area and collection?
3. The "Pop Culture Centre" aims to stimulate the vitality of Hong Kong's younger generation, preserve our cultural heritage, and give tourists from the Mainland and abroad an insight into Hong Kong's achievements in pop culture. What were the work in promoting the "Hong Kong Pop Culture Festival" internationally and the expenditure involved in 2023? Are there any work plan and budget for marketing Hong Kong pop culture works to other parts of our country and the world?
4. What are the Government's plans on resource allocation and talent nurturing in support of Hong Kong's continuous achievements in pop culture? How will the Government take advantage of the synergy of the Guangdong-Hong Kong-Macao Greater Bay Area to muster more strength for collaborative promotion of Hong Kong's and Cantonese pop culture?

Asked by: Hon HO King-hong, Adrian Pedro (LegCo internal reference no.: 7)

Reply:

1. There were a total of 21 programmes organised/sponsored by the Leisure and Cultural Services Department (LCSD) in the inaugural "Hong Kong Pop Culture Festival" (Culture Festival), many of which were offered free of charge. Programmes of the

Culture Festival attracted an attendance of around 530 000 and an online audience of about 75 000. The total production costs for the programmes were around \$25 million.

2. At present, the Government is conducting long-term planning for the essential facilities of the “Pop Culture Centre” in terms of the location and site area. The Culture, Sports and Tourism Bureau and the LCSD are working closely with the Development Bureau and other relevant departments/organisations to explore and identify the optimal site. At the same time, we are also in discussion and consultation with various stakeholders, including expert advisers, on matters related to the long-term planning of the “Pop Culture Centre”, such as its choice of site, facilities, collection, curatorial approach and exhibition contents, with a view to formulating appropriate plans for developing it into a landmark for local pop culture and a tourist attraction. In the short term, we plan to reserve a designated gallery in the Hong Kong Heritage Museum (HKHM) for holding exhibitions and extension activities on pop culture so as to expand the collaboration network and build up the collections on pop culture.
3. For the inaugural Culture Festival in 2023, the LCSD set up a new official website and a dedicated account on Instagram to disseminate information on the Culture Festival and promotion of Hong Kong’s pop culture. At the same time, the LCSD also made use of social media platforms, such as “Xiaohongshu”, as well as cultural tourism gurus for online publicity so as to increase the number of followers from different regions. The expenditure on such publicity work was around \$1.58 million. Meanwhile, the LCSD collaborated with various stakeholders, including the Hong Kong Tourism Board, the Offices of the Government of the Hong Kong Special Administrative Region in the Mainland and the Economic and Trade Offices (ETOs) overseas to disseminate information about the Culture Festival via their platforms on the Internet to tourists, the media and the public.

The LCSD also actively markets Hong Kong’s pop culture works externally and promotes Hong Kong’s pop culture by collaborating with various partners such as the ETOs. For example, the HKHM has supported the loan of its exhibits to the Hong Kong ETOs in Wuhan and Shanghai for display at the “Jin Yong Exhibition” at Hubei Provincial Library in Wuhan and Shanghai Library East in Shanghai respectively. In 2024-25, the Department plans to arrange for the participation of young local pop singer-songwriters or groups in touring performances in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and organise screenings of Hong Kong films in Mainland cities. The estimated expenditures involved are around \$2.1 million.

4. The LCSD has been striving to build collaborative relationships in the GBA and actively creating platforms for the local arts and culture sector to perform in the GBA as well as cities in other Mainland provinces. Apart from promoting our local pop culture to partner institutions and organisations by inviting them to Hong Kong for programmes of the Culture Festival, we are also discussing with them potential touring performances of different programmes of the Culture Festival in the GBA.

Separately, Create Hong Kong (CreateHK), through the “Film Development Fund” and the “CreateSmart Initiative”, promotes the development of Hong Kong’s creative industries, including nurturing talent and promoting Hong Kong’s creative works to the

Mainland and overseas. For the music industry, CreateHK provided over \$23 million through the “CreateSmart Initiative” to the industry in 2023 to nurture local singer-songwriters and bands, and support them to participate in music festivals in the United Kingdom, Spain, Korea, Singapore, Canada and the Philippines as well as music performances held in different cities of the GBA (Shenzhen, Zhuhai and Guangzhou).

Moreover, to promote Hong Kong’s pop culture to go global, the Chief Executive announced in the 2022 Policy Address to support the co-production of television variety programmes by local television stations with Mainland/Asian production teams to enhance the influence of our pop culture. In this connection, CreateHK, through the enhancement of the “CreateSmart Initiative” in 2023, invited local television stations to submit the first-round proposals, and the 3 local television stations each had 1 project got approved.

In addition, the “Film Development Fund” launched the “Hong Kong-Asian Film Collaboration Funding Scheme” in February 2023, subsidising film projects co-produced by filmmakers in Hong Kong and Asian countries to produce films that are rich in Hong Kong and Asian culture, and enabling Hong Kong films to go global. The original “Hong Kong-Asian Film Collaboration Funding Scheme” will be expanded into the “Hong Kong-Europe-Asian Film Collaboration Funding Scheme”, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures, thereby further expanding the overseas market.

CreateHK organises the “Hong Kong Film Show in Guangdong” in the GBA annually. In 2023, 11 Hong Kong films were shown in 66 screenings. It helps promote Hong Kong films to the local audiences and enhance the development of film industry in the GBA.

CreateHK will continue to sponsor the industries to organise projects in the Mainland and overseas to promote Hong Kong’s pop culture. Details and expenditure of individual funded project will be subject to the content of the respective application and the approved plan.

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