

Consultation Panel of the West Kowloon Cultural District Authority

For discussion on
21 April 2017

WKCDA CP/03/2017

Update on the Community Engagement Project and Working Group on Youth and Community Engagement

PURPOSE

The purpose of this paper is to update Members on the three pilot programmes carried out under the community engagement project by the Working Group on the Youth and Community Engagement (Working Group).

BACKGROUND

2. At the Consultation Panel (CP) meetings held on 19 January, 22 April and 23 September 2016, the West Kowloon Cultural District Authority (WKCDA) updated Members on the progress of the three pilot community engagement programmes which were co-organised with one District Council (DC) from Hong Kong Island, Kowloon and the New Territories respectively.

PILOT PROGRAMMES

3. To encourage local residents from different parts of the territory to participate in programmes and activities organised by the WKCDA and to build awareness of and support for the West Kowloon Cultural District among young people, WKCDA co-organised three pilot programmes with the DCs of Yau Tsim Mong (YTMD), Kwai Tsing (KTDC) and Wan Chai (WCDC). The DCs engaged HULU Culture (HULU), Make A Difference Institute (MaDi) and the Hong Kong Youth Arts Foundation (HKYAF) respectively which are non-governmental organisations (NGOs)/ arts groups to be their programme partners.

4. From November 2016 to March 2017, with the support and participation from more than 70 organisations, the three DCs and their programme partners organised more than 20 pre-event workshops in the three districts concerned.

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5. In addition to the Authority's marketing channels, the three pilot programmes were also promoted through the DCs and the respective District Offices to the local community members and schools, as well as through online and social media platforms of the programme partners. The three events under the pilot programmes attracted in total over 11 000 visitors to the WKCD.

Playing Around Yau Tsim Mong Street Corners @ West Kowloon

6. Co-organised with the YTMDC and curated by HULU, Playing Around Yau Tsim Mong Street Corners @ West Kowloon was held on 15 January 2017 at the Nursery Park of the WKCD.

7. To introduce the history and culture of Yau Tsim Mong district, HULU designed programmes including stage performances, landmark arts installation and interactive art piece in mah-jong, local market, creative workshops and traditional craft booths, family games and interactive storytelling and photo exhibition of the past and present of Yau Tsim Mong with the support from local organisations and schools in the district.

8. A shuttle bus service was arranged between various locations in Yau Tsim Mong district and the WKCD. Event highlights included a dragon dance around the Nursery Park, and performances by local bands Dear Jane and KOLOR. The total number of visitors of the event was around 5 200.

Kwai Tsing Daily @ West Kowloon

9. Co-organised with the KTDC, Kwai Tsing Daily @ West Kowloon was held on 26 February 2017. MaDi, programme partner of the event, invited Kwai Tsing locals and students to discover their community, share their stories and district specialties with the public at the WKCD through a number of co-creative experiences. Preparation for the event involved was developed in two stages.

10. The first stage started from November 2016 with two pre-event programmes, namely an Oral History Workshop and Theatre Workshop to engage Kwai Tsing local residents and local organisations in developing the programmes for the event on 26 February 2017. Workshop participants collected community stories from Kwai Tsing

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locals to compose the community post, Kwai Tsing Daily, and the plays for theatre performance during the event. In the second stage starting from December 2016, MaDi called for the participation of Kwai Tsing residents and local organisations for preparing a creative sports competition, food sharing counters, an outdoor market, stage performance and the Kwai Tsing Photo Exhibition for the event.

11. With these two stages of co-creative programmes, Kwai Tsing residents and local organisations brought their creations and works to the Nursery Park of the WKCD on the day of the event. Programmes included those prepared and organised by Kwai Tsing residents and local organisations mentioned in paragraph 10, parental programmes of building blocks and master workshop of crafting candy figure which was guided by the resident of Kwai Tsing.

12. To support young designers, two young designers were engaged and commissioned to design and build the stage and seating area for the event. Drawing inspiration from the landmark of Kwai Tsing district, the Container Terminal, a modern and reusable stage and seating area is developed by the designers.

13. MaDi also introduced environmental friendly elements to the event by arranging bio-degradable disposable tableware for the food sharing counters, which was clearly visitors' favourite on the event day.

14. A shuttle bus service was arranged from Kwai Tsing district to WKCD. The total number of visitors of the event was around 3 600, despite the cold weather on the day.

15. To further promote the event, the Kwai Tsing Daily, was distributed to the public via Kwai Tsing District Office, different art and cultural organisations, schools and libraries and it was also posted on MaDi's website after the event. Organised by the Kwai Tsing District Office, the Kwai Tsing Photo Exhibition of the event is now on a roadshow in other community events in the district.

Experience Wan Chai @ West Kowloon

16. Experience Wan Chai @ West Kowloon was co-organised with the WCDC and curated by HKYAF. The theme of the event was "Present thirty views of Wan Chai"

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which described the multi-faceted arts and culture of Wan Chai and local organisations.

17. WCDC and HKYAF started the recruitment of community groups for the 1+1 collaboration between community groups and art groups in January 2017 in order to encourage cooperation and exchange. Pre-event workshops of fun art and storytelling involving the Wan Chai residents were held in February and March 2017.

18. The event was held on 19 March 2017 and the programmes included community stories sharing sessions by a master from the Tai Hung Fire Dragon Dance Authority, a cinema billboard painter and residents of the Blue House, photo exhibition, movie screening, workshops of martial arts, fun act and theatre movement, art jamming, stage performance, local market and fire dragon dance.

19. As a local intangible cultural heritage inscribed on the national list and being a unique characteristic of Wan Chai district, Tai Hang Fire Dragon Dance was brought to the Nursery Park of the WKCD on the event day. The Tai Hang Residents' Welfare Association tailor-made a dragon for the event and it was the first time to stage this cultural ritual of Tai Hang outside Wan Chai.

20. A shuttle bus service was arranged from various locations in Wan Chai district to WKCD. Stage performance unfortunately had to be cancelled on the day for safety reason due to heavy rain. Despite the rain throughout the event, the total number of visitors amounted to around 2 200.

21. The HKYAF has secured sponsorship of \$180,000 from Hysan Development Company Limited, Hang Lung Properties Limited and The Hong Kong Jockey Club to support the event.

WAY FORWARD

22. The three pilot programmes fully demonstrated the bridging role of the CP between the Authority and the public. With an interactive and engaging approach, the community engagement project also enhanced public understanding of the WKCD project. A promotional booth was set up in each event to provide the updated information of the WKCD project. The three pilot programmes were very successful

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in building links between the three districts and WKCD and in raising awareness of and support to the WKCD project among their communities.

23. Experience gained through organising the three pilot programmes demonstrated that the collaboration with community groups in community engagement events is highly worthwhile as a means to attract more people, in particular the younger people, from different districts to the WKCD. It also showed that support from the District Offices is essential to promoting WKCD to the community. Also, a pleasant walking experience from Kowloon Station or bus station would have positive effect in encouraging the public to visit the WKCD making use of public transportation.

24. In view of the success of the community engagement project with the three pilot programmes in 2016-17, it is proposed to invite other DCs in Hong Kong Island, Kowloon and the New Territories to organise another three events under the community engagement project in 2017-18, with a budget, venue provision and support from the WKCDA.

25. The mechanism for selecting partners, the content and cost of each project, and the delivery timeline will be discussed and decided by the Working Group and WKCDA before the partners are approached. In addition, Management will undertake a review of the three DC events in terms of financial and operational effectiveness and identify areas of improvements that will be taken into account when the Working Group and WKCDA are planning the future events. Members of CP will be briefed at the next meeting on the details of the proposed programmes and delivery schedule of the programmes.

26. As some of the Members of the Working Group have retired from the CP, recruitment of new members for the Working Group is necessary for the planning and implementation of the upcoming events for the community engagement project.

RECOMMENDATION

27. Members are invited to:

a) note and comment on the proposed direction and experience shared in paragraphs 22-24 above;

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- b) delegate to the Working Group the tasks mentioned in paragraph 25 above; and
- c) indicate their interest in joining the Working Group.

**West Kowloon Cultural District Authority
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