

Consultation Panel
of the West Kowloon Cultural District Authority

Minutes of the Twenty-Seventh Meeting of the Consultation Panel
of the West Kowloon Cultural District Authority

Date : 15 November 2018 (Thursday)
Time : 3:00 p.m.
Venue : Board Room, West Kowloon Cultural District Authority,
Units 608-613, Level 6, Core C, Cyberport 3, 100 Cyberport Road,
Hong Kong

Members Present:

Chairman

Professor John LEONG Chi-yan, SBS, JP

Members

Ms Mimi CHEUNG Yee-may

Mr CHING Cheung-ying, MH

Mr CHOW Yick-hay, BBS, JP

Professor Lena LEE

Ms Yolanda NG Yuen-ting, MH

Mr Kyrus SIU King-wai

Mr TANG Shu-wing

Mr Jason WONG Chun-tat, JP

Secretary:

Mr Lawrence Mateo SHIU

Senior Executive Assistant,
Legal and Secretarial

In Attendance:

Home Affairs Bureau (“HAB”)

Mr Eric CHENG Siu-fun

Principal Assistant
Secretary for Home
Affairs (WKCD)

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Mr Hubert CRUZ

Assistant Secretary for
Home Affairs (WKCD)

West Kowloon Cultural District Authority
(“WKCD”) (“WKCDA”)

Mr Duncan PESCOD, GBS, JP

Chief Executive Officer
 (“CEO”)

Mr Louis YU

Executive Director,
Performing Arts

Ms Judy KWAN

General Manager,
Communications and
Public Affairs

Ms Alison FRIEDMAN

Artistic Director,
Performing Arts

Ms Winsome TAM

Senior Manager,
Performing Arts (Learning
and Participation)

Mr Norman HEUNG, BBS

Administrative Assistant
of Board Chairman of
WKCDA

Absent with Apologies:

The Honourable Ronald ARCULLI, GBM, GBS, JP

Mr Chris IP Ngo-tung, JP

Mr Henry CHAN Chi-chiu, MH, JP

Mr Christopher Wicky CHEUNG

Ms Anita GIDUMAL

Mr Andy HO Wing-cheong

Mr Wyborn LEUNG Wai-hong

Professor Eric YIM Chi-ming, JP

Opening Remarks

The Chairman welcomed Members, the representatives of WKCDA (or “the Authority”) and HAB to the Twenty-Seventh meeting of the Consultation Panel

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(“CP”).

(Mr TANG Shu-wing joined via teleconferencing at 3:08 p.m.)

Agenda Item (1) Confirmation of the Minutes of the Twenty-Sixth Consultation Panel Meeting

2. The Chairman said that the Secretariat circulated the draft minutes of the Twenty-Sixth Meeting on 8 November 2018 and had not received any proposed amendment to the minutes from Members. As Members had no other comments, the minutes of the Twenty-Sixth Meeting were confirmed.

Agenda Item (2) Matters Arising

3. The Chairman said that there were no matters arising from the last meeting.

Agenda Item (3) Progress Report of the Working Group on Youth and Community Engagement (a presentation)

4. By way of a PowerPoint presentation, Ms Yolanda NG briefed Members on the progress of the Community Engagement Project (“CEP”). The Working Group on Youth and Community Engagement (“the Working Group”) held meetings on 2 and 31 August 2018 and 22 October 2018 to review and endorse the three event proposals submitted by the programme partners, which were proposed by District Councils (“DC(s)”) of Kowloon City, Eastern District and Tuen Mun.

(Prof Lena LEE arrived at 3:10 p.m.)

Kowloon City DC and 1a Space
Kowloon City Art Festival @ West Kowloon
23 and 24 February 2019

5. Ms Yolanda NG indicated that the two-day event aimed to bring the community life, culture and history of Kowloon City through various visual art forms

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and community co-creations, including public art exhibition, large-scale eco-friendly installation and open stage, parent-child interactive workshop, art market and art book mini-fair. There would also be a photo exhibition featuring the past and the future of the Kowloon City. It would fulfil the purposes of “Crossover Lab Initiative” in bringing the resident and unique characteristics of the community from the 18 DCs to the West Kowloon Cultural District (“WKCD”), and promoting the WKCD to the local community.

Eastern DC and Merit Minds

Eastern Ethos Express @ West Kowloon

17 March 2019

6. Ms Yolanda NG reported that the event would showcase the arts and culture, history and community stories of Eastern District in various ways. “When East Meets West” would be the programme connecting the Eastern District with the WKCD, featuring the coastline and geographic location. In addition, the event would also highlight the linkage between environment and local culture by interactive installations, painting and games with an emphasis on ocean and environmental protection.

Tuen Mun DC and Active Concept

Open Up Tuen Mun @ West Kowloon

24 March 2019

7. Tuen Mun DC would be the only DC located in the New Territories for the CEP in 2019. There were many local handicraftsmen, and handicraft market was popular in the district. Hence the event would present a traditional workshop for Fa Pau, together with a handicraft market and performances by local artists, as to showcase the arts and cultural elements of the Tuen Mun community.

8. Ms Yolanda NG opined that showcasing local talents, interacting with participants and presenting community characteristics would be features of these three events. The Working Group would act as the gatekeeper to ensure the events

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be cultural and artistic while maintaining a balance on engaging the local community.

9. Ms Yolanda NG continued to brief Members on the progress of Youth Engagement Initiatives. Organised from March to early July 2018, the “Life Planning Programme: Arts Industry Exploration” in collaboration with the Arts with the Disabled Association Hong Kong (“ADAHK”) attracted over 3 000 students from 12 schools to participate. The programme aimed to help secondary students in developing interests and understanding in arts, and exploring the arts industry for life planning through dialogue with artists, guided art tours and workshops. Receiving positive responses from the participating students and teachers, the programme had further reached over 8 000 by students’ sharing with the school platforms, which contributed to audience building of a younger generation and facilitated the students to understand arts and the arts industry.

10. Taking into consideration of the DC election in the fourth quarter of 2019, Ms Yolanda NG reported that the Working Group proposed to kick start the liaison with DCs for CEP 2019/20 earlier, and review the strategy upon confirmation of the number of DCs taking forward the Project by March 2019, or plan and implement other project(s) for effective use of resources. The Working Group would also propose developing a brand for the youth and community engagement programmes under the CP.

11. Ms Yolanda NG thanked Members of the Working Group for their efforts and would like to invite other Members to join the Working Group.

12. The Chairman appreciated the effort made by Ms Yolanda NG and her team, and invited other Members to join the Working Group. He emphasised that the CP would continue to play the role of a bridge between the Authority and the public.

13. Mr Duncan PESOCD expressed gratitude to the CP as well as its effort on engaging the community and the youth, which not only helped bridging the Authority and the public, but also raising the profile of the Authority. In addition, he agreed with the Working Group that a forward-looking planning of few months ahead would

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help for a better budgeting and allocation of fund. He would also like to invite co-opt Members to join the Working Group.

14. The Chairman emphasised that the role of the CP would be as the bridge between the Authority and the public. He recollected that the former WKCDA Board Chairman was committed to allocating the necessary resources for the youth and community engagement initiatives of the CP.

15. In view of visiting the Hong Kong Academy of Performing Arts (“HKAPA”) and 1a space for the youth engagement initiatives, Ms Alison FRIEDMAN suggested to strategise and plan for a better utilisation of venues in the WKCD, which could help to shift the audience in the future.

16. The Chairman enquired about the idea of developing a new brand under the CP mentioned by Ms Yolanda NG.

17. Ms Yolanda NG replied that there would be a distinct target of audience between programmes organised by the Authority and those by the CP in collaboration with DCs, for which the former one would be cultural and artistic-driven while the latter one would focus more on engagement with the public. In order to help audience to differentiate the two different types of programmes and highlight the programmes in collaboration with DCs focusing on community engagement, establishment of a new brand was proposed.

18. The Chairman enquired about the number of DCs that had collaborated with WKCDA under CEP, and if the collaborated DCs would include the development of the WKCD in their discussion.

19. Ms Yolanda NG responded that seven out of 18 DCs had collaborated with WKCDA under CEP. In addition to being a hub of art and cultural venues, the collaboration with DCs would help promote the WKCD as a place for everyone, and hence encourage the local community and groups to visit.

20. The Chairman agreed that the collaboration would be a successful one as

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it brought first-time goers to the WKCD and raised public awareness of the WKCD project.

21. Mr Duncan PESCOD echoed the view that an impressive attendance of over 13 000 achieved by the “Picturing Central and Western @ West Kowloon” helped to engage a bigger community. In addition, he indicated that the public perception about the WKCD had been changed from an impression of formal and exclusive to a place of arts for all.

22. The Chairman enquired if the public interest about the WKCD had been aroused.

23. Mr Duncan PESCOD responded that keen interests had been received from some DCs, such as Yau Tsim Mong, and the Authority would look into the collaborating opportunities on the artistic side.

24. Mr CHOW Yik-hay agreed that the “Crossover Lab Initiative” helped promoting the WKCD to remote districts and attracting more visitors especially the participation of the youth. In the future, he proposed that there could be more collaboration between the Authority and Kwai Tsing DC to foster the development of art and culture for the betterment of the community in particular the mental health of the public.

25. The Chairman asked Mr CHOW Yik-hay about his experience in organising the “Crossover Lab Initiative”.

26. Mr CHOW Yik-hay agreed that the collaboration was a success as it provided the youth and local art group an opportunity to realise their creation and to grow. The exhibition featuring the local community presented at the “Kwai Tsing Daily @ West Kowloon” was currently set up at the observation deck of Tsing Ma Bridge as a regular display.

27. Prof Lena LEE recapped that the principle of youth engagement initiated by the Working Group would be different from the recurrent outreach activities of

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the Authority. The collaborated DCs would be in a partnership with art groups and the youth community as to build art audience and practitioners. She also expressed that the approach was reviewed in the Working Group. She opined that it was challenging to work with DCs and it was hoped that the collaboration would help improve community art activities. In addition, she said that the Working Group would be mindful of how the characteristics of the WKCD would be presented by the community-driven activities when scrutinising the event proposals. She echoed with Ms Yolanda NG that the youth engagement project would help the participating youth to acquire knowledge about the Authority and how different departments of the Authority were working together to run the arts hub. According to the responses from the participants, it showed that the objectives of the programme were met. Other than arranging guided tours to the WKCD venues, she suggested giving the youth an overall picture of the art industry and an introduction of the art groups that would perform in the WKCD.

(Mr TANG Shu-wing arrived at 3:45 p.m.)

28. Mr Kyrus SIU asked if charitable funding could be sought to scale-up the programme.

29. Mr Duncan PESCOD responded that there would be no restriction on sourcing external funding, and cited one of the DC events organised as an example. He added that the capability of DC and art organisation in raising funds would help to build a bigger and more spectacular event, however the attention would remain firmly on the Authority.

30. Ms Yolanda NG supplemented that the original plan was to engage three DCs in each fiscal year. Given only one DC was engaged in the last fiscal year, the resources had been allocated for developing new youth engagement initiatives. The Working Group found that there was a demand for youth engagement programmes and the engagement through these new initiatives was effective, and hence proposed to organise youth engagement initiatives with funding on a regular basis.

31. The Chairman would like to know the source and allocation of funding for

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CEP and Youth Engagement Initiatives.

32. Mr Duncan PESCOD said that the \$1.5 million funding was put forward for the three events in collaboration with DCs, but would look into the allocation on youth engagement. He opined that it would also be important and had better value if there would be commitment and investment by the collaborating partners.

Agenda Item (4) Update on the development of the Xiqu Centre (WKCD CP/03/2018)

33. By way of a PowerPoint presentation, Mr Louis YU reported on the latest development of the Xiqu Centre. The official opening ceremony of the Xiqu Centre would be on 20 January 2019. As a customary practice of the xiqu sector, two specially selected pieces “Birthday of the God of Venus” and “Prime Minister of Six States” would be staged on the Stage Dedication Day (30 December 2018) by the Chinese Artists Association of Hong Kong to mark the start of use of the Grand Theatre, followed by a week of Open Days with an array of free programmes for the public to participate. Marking the commencement of the three-month Opening Season in the first quarter of 2019, the Authority would present the Cantonese opera classic “The Reincarnation of Red Plum” curated by legendary Cantonese opera artist, Dr PAK Suet-sin, followed by a series of Spring Festival Showcase by the Hong Kong Cantonese Opera Chamber of Commerce in February, and a master selection of excerpts by the Plum Blossom Award Art Troupe of the Chinese Theatre Association in March. At the Tea House Theatre, there would be the performances of “Standard Chartered Tea House Theatre Experience” directed and curated by Cantonese opera virtuoso, Mr LAW Ka-ying, and performed by the Tea House Rising Stars Troupe. Besides, a special screening series supported by the Hong Kong Film Archive would be presented as part of the opening programme, and alongside the xiqu performances would be a comprehensive programme of guided tours, talks, workshops and school programmes.

34. Regarding the ticketing arrangement of “The Reincarnation of Red Plum”, ballot application online at the Authority’s website took place between 16 October

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and 28 October 2018. Over 95% registered the ballot online with some 28 000 entries to ballot with the vast majority from Hong Kong; there were also registrations from the Mainland, Macau, Taiwan, Singapore, USA and UK. Over 5 500 tickets for nine performances were available for allocation to the public via balloting of the right to buy tickets. Successful applicants would be eligible to purchase up to four tickets between 10 and 18 November 2018 online, by phone or in person with no transaction fee. Any tickets remaining after the full ballot process was completed and the waitlist had been exhausted would be made available for public sale on a first-come, first-served basis in due course.

35. All tickets for the other opening performances and programmes would be on sale online, via telephone booking, at the Xiqu Centre ticket office or other three ticket outlets at HKAPA and three designated Tom Lee Music outlets from 26 November 2018 onward. Tickets for Stage Dedication and Open Days would be available for online registration from 11 December 2018 and limited tickets would be available on the day at the Xiqu Centre ticket office.

36. Mr Louis YU would like to make use of the CP's bridging role in breaking the stereotype of xiqu audience. The modern design of the building, the five restaurants in different styles and price ranges, the souvenir shop and exhibition at the Xiqu Centre would help to attract audience from different age and social class. He also proposed that the semi-outdoor and indoor spaces at the Xiqu Centre could provide another option for CP's collaborative projects with DCs other than the outdoor park so as to build a younger audience group in the future.

37. Given the location of the Xiqu Centre, Mr Jason WONG anticipated the synergic effect by the Express Rail Link ("XRL") and enquired if there would be guided tours for the public, tourists and even introductory sessions for local tour guides. Referencing to the practice of the Broadway shows, he also suggested marketing strategies for the xiqu programmes, such as international publicity and partnership with the tourism sector.

(Ms Yolanda NG left and joined via teleconferencing at 4:00 p.m.)

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38. Mr Louis YU responded that the team had been in discussion with the tourism sector including MTR Corporation, Travel Industry Council of Hong Kong and local travel agencies on the promotion of the Xiqu Centre one year ago, for which signage of the Xiqu Centre had already been in place inside the XRL station. He added that the 1.5-hour performance at the Tea House Theatre with a guided tour, and the 1-hour guided tour introducing architectural features of the Xiqu Centre with the history of Xiqu and Chinese culture could be available in tri-lingual and reserved online prior to the arrival of the tourists. Moreover, the team had been in touch with hotels and international conference organisers, including the Hong Kong Trade Development Council (“HKTDC”), and was planning for a special morning session at 8:00 a.m. at the Tea House Theatre for participants of the conferences. He continued that with the financial support of a foundation, local schools could participate in some Tea House Theatre programmes for free in the coming three years. He welcomed Members’ views in drawing more audience from the tourist and community groups.

(Mr Jason WONG left and joined via teleconferencing at 4:05 p.m.)

39. Mr CHING Cheung-ying enquired the programme details and ticketing arrangement of the Stage Dedication and Open Days.

40. Mr Louis YU replied that the programme details were made available to the public in the booklet and more information would be released on the Authority’s website in December. In the future, he suggested that open days for DCs, such as “Kwai Tsing District Open Day” could be arranged.

41. Prof Lena LEE proposed to leverage the connections of participating DCs of the CEP and to empower the youth participants by training them as docents for guiding the visitors to the Xiqu Centre. She also suggested that workshops for xiqu costume and mask could be organised to attract younger audience and enhance the experimental experience, and later to be included in the DC programmes as a way to promote the Xiqu Centre to the youth.

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42. Mr TANG Shu-wing asked if there would be regular exhibitions on themes such as the history and development of the xiqu. In addition, live broadcast of the performance could be projected outside the venue similar to the practice of some opera houses in Europe. Eye-catching temporary exhibition, the xiqu training workshop and demonstration could also help to attract a wider audience especially for the children.

43. Mr Louis YU replied that the recruitment of docents was commenced four months ago with 160 selected out of 400 candidates. In the first six-month trial period, the Atrium could serve as a multi-purpose space for demonstration, workshop, market, press conference, temporary exhibition in three to six months and the live broadcasting projection.

44. The Chairman added that night shows could be arranged for academic conference groups, such as the Hong Kong Institution of Engineers in addition to those of the HKTDC.

45. With catering services and a taste of Cantonese opera, Mr Louis YU responded that the Tea House Theatre programmes would be deemed suitable for academic conference groups.

46. The Chairman would like the Working Group to further deliberate on community engagement regarding the Xiqu Centre.

Agenda Item (5) Any Other Business

47. There being no other business, the meeting was adjourned at 4:16 p.m.