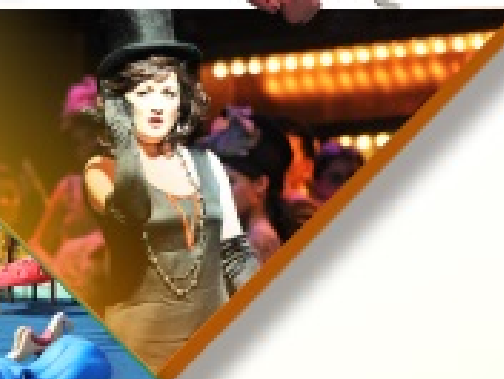


Quality Services for Quality Life



Leisure and Cultural Services Department
Annual Report 2010-2011

Enter



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Foreword

My second year with the Leisure and Cultural Services Department (LCSD) has been a rewarding one for myself and the Department, with notable achievements on all fronts, from the staging of mega cultural events in and outside Hong Kong and the commissioning of new facilities to the successful organisation of the third Hong Kong Games to promote 'Sport for All'.



On the Cultural Services front, the LCSD coordinated the participation of over 1 200 artists from local arts groups which presented 22 cultural events and art exhibitions at the 2010 Shanghai World Expo. The largest cultural extravaganza we have ever staged outside Hong Kong, it gave an excellent opportunity to showcase to an international audience the richness and diversity of Hong Kong's cultural and creative talent. Our organising team received the Bronze Prize of the Specialised Service Award and the Meritorious Award of the Partnership Award under the Civil Service Outstanding Service Award Scheme 2011. I warmly congratulate them.

Riding on the enthusiasm generated by the Shanghai Expo, we brought to Hong Kong the star exhibit of the China Pavilion, the Animated Version of the Riverside Scene at Qingming Festival immediately after the Expo. Held in November 2010 at the Asia World Expo, the three-week exhibition was extremely popular, drawing a record 930 000 people. To organise this mega exhibition, we formed, at short notice, a team of colleagues from different Cultural Services divisions. Thanks to their professionalism and dedication, we were able to sort out many unprecedented technical, transport and venue management issues and secure the support of various parties within a few weeks. The wide

acclaim and valuable experience gained are the best rewards for their efforts.

The past year also saw our museums entering a new phase of development after the Government announced in February 2010 that they should continue to be managed by the LCSD. In late 2010, we set up three museum advisory panels to advise the art, science and history museums on their future directions and management.

Our latest series of exhibitions – Touching Art: The Louvre’s Sculpture in Movement; Pixar: 25 Years of Animation; Albert Einstein; and Centenary of China’s 1911 Revolution – boosted museum attendance to a new high. In the coming year, we will continue to implement the new directions, including organising more blockbuster exhibitions, while working to enhance the branding and marketing of museums.

We operate one of the world’s largest bilingual computerised library systems; and have been implementing a full upgrade of the library automation system. The new system, incorporating a Radio Frequency Identification (RFID) trial scheme, will be launched in late 2011. We have started the phased replacement of library contract support staff with permanent staff, and will introduce a new mode of delivery of frontline services at the libraries in the coming years.

The year also marked a number of important milestones for our establishments. The Hong Kong Film Archive, which holds 11 000 items of important cinematic materials, celebrated its 10th anniversary, while the Queen Elizabeth Stadium marked three decades of staging exciting events for our citizens’ enjoyment. Next year, City Hall, Hong Kong’s first multi-purpose civic centre, will celebrate 50 years of great service as one of the city’s major cultural venues.

On the Sports and Leisure front, following the huge success of the Hong Kong 2009 East Asian Games (EAG) and the magnificent achievements of our athletes in the Games, Hong Kong sent its first team to the 4th All-China Games in May 2010. Hong Kong athletes who took part in the Guangzhou 2010 Asian Games and Asian Para Games also achieved impressive results. The LCSD continues to provide full support to national sports associations and helps foster a sporting culture in Hong Kong.

New sports facilities opened in 2011 include the Tung Chung Man Tung Road Sports Centre, Tung Chung Swimming Pool, the Siu Sai Wan Complex, and the third generation (3G) artificial turf for soccer and rugby at Po Kong Village Road Park (Phase 1). Sixteen more new sports facilities will be completed in the next few years. Together they will cost \$10 billion. Three of these facilities, the Sun Yat-sen Memorial Park Swimming Pool, swimming pool and sports centre at Ping Shan Tin Shui Wai Leisure and Cultural Building and a BMX area cum cycling track at Po Kong Village Road Park (Phase 2) are nearing completion.

I am sure it was good news, especially to beach fans, when four Tsuen Wan beaches, some of which had been closed for over a decade, were reopened this year after tests showed an improvement in water quality.

As a result of the effective mobilisation of community support through a strong publicity campaign by the LCSD, the third Hong Kong Games in May 2011 turned out to be a big success. The event attracted over 3 000 athletes – more than double the 1 300 in the first Games – to compete in eight events. Over 300 000 people took part in the various community activities we organised to promote the Games.

In August 2010, the Department organised a Sport For All Day again to promote regular physical exercise. It was encouraging to see over

190 000 people using our sports venues offered free of charge for the first time on that day and enjoying a variety of free sports programmes.

In November 2010, the LCSD hosted the International Federation of Parks and Recreation Administration World Congress Hong Kong 2010. Held for the second time in Hong Kong, the Congress provided a valuable platform for participants and experts to exchange ideas and experience on tourism, recreation and park management. We are also delighted that the annual Hong Kong Flower Show, which attracted over 500 000 people, received the Bronze Prize of the General Public Service Award under the Civil Service Outstanding Service Award Scheme 2011.

During the year, we launched another new initiative, the Park Déco scheme, to make our parks more interesting and user-friendly. Phase 1 of the trial scheme was launched at Quarry Bay Park where three sets of creative park furniture, designed by young local artists, were installed and a new signage system adopted. We will launch Phase 2 of the Park Déco scheme at Cornwall Street Park in 2012 with the aim of extending the idea to other new parks.

I am gratified by the accomplishments of our Department during the year. I know I can count on our colleagues to help deliver quality services to our community and I look forward to another fruitful year.



Mrs Betty FUNG CHING Suk-yee

Director of Leisure and Cultural Services

Performance Pledges

Leisure Services

- We pledge to provide facilities to foster public participation in recreational and sports activities, and to organise a wide range of programmes to enrich the quality of life of the community.
- We pledge to maintain hire charges and programme fees at a level affordable to the general public. Concessionary rates for the elderly, full-time students, people under the age of 14, and persons with disabilities together with their minders will continue to be offered.
- We pledge to provide, manage and maintain safe and high-quality recreation and sports facilities for the general public.

Cultural Services

- We pledge to provide civic centre facilities and cultural and entertainment programmes, and to promote the development and appreciation of the performing and visual arts.
- We pledge to provide courteous and efficient service to all library users to meet the community's need for knowledge, information and research; to support life-long learning, continuous education and the profitable use of leisure time; and to promote reading and local literary arts.
- We pledge to preserve local cultural heritage and to promote its appreciation by providing and developing museum and related services. We will focus our conservation efforts on antiquities and monuments and promote heritage education and appreciation. We will also promote the visual arts and Hong Kong artists, and with a variety of education activities, foster a sense of belonging for the people of Hong Kong.

Vision, Mission and Values

Our vision sets out the goals that our staff should be working to achieve.

Our mission lays down clearly the actions that are required to turn the vision into reality.

Our values outline the behaviour and performance that we aim to foster among our staff and highlight the culture that we wish to nurture.

Our vision is to:

- provide quality leisure and cultural services that are commensurate with Hong Kong's development as a world-class city and events capital.

Our mission is to:

- enrich life by providing quality leisure and cultural services for all;
- promote professionalism and excellence in leisure pursuits and cultural services;
- promote synergy with sports, cultural and community organisations to enhance the development of arts and sports in Hong Kong;
- preserve our cultural heritage;
- beautify the environment through tree planting;
- achieve a high level of customer satisfaction; and

- build a highly motivated, committed and service-oriented workforce.

We achieve our mission by embracing these core values:

- **Customer focus**

We continue to respond to customer needs and pledge to provide services in a courteous and user-friendly manner.

- **Quality**

We pledge to deliver high-quality services in a cost-effective manner.

- **Creativity**

We continue to encourage diversity and to value original ideas.

- **Professionalism**

We uphold the highest standards of professionalism and ethics while maintaining a high level of performance.

- **Result oriented**

Our focus at all times is to achieve the best results possible.

- **Cost effective**

We are committed to reaching our goals in an efficient and cost-effective manner.

- **Continuous improvement**

We seek to continually improve our services and to respond proactively in meeting the changing needs of the community.

Feedback Channels

Any suggestions, enquiries or complaints can be made to this Department through the following channels :

- Call the LCSD's 24-hour Hotline : 2414 5555 (this hotline is now handled by 1823 Call Centre)
- Send an email to enquiries@lcsd.gov.hk (this e-mail account is now handled by 1823 Call Centre)
- Write or send a fax to the General Administration Section, Administration Division, Leisure and Cultural Services Department at 13/F, Leisure and Cultural Services Headquarters, 1-3, Pai Tau Street, Sha Tin, New Territories
Fax No. : 2603 0642

We will reply to all enquiries and complaints, whether written or verbal, within 10 days of receipt. If a substantive reply is not possible within this period, then an interim reply will be given.

Leisure Services

The Leisure Services Branch of the LCSD manages and develops recreational and sports facilities throughout Hong Kong and provides a wide range of leisure facilities for the community. It also promotes nature conservation and plants trees and shrubs in public parks and recreational areas.

When planning new recreational facilities, the Branch maintains close collaboration with the District Councils (DCs) to cater to the community's changing needs. Planning also takes into account the provision of recreational facilities in the private sector and in neighbouring districts.

Recreational and Sports Facilities

The sports facilities and other amenities in Hong Kong's 18 districts comprise 41 gazetted beaches, 37 swimming pools, two outdoor stadia (Hong Kong Stadium and Mong Kok Stadium), 49 natural turf soccer pitches, 28 artificial turf soccer pitches, 232 hard-surface soccer pitches, two hockey pitches, two rugby pitches, 89 sports centres, 290 squash courts, 25 sports grounds, 256 tennis courts, four golf driving ranges, five water sports centres, four holiday camps, 25 major parks and 691 children's playgrounds. These leisure facilities cover a total area of 2 378 hectares.

The new Beach Volleyball cum Handball Court in Kwai Chung Sports Ground is the first of its kind in Kwai Tsing District. The Court comprises a flood-lit sand court in an area of 33m x 20m, a covered spectator stand with a seating capacity of about 240 and other ancillary facilities. It was opened in January 2011. The Court, suitable for training and large-scale beach sports events, is designated as the National Squad Training Centre for the Hong Kong Beach Handball Team.



The Beach Volleyball and Handball Court in Kwai Chung Sports Ground is an ideal venue for beach volleyball and handball training. The venue can also be used for large-scale beach sports events.

Parks

The LCSD manages more than 1 530 parks and gardens of different sizes, including the following major parks.

Jordan Valley Park

Jordan Valley Park, which covers an area of 6.3 hectares, is the largest park in Kwun Tong District. It was built on the restored Jordan Valley Landfill and was officially opened in August 2010. The Park's major facilities include two remote-controlled model car racing circuits, a bougainvillea garden, a four-seasons garden, a maze garden, a horticultural education centre, a community garden, a green house and a central lawn for people of all ages.



Jordan Valley Park provides two radio-controlled model car racing circuits. Circuit A (pictured), spans about 1 800 square metres. Its 190-metre track comprises a 40-metre straight main track, an S-shaped bend, a U-shaped bend, a 90-degree bend and a pit lane. The Circuit also has a covered stand for spectators and model car racers.



People of all ages can exercise or relax in the two central lawns, covering about 10 000 square metres, at Jordan Valley Park.

Po Kong Village Road Park

Phase one of Po Kong Village Road Park in Diamond Hill, spanning about 4.5 hectares, was opened in September 2010. It provides a wide range of recreation and sports facilities, including a multi-purpose third-generation artificial turf pitch that can be used as two 11-a-side soccer-cum-rugby pitches or a cricket field, a 1 000-seat covered spectator stand, a 650-metre all weather jogging trail, a children's playground for

different age groups, two fitness corners, as well as a sustainable energy saving area to exemplify some environmental protection measures.



Equipped with a 1 000-seat covered spectator stand, the Po Kong Village Road Park's multi-purpose, third-generation artificial turf pitches can be converted into two soccer-cum-rugby pitches or one cricket field.

Hong Kong Park

Hong Kong Park, covering an area of 8.16 hectares, was opened in May 1991 on the former Victoria Barracks garrison site. Major facilities in the Park include an aviary, a conservatory, a vantage point, Olympic Square, a squash centre, a sports centre, a children's playground and a restaurant.

The aviary, designed to simulate a tropical rainforest, is home to about 600 birds of 80 different species. Several of these species successfully reared broods during the year, namely, the Bali Mynah, the White-necked Myna, the Black-capped Lory and the Rainbow Lorikeet. The conservatory comprises a Display Plant House, a Dry Plant House and a Humid Plant House with environmental controls that simulate different climatic conditions for plants from arid and tropical regions.

In 2010, the HAIBAO Mascot was displayed from June to November to promote the World Expo in Shanghai. The mascot location became one of the popular photography spots in the Park. The Floral Art Exhibition 'Bamboo Serenade', staged in December 2010, attracted 22 000 people.



To promote floral art, the World Flower Council displayed the 'Bamboo Serenade' on the artificial lake in Hong Kong Park.



A statue of Haibao, the Shanghai Expo mascot, erected at the water cascade of Hong Kong Park to promote the event in Hong Kong.

Victoria Park

Victoria Park, named after Queen Victoria and featuring a statue of her, was commissioned in October 1957. Open to the public for more than half a century, this 19.3-hectare park remains one of the most popular in Hong Kong.

In addition to providing the public with an attractive venue for sports and leisure, the Park is a popular location for community events, such as the annual Lunar New Year Fair, the Hong Kong Flower Show and the Mid-Autumn Lantern Festival, which draw hundreds of thousands of visitors every year.

Kowloon Park

The 13.3-hectare Kowloon Park, which served as a military camp during the 1860s, was converted into an urban park in 1970. Redeveloped by the former Royal Hong Kong Jockey Club, the Park took its present shape in 1989. Located in the centre of Tsim Sha Tsui, it is the largest

park in Kowloon and provides an array of indoor and outdoor recreational facilities, including a hard-surface soccer pitch, a sports centre and a swimming complex.

Occupying an area of about three hectares, the Kowloon Park Swimming Pool can cater for approximate 1 460 swimmers. The average annual attendance in the past three years exceeded 800 000. As one of the best-equipped swimming pools in Hong Kong, it is a major training and competition venue for many international aquatic events. In December 2009, for example, the Kowloon Park Swimming Pool was designated as a competition venue for the aquatic events of the 2009 East Asian Games in Hong Kong.

Apart from sports facilities, the Park offers a number of gardens and walks. The Sculpture Walk features permanent and temporary displays by both local and overseas artists, including the Concept of Newton, a permanent sculpture by Eduardo Paolozzi. A 240-metre tree walk features 35 of Hong Kong's most common flowering species.

Another significant attraction is the landscaped bird lake and aviary with its collection of more than 100 flamingos and many other species of birds.

The Park hosts a number of major events throughout the year, including Kung Fu Corner and the Arts Fun Fair on Sundays and/or public holidays. Regular bird watching activities are organised in the mornings to introduce the public to the common bird species in the Park. District-wide community events such as carnivals, outdoor exhibitions and entertainment events are regularly held at the piazza. These activities attract hundreds of thousands of locals and tourists.

Tai Po Waterfront Park

The 22-hectare Tai Po Waterfront Park is the largest park managed by the LCSD. The Park's 32-metre-tall Spiral Lookout Tower affords visitors a panoramic view of Tolo Harbour and its surroundings. Other facilities include a 1 000-metre promenade, an insect house, an amphitheatre, a central water feature, a sheltered viewing terrace, children's play areas, bowling greens, a gateball court and different theme gardens, such as a Floral Display, Scented Garden, Malvaceae Garden, Western Garden, Ecological Garden, Palm Garden, Herb Garden, Fig Garden and Camellia Garden.



The flower garden, one of the main features of Tai Po Waterfront Park, covers 2 500 square metres. The fan-shaped area features nine rows of beautiful seasonal flowers.



The new Camellia Garden in Tai Po Waterfront Park delights visitors.

Tuen Mun Park

Tuen Mun Park was the first major park in the New Territories to provide a wide range of facilities. Phases I, II and III were opened to the public in 1985, 1988 and 1991, respectively.

Built on reclaimed land, this 12.5-hectare park provides a mass of greenery, with more than 2 500 trees and 120 000 shrubs of various species, for the enjoyment of Tuen Mun residents and visitors from all over the territory.

Its nearly one-hectare artificial lake is a popular spot, as is the Reptile House, which attracts 360 000 visitors annually, including 49 000 group visitors.

Other facilities include a water cascade, a model boat pool, an amphitheatre, a roller-skating rink, three children's playgrounds, a fast food kiosk, a conservation corner, a sitting-out area for the elderly, four pebble walking trails, pavilions and a multi-game area.

Pet Gardens

With the increasing number of dog owners in Hong Kong, the Department has been opening more pet gardens to cater their needs. At present, 20 leisure venues managed by the Department provide pet gardens. The Department, in consultation with District Councils, will continue to identify suitable sites for constructing more pet gardens.

Play Equipment for Children

Play equipment in most playgrounds under the management of the Department is suitable for all children, including children with disabilities. Last year, the Department installed at our venues some large-scale, inclusive play areas for children. The play equipment provides barrier-free access and their integrated design promotes harmony and inclusiveness among children. The venues include Quarry Bay Park, Kowloon Park and Tin Shui Wai Park. The Department will continue to provide more such facility.



The newly-installed large-scale play equipment at Lai Chi Kok Park for children with or without disabilities enables them to have fun while helping them learn to

interact with others and build a harmonious community.

Park Déco

To enhance the appeal of parks and make visitors feel more relaxed, the Department will implement the Park Déco project in selected parks with more creative park furniture as well as signage with friendly advice and positive messages. The first project at Quarry Bay Park was completed in mid 2011, followed by another project at Cornwall Street Park that is expected to be completed by 2012. Design parameters, to be drawn up after this project is completed, will serve as a reference for the Department's existing parks and future park projects.



Visitors enjoy leisure moment on the Branches bench, one of the creative park furniture in Quarry Bay Park, installed under the Park Déco scheme.

The International Federation of Parks and Recreation Administration World Congress Hong Kong 2010

In 2010, the LCSD hosted the International Federation of Parks and Recreation Administration (IFPRA) World Congress Hong Kong 2010, themed 'Quality Services – Parks, Recreation and Tourism', at the Hong Kong City Hall from November 15 to 18. It was jointly organised by the Department and the Hong Kong Recreation Management Association.

The Congress, featuring speeches, presentations, trade exhibitions, field trips and social programmes, attracted more than 900 participants,

including delegates from 21 countries/cities, university and college students and local government officials. It provided a valuable platform for experts, researchers, practitioners and academics to share their ideas about how best to deliver park and recreation services.



IFPRA World Congress Hong Kong 2010 gave the city a good opportunity to learn more about the latest developments in parks, recreation and tourism services. Photo shows a speaker from Australia delivering the keynote address.



IFPRA World Congress Hong Kong 2010 delegates enjoy the wonders of Hong Kong Wetland Park.

Beaches and Swimming Pools

Swimming is one of the most popular summer pastimes in Hong Kong, with more than 10.43 million visits to beaches and 8.48 million to public swimming pools managed by the Department, in 2010-11.

Seven bathing beaches at Tsuen Wan District – Anglers' Beach, Approach Beach, Ting Kau Beach, Lido Beach, Casam Beach, Hoi Mei Wan Beach and Gemini Beaches – had been closed for swimming since the 1990s and 2003 due to water pollution. Tests by the Environmental Protection Department during the bathing season from March to October 2010 revealed that the water quality of the seven closed beaches in Tsuen Wan had further improved and all beaches complied with the water quality standard for bathing water. Taking into account the time

for installing new ancillary beach facilities and completing improvement works, the LCSD will re-open the seven beaches in two phases. In the first phase, four beaches – Approach Beach, Lido Beach, Casam Beach and Hoi Mei Wan Beach – were re-opened in June 2011. The three remaining beaches – Anglers' Beach, Gemini Beaches and Ting Kau Beach are planned to be re-opened in the second phase.



Local and international sand sculptors showed their creativity in the Sand Sculpture Competition at Clear Water Bay Second Beach in Sai Kung.

To promote water sports safety, the Department co-organised a series of campaigns and activities in collaboration with the Hong Kong Life Saving Society and other departments concerned during the course of the year.

To keep Hong Kong's public swimming pools clean, the Department organised a cleaning campaign for children aged 11 and below and their parents.



Swimming pool users receive souvenirs under a campaign to promote swimming pool cleanliness.

Water Sports Centres and Holiday Camps

The LCSD manages five water sports centres (Chong Hing, Stanley Main Beach, St Stephen's Beach, Tai Mei Tuk and Wong Shek) and four holiday camps (the Lady MacLehose Holiday Village, Sai Kung Outdoor Recreation Centre, Tso Kung Tam Outdoor Recreation Centre, and Lei

Yue Mun Park and Holiday Village). During the year, 124 400 people participated in programmes at the water sports centres, while 528 076 enjoyed the facilities at the holiday camps. The Department also provides evening camp programmes to let more people enjoy camping facilities after office hours. 38 176 people took part in these programmes in 2010-11.

Stadia

Hong Kong Stadium, with a capacity of 40 000, has been an important venue for staging sports and community events. During the year, 36 events were held at the Stadium, attracting a combined audience of 406 000. The major events included the AFC Cup 2010 (Round of 16): South China vs Al Riffa, Hong Kong 2010 Bledisloe Cup: Australia vs New Zealand, Red MR Asian Challenge Cup, and other football and rugby events, including the famous Hong Kong Sevens.



The Hong Kong Sevens is a major international sports events held annually at Hong Kong Stadium.

Mong Kok Stadium was closed in September 2009 for major renovation to upgrade the facilities for football matches. On completion in the last quarter of 2011, the Stadium will have more suitable facilities for the staging of high-level and international football matches, and provide a better training ground for Hong Kong national football team. It will be better placed to support local football development.

Venue Management Initiatives and Improvements

Work Improvement Teams

By the end of March 2010, 267 Work Improvement Teams had been set up in district leisure venues to carry out self-initiated and departmental improvements. Given the success of this scheme, the Department will continue to support these Teams at all major leisure venues, including sports centres, swimming pools, beaches, parks and playgrounds.



Adjudicators of the Work Improvement Teams Award – Public Swimming Pool assess the service quality of a swimming pool.

Free Use Scheme

The Free Use Scheme aims to maximise the use of recreational facilities by allowing eligible organisations free access to the main arenas and activity rooms of all sports centres, squash courts, hockey pitches, outdoor bowling greens and obstacle golf courses during non-peak hours. Eligible organisations include schools, National Sports Associations (NSAs), district sports associations and subvented non-governmental organisations.

LCSD Leisure Link

The Leisure Link System, which enables the public to book leisure facilities and enrol in community recreation and sports programmes online, over the telephone or at booking counters throughout the territory, was launched in 2002. To further enhance the efficiency and quality of these booking services and to tie in with the Government's promotion of electronic services, the Department also launched self-service kiosks in March 2008. They allow people to book leisure facilities or enrol in programmes quickly by using their Smart Identity Cards and

paying through Octopus cards. There are currently self-service kiosks at 47 LCSD venues, including nine on Hong Kong Island, 15 in Kowloon and 23 in the New Territories.

Counter service is provided at 151 recreational venues, enabling the public to book facilities, enrol in recreational programmes, and obtain advice and assistance on facilities and sports programming at the venues.

Facilities for National Sports Associations

The Department provides National Squad Training Centres to 38 Associations, encouraging them to use LCSD facilities and providing more training opportunities for national squads and athletes.

Recreational and Sports Programmes

To promote 'Sport for All' and encourage more people to actively participate in recreation and sports activities, the Department regularly organises a range of training courses, recreational activities, sports programmes and competitions through the District Leisure Services Offices for individuals from all walks of life and age groups. Major events and territory-wide projects include the Hong Kong Games (HKG), the Corporate Games, the Masters Games and the Healthy Exercise for All Campaign.

In 2010-11, we organised around 36 700 community recreational and sports activities for more than 2 037 000 participants of all ages and abilities. These programmes cost about \$123.5 million.

Healthy Exercise for All Campaign

Enhancing public interest in sporting activities and encouraging the pursuit of a healthy lifestyle through regular physical exercise are ongoing missions of the Department.

In conjunction with the Department of Health, we launched the Healthy Exercise for All Campaign in April 2000. The community activities organised in Hong Kong's 18 districts, as part of this campaign in 2010-11, included fitness programmes for children, persons with disabilities and older people; hiking and quality walking ('QualiWalk') schemes; Dance for Health programmes; and rope skipping activities. In addition, a variety of promotional activities, including a series of roving exhibitions in shopping malls, schools, youth centres, elderly centres, private residential club houses, LCSD holiday camps, parks, sports centres and public libraries were organised to disseminate the campaign's message that people of all ages should exercise daily to remain healthy. The

response was encouraging, with 82 000 participants taking part in 1 400 activities in 2010-11.

The Department enlisted the support of 31 top athletes as Healthy Exercise Ambassadors to promote the Campaign. Health education and physical exercise-related information was disseminated in the form of video tapes, VCDs, leaflets and booklets and a purpose-designed website.

'Sport For All' Day

To support the National Fitness Day and to promote 'Sport for All' in the community, the LCSD organised the 'Sport For All Day' on August 8, 2010. A series of free programmes were organised at selected sports centres in 18 districts, when most of the sports facilities were offered for free. Over 190 000 people participated in the 'Sport For All Day', of whom more than 27 000 took part in the free programmes, while over 164 000 enjoyed the free facilities.



More than 1 000 dance-lovers have fun in a three-minute dance at Kowloon Park Sports Centre. It was one of the events organised concurrently by the 18 districts on Sport For All day in August 2010.

The Corporate Games

The Corporate Games, a major multi-sport event for staff in the local industrial and commercial organisations and in public sectors, encouraged people to exercise regularly, while also promoting team spirit and a stronger sense of belonging to their organisations.



An athlete performs a high jump in the athletics competition in the Corporate Games 2010. The Games featured 13 competitive events, including athletics, badminton, basketball, distance running, indoor rowing, snooker, 7-a-side mini-soccer, 11-a-side soccer, swimming, table tennis, tennis, tenpin bowling and volleyball.

The Corporate Games 2010 was held from June to December 2010 and included 13 sports events at various recreational venues throughout Hong Kong. More than 9 300 people from 251 organisations took part in the Games.

The Masters Games

The Masters Games aims to inspire people aged 35 or above to maintain their physical and mental health by competing against individuals of similar age. In 2010-11, the Games included six sports events and attracted 3 738 participants.



The Distance Run Competition of the Master Games 2010-11, held at the Main Dam of Plover Cove Reservoir, Tai Mei Tuk, attracted over 300 participants. The Games comprised five other events – badminton, swimming, table tennis, Tai Chi and tennis.



Tai Chi was one of the six events in the Masters Games 2010-11.

Healthy Exercise for All Campaign – Physical Fitness Test for the Community 2010-11

The Physical Fitness Test for the Community (PFT) was officially launched in April 2011. The Test, encompassing a survey and a physical fitness test, is designed to achieve the following goals: establish a database on the physical fitness of Hong Kong people; identify the relationship between the pattern of physical exercise and fitness; understand the priority measures that need to be taken to enhance the overall physical fitness of the public; and give individuals a general idea about their level of fitness. Target participants are Hong Kong citizens aged between 3 and 69, categorised into five age groups: infants (aged 3-6), children (7-12), adolescents (13-19), adults (20-59) and the elderly (60-69). About 13 300 samples are drawn at random from 18 districts.



Children from randomly-selected primary schools participate in the Healthy Exercise for All Campaign – Physical Fitness Test for the Community 2010-11.

School Sports Programme

The School Sports Programme (SSP) is organised through the Sports Subvention Scheme of the Department by the NSAs and with support from the Education Bureau. This Programme, which aims to raise the standards of sport in primary, secondary and special schools, gives students an opportunity to participate in different sports activities.

SSP activities encompass seven subsidiary programmes and schemes: the Sport Education Programme, the Easy Sport Programme, the Outreach Coaching Programme, the Sport Captain Programme, the Joint Schools Sports Training Programme, the Badges Award Scheme and the Sports Award Scheme (SAS). The sportTAG Award Scheme, a new programme launched under the SAS in early 2011, aims to encourage students who have joined 'sportACT' to select a sport of their choice and participate in the skill assessment run by NSAs to upkeep their level of skill. Students who have reached a designated sports skill level are given awards of recognition.



Students in action at the 2010 Easy Sports Cricket Competition organised under the Easy Sport Programme. The Programme aims to enhance primary students' interest in sport and boost their confidence by teaching easy skills with the aid of modified equipment.



Girls stretch at the 2010 Joint School Rhythmic Gymnastics Competition. Joint school events are organised to sustain students' interest in sports and teach them skills.

In 2010-11, 38 NSAs joined the SSP to organise more than 7 800 sports activities for about 601 000 participants.

Community Sports Club Project

The Community Sports Club (CSC) Project aims to broaden the base of sports development in Hong Kong and improve the standard of sports at community level. The Project promotes and strengthens young people's development, encourages lifelong participation in sports and attracts volunteers.

The CSCs are offered technical and financial support to organise sports development programmes. In addition, seminars, training courses and workshops are arranged to enhance the managerial and technical knowledge of CSC members. A total of 29 NSAs and about 410 CSCs have now joined the CSC Project. In 2010-11, around 2 100 CSC projects, subsidised by the Department, drew 46 100 participants.

District Sports Teams Training Scheme

To generate community interest in sport, the 18 districts have formed their own football, basketball, handball and fencing teams in 2010-11, with the support of the respective NSAs. About 12 628 people enrolled in these district teams, taking part in 247 training activities and inter-district competitions through the year.

Young Athletes Training Scheme

The main objective of the Young Athletes Training Scheme (YATS) is to enhance sports training for young people to identify talented athletes. Young athletes with potential have the opportunity being selected by the NSAs for further training. The most outstanding of these young athletes

will then be selected for national junior squads and represent Hong Kong in international sports events.

In 2010-11, the YATS attracted 31 836 participants who took part in 867 activities in 27 sports disciplines and 427 talented young athletes were referred to the NSAs for further training.

Bun Carnival

The Bun Carnival 2010, held from May 8 to 22, attracted thousands of local and overseas visitors to Cheung Chau. More than 8 000 participated in the Bun Scrambling Competition and in a variety of other programmes. In addition, athletes from neighbouring cities and from Cheung Chau organisations were invited to compete in a relay contest to make the event even more exciting.

Sports Subvention Scheme

The Department is responsible for the administration of government subventions for the promotion and development of sport throughout Hong Kong. Subventions are provided to the NSAs and to other sports organisations to enable them to organise sports events, training programmes and competitions. In 2010-11, the Department provided subventions worth approximately \$217 million to these NSAs and sports organisations, which together organised 10 800 sports programmes for more than 724 600 participants. The LCSD completed a comprehensive review of the Sports Subvention Scheme (the Scheme) in 2010. The major areas of review included the allocation of subvention, the monitoring of the use of subvention and the internal control of NSAs. Related improvement measures are to be implemented with effect from 2011-12 with a view to streamlining the procedures, enhancing accountability and improving the overall efficiency and effectiveness of the Scheme.

Under the Scheme, a total of 71 international events were also held locally, stimulating greater interest in sport and providing more opportunities for spectators. Some of the events in 2010-11 included the Hong Kong Tennis Classic 2011, the FINA Marathon Swimming World Cup – Hong Kong 2010, the 14th Tour of South China Sea, the 2010 Hong Kong ITU Triathlon Asian Cup, the 15th Asian Cities Gold Cup Taekwondo Championships, the Hong Kong International Bowls Classic 2010, the 2010 Hong Kong International Handball Championships, the Hong Kong Inter-City Athletic Championships 2010, the 36th Hong Kong International Open Tenpin Bowling Championships, the 32nd Hong Kong Rowing Championships, the Hong Kong International Judo Tournament and the Hong Kong Junior Squash Open.

Around 350 000 participants also took part in 405 local competitions organised by the NSAs. These competitions were designed to foster a sports culture among the players and spectators. Major events included the Hong Kong Student Streetball Challenge, the Nike Hong Kong Football Five, the Hong Kong Sports Climbing Championships, the Hong Kong Open Wakeboard and Water Ski Championships, the Hong Kong Cup Archery Tournament, the Hong Kong National Junior Tennis Championships, the Hong Kong Youth Indoor Rowing Championships, the Hong Kong Bench Press Championships, the Hong Kong Open Table Tennis Ranking Championships and the Table Tennis Association Cup. A series of inter-school sports competitions was also organised for primary and secondary school students.



Potential young athletes are identified in the new programme Potential Artistic Gymnasts Development Scheme under the Enhancement of Feeder System.



A Rowing Promotion Fun Day was organised by the Hong Kong China Rowing Association to promote the Rowing Promotional Scheme for advanced training.

Sports promotion schemes and training courses are important components of these subvented programmes. The sports development programmes held in 2010-11 included school sports programmes and various training schemes, such as the Youth Football Scheme, the Youth Wushu Training Course, the Hong Kong Youth (Boys and Girls) Basketball Training Scheme and the New Generation Table Tennis Training Course.

The 4th All-China Games

The 4th All-China Games was held in Hefei, Anhui Province from May 16 to 26, 2010. Held every four years, the All-China Games is a national non-Olympic event featuring 34 sports. Comparable to the National Games, it draws top athletes from all over the country and enhances public interest in sports.

The HKSAR Delegation, participating in the Games for the first time, included 92 athletes and 32 officials. Hong Kong athletes competed in 19 events: Aeromodel, Billiards, Body Building, Bowling, Bridge, Chinese Chess, DanceSport, Go, Golf, Health Qigong, Life Saving, Lion Dance, Marine Modelling, Orienteering, Rock Climbing, Roller Sports, Shuttlecock, Squash and Water Skiing. Our athletes won 97 trophies, comprising 13 first-class, 43 second-class and 41 third-class medals. The Department provided secretariat support for all competition-related, administrative and logistics arrangements for the HKSAR Delegation's participation in the Games.



Golfer Steven Lam leads the HKSAR Delegation into Hefei Sports Centre during the Opening Ceremony of the 4th All-China Games.



Secretary for Home Affairs Mr Tsang Tak-sing (standing left) was a keen observer of the Chinese Chess Professional Men's group event between Hong Kong and Beijing at the 4th All-China Games.

The Guangzhou 2010 Asian Games and Guangzhou 2010 Asian Para Games

The Guangzhou 2010 Asian Games was held from November 12 to 27, 2010. The HKSARG sent a delegation of 395 athletes and 152 officials. Hong Kong athletes, who competed in 34 sports events, won a total of 40 medals, comprising eight gold, 15 silver and 17 bronze. To commend their outstanding performance, a Celebration Reception, jointly organised by the HKSARG and the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC), was held at Chater Garden in Central on December 1, 2010.



The Flag Presentation Ceremony for the Hong Kong, China Delegation to the Guangzhou 2010 Asian Games at Hong Kong Stadium.



Chief Executive Mr Donald Tsang presents certificates of appreciation to Hong Kong's gold-medal winners at the Guangzhou 2010 Asian Games in recognition of their distinguished performance.

The Guangzhou 2010 Asian Para Games was held from December 12 to 19, 2010. The HKSAR Delegation comprised 107 athletes and 61 officials. Our athletes competed in 14 sports events, winning a total of 28 medals – five gold, nine silver and 14 bronze. A welcome home ceremony was held for them at The Royal Pacific Hotel Towers' Waterfront, China Hong Kong City, Tsim Sha Tsui on December 20, 2010.



Acting Chief Executive Mr Henry Tang presents certificates of appreciation to gold medallists at the Welcome Home Ceremony for the Hong Kong, China Delegation to the Guangzhou 2010 Asian Para Games in recognition of their outstanding performance.

The 3rd Hong Kong Games

The Hong Kong Games (HKG), a major territory-wide, multi-sport event, has been held biennially since 2007, with Hong Kong's 18 district councils participating as competing units. The Games are organised by the Sports Commission (SC), coordinated by the SC's Community Sports Committee and co-organised by the LCSD, the 18 DCs, the SF&OC and the relevant NSAs. The HKG, which has enhanced community harmony by fostering a strong sporting culture, is one of the most important local sporting events attracting wide participation across the community.

Following the encouraging response to the 1st and 2nd HKG in 2007 and 2009 respectively, the 3rd HKG was held from May 14 to June 5, 2011 with more sports events, more athletes participating and a greater variety of public participation activities. The Launch Ceremony was held at Kowloon Park on June 21, 2010 to kick off the Games. The number of sports events were increased to eight by adding the two team sports of futsal and volleyball to the six sports of athletics, badminton, basketball, table tennis, tennis and swimming in the last Games. Athletes representing 18 districts increased from some 2 300 in the 2nd HKG to over 3 000 for the 3rd HKG. The 18 Districts' Pledging Ceremony was held at Kowloon Park on February 25, 2011 to premiere the Announcement in the Public Interest (API) and to introduce to the media districts' preparation work. A series of initiatives were launched to encourage more public participation, including a Countdown Ceremony, a grand Opening Ceremony and a Closing cum Prize Presentation Ceremony of the HKG, elite athletes demonstration and exchange, 'Cheering Team Competition for the 18 Districts', voting for 'My Favourite Sporty District', guessing the 'Overall Champion of the 3rd HKG' and the 'Dynamic Moments Photo Contest'. These public

participation programmes attracted more than 300 000 people to join, resulting in a double participation rate as compared with that of the 2nd HKG.

A new publicity initiative in the form of a Games theme song was composed and sung by Joey Yung. Ten elite athletes, Wong Kam-po (Cycling), Fu Ka-chun (Snooker), Tsui Chi-ho (Athletics), Yip Pui-yin (Badminton), Cheng Kam-hing (Basketball), Chan Siu-ki (Futsal), Sze Hang-yu (Swimming), Ko Lai-chak (Table Tennis), Yang Zi-jun (Tennis) and Hui Pui-tak (Volleyball), were appointed as the 3rd HKG Ambassadors to help publicise the Games.



Secretary for Home Affairs

Mr Tsang Tak-sing, together with other officiating guests, strike a gong at the Launch Ceremony of the 3rd HKG to open the selection of athletes from Hong Kong's 18 districts.



Secretary for Home Affairs, Mr Tsang Tak-sing (third left), presents certificates of appointment to Hong Kong Games Sports Ambassadors who helped promote the Games.



The Department organised the Elite Athletes' Sports Demonstration and Exchange Programme for delegations from each district to prepare for the 3rd HKG.

Sports Exchange and Co-operation Programmes

To raise sports standards in Hong Kong and to facilitate sports exchanges and co-operation, Hong Kong and the Mainland have signed the following five agreements/memoranda.

- The Hong Kong, Guangdong and Macau Sports Exchange and Co-operation Agreement (December 29, 2003)
- The Hong Kong and State Sports General Administration of China Sports Exchange and Co-operation Agreement (May 13, 2004)
- The Hong Kong and Shanghai Administration of Sports Exchange and Co-operation Programme Agreement (May 30, 2004)
- The Hong Kong and General Office of Culture, Radio, TV, Publications and Sports of Hainan Province Sports Exchange and Co-operation Programme Memorandum (November 15, 2004)
- The Hong Kong and Yunnan Sports Exchange and Co-operation Memorandum (May 27, 2005)

A number of exchange programmes were held throughout the year with various Mainland cities under the auspices of these agreements and memoranda.



The Hong Kong and Shanghai Summer Sports Camp for Youth, hosted by Hong Kong and Shanghai in alternate years, promotes youth sports exchange between the two cities.

Horticulture and Amenities

Hong Kong Zoological and Botanical Gardens

The Hong Kong Zoological and Botanical Gardens, the 5.6-hectare 'green lung' overlooking Central District, is a conservation centre for 14 endangered mammal, bird and reptile species. Home to about 380 birds of 120 species, more than 15 of which have reared offspring, the zoo is one of the most comprehensive in Asia. The mammal collection of 60 animals – mainly primates – represents 16 species. In early 2010, a 15-year-old male Bornean orangutan became the newest inhabitant in the Gardens. Named Vandu, the animal, which came to Hong Kong from a Hungarian zoo, has been paired with the Gardens' two female orangutans for conservation breeding.

Trees, shrubs, creepers and foliage of more than 900 species thrive in the Gardens. A herb garden was established in 1987 and a greenhouse was built in 1993. These facilities contain about 500 species of herbs, orchids, ferns, bromeliads, and carnivorous and indoor plants. A new education and exhibition centre, completed in 2008, displays botanical and zoological specimens and offers teaching facilities and guided visits.



Guided visits to Hong Kong Zoological and Botanical Gardens provide opportunities for students to learn about animals and environmental protection.

Hong Kong Park, Kowloon Park, Tuen Mun Park and Yuen Long Park also feature zoological specimens.

Zoological and Horticultural Education

A number of zoological and horticultural education programmes have been established to raise public interest in conservation and green issues. Around 21 500 people participated in 431 zoological programmes in 2010-11, and more than 22 500 in 428 horticultural programmes. Some 610 education programmes were organised for more than 19 000 students.



Girl guides learn about birds in a conservation course at Kowloon Park.

The zoological and horticultural education exhibitions at Kowloon Park attracted about 8 000 and 9 000 visitors respectively during the year. Roving exhibitions were also held at the Hong Kong Zoological and Botanical Gardens, Hong Kong Park, Yuen Long Park, Tuen Mun Park, North District Park and Lai Chi Kok Park, while 15 courses were organised to educate the public on conservation. The encouraging feedback attests to the success of these programmes.



The zoological and horticultural education exhibition at Kowloon Park aims to improve public knowledge about animals and develop their interest in animal ecology and nature conservation.



The Zoo and Horticulture Education Unit of the Department supports environmental education through guided visits for students and organisations.

Tree Management

The Department is responsible for management and maintenance of over 650 000 trees, including about 480 Old and Valuable Trees. They are located in parks, tree pits and roadside landscaped area.

Since May 2010, the Department has implemented a new tree management manpower structure with the formation of six regional tree teams, aiming at ensuring that tree management work is carried out in a more systematic and effective manner. In 2010-11, the Department carried out tree maintenance/trimming work for about 95 000 trees.

Apart from tree maintenance, the Department's tree-planting programme continued with about 2 000 trees planted in 2010-11. Most were planted during the rainy season (March to October) to ensure stable growth.

Seventy per cent of these trees were planted in the New Territories, with the remainder planted in the urban areas, including 1 200 along roadsides and 800 in parks and gardens. Traditionally planted for functional purposes such as providing shade, screening, soil protection and conservation, tree planting is also an excellent way to green the environment. In recent years, we have emphasised aesthetics. In 2010-11, for example, about 1 400 flowering trees, including *Bauhinia blakeana*, *Bauhinia variegata*, *Lagerstroemia speciosa* and *Tabebuia chrysantha* were planted for greater visual impact and stronger seasonal colours.



Officiating guests at the Ma On Shan Promenade Opening cum Tree Planting Ceremony plant Cassia trees at the Promenade, symbolising the sustainability of the Promenade and other facilities in the district.

Horticultural and Landscape Services

As the Department is responsible for improving the urban environment and overall landscape, we collect the latest horticultural and arboricultural information to update policies and guidelines. The Department periodically reviews its practices to ensure high-level management and maintenance standards of community amenities.

As part of the programme to make Hong Kong greener, we closely monitor planting programmes in all districts, with the emphasis on preserving existing trees and nurturing new ones, including those planted on development sites. During the year, we successfully preserved more than 2 300 trees.



The Department closely monitors trees to strengthen tree preservation and nurturance.

The Department is also responsible for vetting the landscaping of all new public works projects to ensure maximum planting and high-quality landscape work. In 2010-11, landscape improvements were made on 23 hectares of existing venues, vacant government land and roadside amenities.

Green Promotion

Green Ambassador Scheme

Following the recommendations of the Task Force led by the Chief Secretary for the Administration released in 2009, we implemented a Green Ambassador (GA) Scheme. Prominent members of the community, including LegCo and DC Members, were invited to serve as GAs to help improve tree surveillance in the community. By March 2011, 219 prominent figures had joined the Scheme.



District Councillors at a greening workshop in Carpenter Road Park to enhance public awareness of greening.



Hong Kong Flower Show

The Hong Kong Flower Show was successfully held in Victoria Park from March 11 to 20, 2011. The Show, which gave pride of place to the primula flower this year, attracted 500 000 people. In addition to more than 50 species and cultivars of primula and other exotic flowers and plants from all over the world, the Show featured magnificent floral art displays by horticultural groups from Hong Kong, the Mainland and overseas. Over 200 horticultural organisations, private firms and government departments from Hong Kong, the Mainland, Australia,

Canada, the Republic of Estonia, France, Germany, Indonesia, Italy, Japan, Korea, Malaysia, the Netherlands, New Zealand, Pakistan, the Philippines, Singapore, South Africa, Spain, Switzerland, the United Kingdom and the United States participated.



The Primula was the theme flower at the Hong Kong Flower Show 2011 under the theme 'Symphony of Spring Flowers'. Over 200 organisations from 21 countries showcased exotic flowers, landscape and floral art displays at the Show.



A focal point of the Hong Kong Flower Show 2011 was the spectacular mosaiculture display *Animals in Concert*, featuring a group of lively animals from forests, fields and oceans, singing, dancing and playing musical instruments.



The LCSD display *Symphony of Spring Flowers* at the Hong Kong Flower Show 2011 comprised more than 30 000 Primula flowers of over 30 species.

In addition to such major attractions as landscape features, floral arrangements, and potted plant and bonsai displays, the Show also provided a wide range of educational and recreational activities. These included horticultural talks, floral arrangement demonstrations, tree climbing demonstrations, cooking demonstrations, musical performances, cultural presentations, fashion shows, exhibits, drawing and photo competitions, plant-care workshops, and guided tours to

promote interest in horticulture and the greening of Hong Kong.



Floral art demonstration was one of the fringe activities at the Hong Kong Flower Show.

Green Hong Kong Campaign

In parallel with the Department's extensive planting programme designed to improve the cityscape, a series of educational and community involvement programmes was launched to promote a green culture in government departments and the community. About 3 100 green activities were organised throughout the year, with about 1 300 000 people participating.



The Greening Hong Kong Campaign, jointly organised by the LCSD and the Federation of the Hong Kong Polytechnic University Alumni Associations, was well received by the public.

Under the community greening programme, the Best Landscape Award for Private Property Development 2010 was organised in May to improve the environment in private properties through good landscape design and horticultural maintenance. It attracted 300 entries. Further, over 160 green promotional and outreach activities were held, with about 41 800 people taking part.

Some 2 300 Green Volunteers from the 18 districts were recruited under the Green Volunteer Scheme to carry out simple horticultural maintenance in parks. These volunteers serve as stewards in green promotional activities.

The Community Garden Programme, which had been extended to all 18 districts by the end of 2005, encourages the public to participate in community-level greening activities and to adopt best green practices as part of daily life. The Programme is also designed to raise public awareness of green and environmental protection issues through participation in gardening activities. The 18 districts now boast 21 community gardens and, in 2010-11, a total of 52 gardening courses were organised for more than 11 300 participants.



The Community Garden Programme encourages the public to participate in greening activities at community level and practice greening habits in daily life. Photo shows an instructor teaching participants planting skills.

The Department continued to work with the DCs and local communities organising Community Planting Days throughout the year. Twenty such events, involving over 4 600 participants, resulted in the planting of about 90 trees and 33 000 shrubs.



Participants planting in plots in the community garden during the Jordan Valley Park Fun Day.

The Greening School Subsidy Scheme, conducted during the year as part of a school greening programme, provided more than 850 schools and kindergartens with cash subsidies to make their campuses greener and to organise green educational activities for students, with technical advice from part-time instructors. Adjudication of the greening projects will be arranged and a Greening School Project Award presented to the winning schools. About 360 000 students were given pots of seedlings to nurture at home or at school under the 'One Person, One Flower' Scheme, so that children gain a better understanding of how to grow plants and to encourage them to develop an interest in the subject.



Forty-one secondary and primary schools and kindergartens were commended at the Prize Presentation Ceremony of the Greening School Project Award in recognition of their green school projects and contribution to environmental greening.

Licensing

Since January 1, 2000, the Department has been the licensing authority for Places of Amusement, which include billiard establishments, public bowling-alleys and public skating rinks. This year, we licensed 75 billiard establishments (including five new licences), nine public bowling-alleys and seven public skating rinks.

Major Recreational and Sports Events

Date

Event

May 8-22, 2010

Bun Carnival 2010



The Bun Scrambling Competition is an exciting event at the annual Cheung Chau Bun Festival.

May 16-26, 2010

The 4th All-China Games



Roller sports (above) and rock climbing (below) were two of the sports at the 4th All-China Games in Hefei, Anhui Province in May 2010.



June 21, 2010 Launch Ceremony of the 3rd Hong Kong Games

August 11-15,
2010 Hong Kong Junior Squash Open 2010

August 20-22,
2010 2010 FIVB World Grand Prix – Hong Kong



The annual FIVB World Grand Prix – Hong Kong focuses worldwide interest in women’s volleyball.

August 23-29,
2010 Hong Kong Squash Open 2010



The Hong Kong Squash Open is one of the major annual sporting events popular with the local and international squash community.

September 10-18, 36th Hong Kong International Open Tenpin Bowling
2010 Championships



The 36th Hong Kong International Open Tenpin Bowling Championships, an international events organised under the Sports Subvention Scheme, aims to stimulate public interest in sports and provide more opportunities for people to watch events.

November 6-7, Hong Kong Cricket Sixes 2010
2010



The Hong Kong Cricket Sixes 2010 at Kowloon Cricket Club is a major sports event in Asia.

November 15-18, 2010 International Federation of Parks and Recreation Administration (IFPRA) World Congress Hong Kong 2010



Secretary for Home Affairs Mr Tsang Tak-sing delivers a welcome address at the Opening Ceremony of the IFPRA World Congress Hong Kong 2010, held at Hong Kong City Hall in November.



IFPRA World Congress Hong Kong 2010
delegates enjoy Ocean Park.

November 18-21, Hong Kong Open Championship 2010 (Golf)
2010

November 27-28, The 4th Hong Kong DanceSport Festival
2010



The 4th Hong Kong DanceSport Festival at Queen Elizabeth Stadium was well received.

December 1, 2010 Celebration Reception for the Hong Kong, China
Delegation to the Guangzhou 2010 Asian Games



Chief Executive Mr Donald Tsang; Chief
Secretary for Administration Mr Henry Tang;
Secretary for Home Affairs Mr Tsang Tak-sing,
and the President of the SF&OC Mr Timothy Fok
with our athletes at the Celebration Reception for

the Hong Kong, China Delegation to the Guangzhou 2010 Asian Games.



Athletes at the Celebration Reception for the Hong Kong, China Delegation to the Guangzhou 2010 Asian Games.

December 6-12,
2010

Hong Kong Open Badminton Super Series 2010



Some of the world's top players took part in the Hong Kong Open Badminton Super Series 2010 at Queen Elizabeth Stadium.

December 20,
2010

Welcome Home Ceremony for the Hong Kong, China Delegation to the Guangzhou 2010 Asian Para Games



Acting Chief Executive Mr Henry Tang and other officiating guests with the athletes at the Welcome Home Ceremony for the Hong Kong, China Delegation to the Guangzhou 2010 Asian Para Games.

February 20, 2011 Hong Kong Marathon 2011



Tens of thousands of local and international runners took part in the full and half marathons during the Hong Kong Marathon 2011.

February 25, 2011 The 18 Districts' Pledging Ceremony of the 3rd Hong Kong Games



The 18 Districts' Pledging Ceremony of the 3rd HKG marked the launch of community participation activities for the Games, which also promoted Sport for All and strengthened community spirit.

March 11-20,
2011

Hong Kong Flower Show 2011



A mosaiculture display of Animals in Concert at the Flower Show 2011 was a popular spot for the student drawing competition.

March 25-27,
2011

Hong Kong Sevens 2011 (Rugby)



The annual Hong Kong Sevens is considered the International Rugby Board's 'Jewel in the Crown'

in the Sevens World Series. The event continues to grow in popularity with players and spectators.

March 14 - June 5, The 3rd Hong Kong Games
2011



Beijing 2008 Olympic Games gold medallist in men's all-around individual gymnastics, Yang Wei (front left), and Beijing 2008 Olympic Games gold medallist in horizontal bar and floor exercises, Zou Kai (front right), lit the Cauldron of the Games at the Opening Ceremony of the 3rd HKG at Siu Sai Wan Sports Ground.



Local pop singer Joey Yung performs *Come On Games On*, the first theme song produced to promote the Games, at the Opening Ceremony of the 3rd HKG.



The People's Liberation Army Hong Kong Garrison embellish the climax of the Opening Ceremony of the 3rd HKG.



Athletes strived for excellence in the 3rd HKG.



Besides volleyball, futsal was another new event at the 3rd HKG.

Cultural Services

Hong Kong is a prominent arts and cultural hub with one of the liveliest cultural scenes in Asia, thriving on the fusion of creative talents from East and West.

The Cultural Services Branch of the Department plans and manages performance venues and organises cultural and entertainment programmes to promote arts and culture in Hong Kong. It also provides public library services to meet the community's need for information and knowledge and to promote the literary arts. The Branch also helps preserve our cultural heritage through museums and related services.

Through these services, the Branch aims to create an environment that encourages artistic expression and a deeper appreciation of culture in the community, thus fostering a more open and mature society that appreciates arts and culture as part of everyday life.



The star exhibit at the Shanghai Expo – the Animated Version of the Riverside Scene at Qingming Festival – received overwhelming response from visitors during its three-week display in Hong Kong.

Hong Kong has excellent cultural facilities, including 13 performance venues, seven major museums, seven smaller museums, two heritage centres, a film archive, a visual arts centre, two indoor stadiums, as well as 67 permanent and 10 mobile libraries.

Performing Arts

During the year under review, the Department continued to offer quality cultural events, helping maintain Hong Kong's status as Asia's events capital. The array of programmes included exciting shows by local and international artists, a variety of festivals and audience-building efforts. The Department also manages many of Hong Kong's leading performance venues.

Hong Kong Cultural Centre

The Hong Kong Cultural Centre, managed by the LCSD, has been Hong Kong's premier cultural venue since its opening in 1989. Capable of staging a wide range of performing arts events, the Centre houses a 2 019-seat Concert Hall, a 1 734-seat Grand Theatre and a Studio Theatre with a maximum seating capacity of 496. In 2010-11, 740 performances at the Centre attracted more than 653 000 people.

The Centre is the major venue for Hong Kong's five big cultural events — the Hong Kong Arts Festival, Hong Kong International Film Festival, Chinese Opera Festival, International Arts Carnival, and Autumn Thematic Arts Festival.

It is also a platform for many internationally acclaimed performing arts groups. Among them, in 2010-11, were Cloud Gate Dance Theatre of Taiwan, St Petersburg Philharmonic Orchestra and US-based Merce Cunningham Dance Company. Other attractions included recitals by Krystian Zimerman, Mischa Maisky and Sir James Galway, opera productions of *Manon* and *La Bohème*, and concerts by Joshua Bell, The Academy of St Martin in the Fields and David Sanborn.



With state-of-the-art facilities and quality services, the Hong Kong Cultural Centre is a leading venue for performing arts.

With the panoramic view of Victoria Harbour, the Centre's outdoor piazza is a popular place for spectacular events, such as the International Chinese New Year Night Parade and the Lunar New Year Lantern Carnival and Fireworks Display.

Hong Kong City Hall

Hong Kong City Hall, which opened in 1962, is our first purpose-built civic centre. In 2009, the Bauhaus-style complex was designated a Grade 1 Historic Building. City Hall has a 1 434-seat Concert Hall, a 463-seat Theatre and a 590-square-metre Exhibition Hall. About 353 000 patrons attended 594 performances staged there in 2010-11.

Apart from local artists, distinguished visiting artists and arts groups performed at the venue. They included Sichuan Opera Theatre of Chengdu (China), Emerson String Quartet (USA), Zic Zazou (France), The Avanti! Chamber Orchestra (Finland), Japan Philharmonic Orchestra, Piotr Anderszewski, Larry Carlton and Tak Matsumoto, Dame Evelyn Glennie and Fou Ts'ong. City Hall was also one of the main venues for major arts festivals during the year.



Hong Kong City Hall, the first multi-purpose cultural complex built to enrich the lives of Hong Kong people with quality programmes.

Community Arts Facilities

Hong Kong's range of arts facilities are focal points for cultural activities in different places. They include larger venues such as the Sha Tin, Tsuen Wan, and Tuen Mun town halls, the Kwai Tsing, Yuen Long, and Ko Shan theatres, and smaller venues such as the Sai Wan Ho, Sheung Wan, Ngau Chi Wan and Tai Po civic centres, and the North District Town Hall. Most of these venues have been serving the community for many years. Yuen Long Theatre, the latest established venue, celebrated its 10th anniversary in 2010.



The Yuen Long Theatre celebrated its 10th Anniversary with a feast of cultural performances.

To promote and encourage the arts at grassroots level, district arts groups organising cultural activities for the local community enjoy free use of these facilities through our venue sponsorship scheme. In 2010-11, more than 100 community arts groups were sponsored in 660 activities which attracted more than 133 000 people. Various independent organisations also hire ancillary facilities for arts-related activities.

Support for Cantonese Opera

The Government is keen to preserve and develop Cantonese opera in Hong Kong. To meet the high demand for performance venues from the Cantonese opera sector, the Department has put in place a priority hiring policy for professional Cantonese opera troupes. They include priority hiring at the Ko Shan Theatre and priority booking for specific

periods at five other major performance venues. These measures are supported by the Cantonese Opera Advisory Committee and the Cantonese opera sector.



Talented actors from the Cantonese Opera Academy of Hong Kong perform the heroic tale *Chang Ban Po* on Cantonese Opera Day 2010.

Planned New Facilities

Two new venue projects are currently in the pipeline. The first is the conversion of two graded historic buildings – Yau Ma Tei Theatre and Red Brick Building – into a performance venue housing a 300-seat theatre and two multi-purpose rooms. The venue is expected to open in mid-2012. Another project, scheduled for completion in 2013, is the Annex Building at the Ko Shan Theatre to house a 600-seat theatre, as well as rehearsal and training facilities. These venues will provide facilities particularly for budding Cantonese opera artists/performing troupes to organise small-to-medium scale Cantonese opera performances, experimental works, training and rehearsal.



The Yau Ma Tei Theatre and the Red Brick Building are being revitalised into performing, training and rehearsal venues for Cantonese opera artists.

Venue Partnership Scheme

To provide a supportive environment for sustainable development of performing arts, a three-year Venue Partnership Scheme was fully

implemented in April 2009. The Scheme involves 20 venue partners, including individual groups, joint groups and consortia, in organising various performing arts activities at 11 venues. It aims to foster partnership between venues and performing arts groups to enhance their image, expand the audience, optimise facility usage, encourage community involvement in arts development, and promote arts in the community.

Venue	Partners
(1) Hong Kong City Hall	<ul style="list-style-type: none"> • Hong Kong Sinfonietta • Hong Kong Repertory Theatre
(2) Hong Kong Cultural Centre	<ul style="list-style-type: none"> • Hong Kong Philharmonic Orchestra • Hong Kong Chinese Orchestra • Hong Kong Ballet • Zuni Icosahedron
(3) Kwai Tsing Theatre	<ul style="list-style-type: none"> • Chung Ying Theatre Company • W Theatre and Wind Mill Grass Theatre
(4) Ngau Chi Wan Civic Centre	<ul style="list-style-type: none"> • Whole Theatre • E-Side Dance Company
(5) North District Town Hall	<ul style="list-style-type: none"> • Harmonic Theatre
(6) Sai Wan Ho Civic Centre	<ul style="list-style-type: none"> • The Absolutely Fabulous Theatre Connection
(7) Sha Tin Town Hall	<ul style="list-style-type: none"> • The Cantonese Opera Advancement Association

- Hong Kong Children's Arts Alliance

(8) Sheung Wan Civic Centre

- Perry Chiu Experimental Theatre

(9) Tsuen Wan Town Hall

- Hong Kong Dance Company
- Ming Ri Institute for Arts Education

(10) Tuen Mun Town Hall

- Spring-Time Chinese Opera and Hon Fung Creative Chinese Opera

(11) Yuen Long Theatre

- Chung Ying Theatre Company
 - Y-Space
-

Venue partners are supported in various ways, including priority use of venue facilities, funding and publicity, and provision of work space. In 2010-11, the 20 venue partners presented 611 performances and engaged in 701 audience building activities. Together they attracted about 663 000 spectators and participants.



The Hong Kong Sinfonietta performs at 'Good Music This Day', its first open day, at Hong Kong City Hall, giving the audience an unusual musical experience.

Open Stage Pilot Scheme

To promote arts and culture in the community, the Department launched an Open Stage Pilot Scheme in July 2010 at the outdoor areas of three LCSD venues – Hong Kong Cultural Centre, Sha Tin Town Hall and Kwai Tsing Theatre. The scheme enables the community to enjoy the arts leisurely while enriching the local cultural scene. In 2010-11,

114 performances by 18 individuals/groups were given at these venues, including acoustic band shows, instrumental music, percussion and singing concerts as well as dance performances.

Arts Administrator Trainee Programme

An arts administrator trainee scheme was launched in 2010-11 to nurture a pool of arts administrators to support the development of Hong Kong's 'cultural software'. The trainees were engaged by the LCSD and its performance venue partners comprising major and medium/small-sized performing groups.

Thirteen LCSD trainees, engaged for a two-year programme commencing in 2010-11, are learning venue operations, facility management, event promotion, as well as organisation of performing arts programmes, carnivals and arts festivals.

Separately, the LCSD sponsored its venue partners to engage trainees to learn about the management of performing arts groups. Under this scheme, 19 trainees were engaged by 17 venue partners during the year.

Cultural Presentations

The Cultural Presentations Section offers music, dance, Chinese opera, theatre and multimedia performing arts programmes throughout the year. These programmes, ranging from the traditional to the cutting edge, offer the best of local and international performances. In 2010-11, more than 1 000 events took place, attracting altogether about 425 000 spectators.

The Chinese Opera Festival 2010, envisaged as the first of an annual cultural event, was held from June to July for a span of 48 days. The Festival was designed to promote the art of *xiqu*, or 'Chinese traditional theatre', showcasing a variety of operatic genres from different parts of China. Apart from stage performances, the Festival also featured a variety of extension activities in the form of talks, exhibitions and symposia to give the public a deeper understanding of Chinese operatic arts and thus enhance their appreciation.

To commemorate the 200th birth anniversary of Chopin and Schumann, the Department organised concerts featuring world-renowned musicians, including Krystian Zimerman, Piotr Anderszewski and Mischa Maisky, and local artists. The finale of the Chopin/Schumann Series was a mini-Piano Marathon of Schumann's works by 29 young pianists from the Hong Kong Academy for Performing Arts.

The Cao Yu Drama Festival, held to mark the centenary of the birth of the Chinese dramatist, featured many of his famous works by both local and visiting theatre groups. His *Peking Man* by The Beijing People's Art Theatre was a highlight.



The classic *Tears on the Desolate Mountain* was one of the performances at the Chinese Opera Festival 2010, at which the virtuoso skills of the Cheng School of Peking opera were on show.



A scene from *Peking Man* by the famous Beijing People's Art Theatre. The play, which portrays the eclipse and demise of a prosperous feudal family in old China, was a performance in the Cao Yu Drama Festival, held to celebrate the centenary of the birth of Cao Yu, one of China's great dramatists.



Twenty nine young pianists from the Hong Kong Academy for Performing Arts performed the music of Chopin and Schumann in a three-hour Piano Marathon on Music Day at the Hong Kong Cultural Centre.

Other leading programmes during the year included: the St Petersburg Philharmonic Orchestra; Sir James Galway; Emerson Quartet; Academy of St Martin in the Fields with Joshua Bell; the Duke Ellington Orchestra; dance productions *Whisper of Flowers* and *Songs of the Wanderers* by Cloud Gate Dance Theatre from Taiwan, and Merce Cunningham Dance Company from the United States; the Boundless Multi-Media Series featuring an array of avant garde works by international and local multi-media performers; and opera such as Puccini's *La Bohème* by Opera Hong Kong and Donizetti's *L'Elisir d'Amore* by Musica Viva, both featuring international and local singers.



The St Petersburg Philharmonic Orchestra performed a variety of Russian music under the baton of Artistic Director Yuri Temrikanov.



Dancers leap and whirl, carpeting the stage with thousands of red petals during the Hong Kong premiere of *Whisper of Flowers* by Cloud Gate Dance Theatre of Taiwan at the Hong Kong Cultural Centre.



The Merce Cunningham Dance Company presents *Nearly 90²* during its Legacy Tour to celebrate the achievements of the acclaimed choreographer.

The LCSD has long supported local artists and arts groups by offering them numerous performing opportunities in thematic series of various art forms. They included: the New Force in Motion Series showcasing

budding local choreographers; the Re-run Run Show Series for local arts groups to build up their own repertoires to re-stage popular productions; and the Playwrights Scheme which supported young and distinguished theatre playwrights.

While Our Music Talents Series provides performance platforms for local musicians with potential, the Young Cantonese Opera Artists Series offers an opportunity to young Cantonese opera artists and young professional groups. Large-scale free events featuring budding local artists and groups such as the eighth Cantonese Opera Day and the third Dance Day were organised to popularise the arts and enhance their access to the community.



The third Dance Day at Tsuen Wan Town Hall featured a fun-filled spectrum of dance performances by renowned local dancers and enthusiasts.

To further support the growth and development of local artists, the LCSD continues to explore new performance venues, apart from those under its management. Under the Live! At Museums Series, heritage sites such as Dr Sun Yat-sen Museum, Flagstaff House Museum of Tea Ware, Hong Kong Museum of Coastal Defence and the University Museum and Art Gallery of The University of Hong Kong became platforms for specially curated programmes designed to harmonise with the particular ambience of these places. Notable examples were Schumann's Love in Words and Music at Dr Sun Yat-sen Museum, combining piano and narration of love letters, and the Guangdong Music Series at the University Museum and Art Gallery of The University of Hong Kong, with demonstration lectures to promote the appreciation of this genre of music. While strengthening support for the local arts sector, this new initiative also demonstrated the Department's effort to arouse public's awareness of our cultural heritage.



Music lovers enjoy Schumann's piano music, combining recitations of his letters, during Schumann's Love in Words and Music at Dr Sun Yat-sen Museum.

The Department also continued to organise joint projects with various Consulates-General and cultural organisations, including the Pearl River Delta Culture Summit. Such sponsored and jointly-presented events helped foster cultural exchange and enhance Hong Kong's reputation as Asia's events capital.

Festivals

International Arts Carnival 2010

The International Arts Carnival, an annual summer event, offers performing arts programmes, and educational arts activities for children, youth and families, in the form of dance, multi-media theatre, puppet theatre, physical comedy, music and children's films.

The 2010 Carnival opened with *Peter Pan*, an exciting blend of classical ballet, theatrical wizardry and wonderful flying feats by the Northern Ballet Theatre (UK). Other highlights by renowned arts groups from around the world included *Gulliver* by the Moscow State Puppets Theatre, *Ping* by Títeres de María Parrato (Spain) and *Restaurant tú Three* by iiextrés! (Spain), *Check Out!* by Polyglot Theatre (Australia), *Brocante Sonore: The Mechanics* by Zic Zazou (France), and *Goodnight Moon* and *The Runaway Bunny* by Mermaid Theatre of Nova Scotia (Canada).

Local artists added colour to the Carnival through the *GenS@HK21C* by Pop Culture Creations, featuring talented young singer-songwriters, *Alice and the Little Golden Book* by Hong Kong 3 Arts Musical Institute, *The Fuzzy Family* by Gay Singers and Project on Earth Creative Communication Company Limited, and *The Lovable Scavenger* by Make Friends With Puppet.

Apart from stage performances, the Carnival featured pre-carnival school tours, community outreach performances, school culture day programmes, exhibitions and workshops. The Carnival also provided a platform for the Conference on Children's Theatre Arts in Asia, co-presented by the International Association of Theatre Critics (Hong Kong) and Hong Kong Theatre Works Limited.



The Northern Ballet Theatre's *Peter Pan*, combining classical ballet, wonderful flying feats and splendid stage design, kicks off the International Arts Carnival 2010.

A total of 42 local and 10 visiting arts groups participated in 405 Carnival events, from July 9 to August 15, 2010, attracting an audience of 133 782. The average attendance at ticketed events was 92 per cent.

New Vision Arts Festival 2010

The fifth edition of the New Vision Arts Festival continued its avant garde programming, featuring innovative cross-cultural music, dance and theatre performances with an Asian focus. The Festival, from October 15 through November 21, 2010, showcased a number of world-premiered programmes, including the opening concert by famous diva Dadawa teaming up with ethnic and contemporary musicians, and a percussion extravaganza *The Butterfly Effect: East-West Percussive Parade* featuring Budgie (UK), Leonard Eto and Sugizo (Japan), Mabi (South Africa) and Knox Chandler (USA).



Chinese diva Zhu Zheqin opens the New Vision Arts Festival 2010 in a concert with ethnic and contemporary musicians.

Local artists and arts groups and their overseas counterparts staged commissioned productions such as *Grand Expectations* by Edward Lam Dance Theatre, with artists from the Mainland, Taiwan and Hong Kong, and *The Next Generations* by Tang Shu Wing Theatre Studio

collaborating with Drama Box (Singapore). There were also new explorations of the traditional arts, ranging from *The Peony Pavilion*, the extraordinary Sino-Japanese version of Kunqu opera by Japan's Kabuki master Bando Tamasaburo and Suzhou Kunqu Opera Theatre of Jiangsu Province; *Feather*, the first contemporary Nanguan opera by Xinxin Nanguan Ensemble of Taiwan; *The Golden Cangue*, a modern Peking Opera by GuoGuang Opera Company of Taiwan; and a love story from Muqam retold with contemporary music by JAM, a post-80s band from Xinjiang and local artists. Other highlights included Asian premieres of the works of five celebrated composers on the Pearl River Delta by the world-acclaimed Ensemble Modern, and *Mortal Engine*, a dance-video-music-laser ensemble piece by Australian group Chunky Move.



The dance-video-music-laser performance *Mortal Engine* presents a new way of viewing dance by extending the boundaries of artistic experience with state-of-the-art technology.

During the month-long Festival, 40 visiting and 28 local arts groups presented more than 138 events. They also included workshops, master classes, school tours, student shows, exhibitions, foyer and outdoor performances and talks in selected restaurants and tertiary institutions. The Festival attracted an audience of 83 585, with an average attendance of 85 per cent for ticketed events.

Arts Education and Audience Building Programmes

To cultivate cultural literacy in schools and the community at large, the Department organised 1 283 arts education and audience building activities territory-wide. They attracted more than 342 000 people during the year under review.

At the School Level

Various arts education programmes are also regularly organised at the school level to foster cultural literacy among the students in their early ages.

Under the School Arts Animateur Scheme, the Department collaborates with local performing groups experienced in arts education to implement arts in schools. After attending a series of workshops lasting a few months to an academic year, participating students show what they have learned through performances.

In 2010-11, 12 projects comprising dance, music, musicals, drama and Chinese opera were presented with the help of Unlock Dancing Plaza, Chung Ying Theatre Company, City Contemporary Dance Company, Hong Kong Composers' Guild, Hong Kong Ballet, Hong Kong 3 Arts Musical Institute, DanceArt Hong Kong, Prospects Theatre, Exploration Theatre, Theatre Space, the Class 7A Drama Group and the Kim Sum Cantonese Opera Association.

To enhance students' civic consciousness and the effectiveness of arts education, the LCSD also worked with some of these arts groups and participating schools to organise Students' Performances for the Community at places like hospitals and homes for the aged in their school neighbourhoods.



Secondary school students display their talent in *The Mermaid and Treasure Island* at the finale of the English Musical Theatre Amateurs Scheme which aims to develop their artistic potential.

The School Culture Day Scheme encourages primary, secondary and special schools to bring students to the Department's various performance venues, museums and libraries during school hours to participate in specially-tailored cultural activities. This well-received Scheme also serves to integrate art, history and science in school curricula and everyday life. To tie in with the Arts Experience Scheme for Senior Secondary Students launched in 2009, the performing arts programmes under the School Culture Day Scheme, were realigned to target for students from Primary One to Secondary Three.

The Arts Experience Scheme for Senior Secondary Students offers tailor-made programmes with added interactive and educational elements to tie in with Aesthetic Development of Other Learning Experience in the new senior secondary curriculum.

In 2010-11, 18 programmes were offered. They comprised dance, drama, music, Chinese opera and multi-media theatre. Participating artists/arts groups included Kung Chi-shing, Zuni Icosahedron, Guangdong Modern Dance Company, Tang Lok-yin, Pun Siu-fai, the Hong Kong New Music Ensemble, JAM (from Xinjiang), Chung Ying Theatre, Nancy Loo, Hong Kong Chinese Orchestra, Musica Viva, Hong Kong Dance Company, City Contemporary Dance Company, Hong Kong Ballet, Alice Theatre Laboratory, The Absolutely Fabulous Theatre Connection, Hong Kong Theatre Works, Hong Kong Repertory Theatre, Yuen Siu-fai, Sum Kim-long and Unlock Dancing Plaza.



One-act opera *Amahl and the Night Visitors* by Musica Viva, held under the Arts Experience Scheme for Senior Secondary Students, received enthusiastic response from teachers and students.

In the Community

Audience building programmes at the community level included the Community Cultural Ambassador Scheme, District Cantonese Opera Parade, and projects organised in co-operation with district and non-government cultural organisations.

Outreach activities under the auspices of the Community Cultural Ambassador Scheme are designed to make the arts more accessible to the community. Participating artists performed in public spaces such as parks, shopping malls, community centres. Twenty-two arts groups/artists took part in the Scheme in 2010-11.



Talented performers of Y-Space in the fabulous *Dance at the Walled Village* during the finale of the 2010 Community Cultural Ambassador Scheme at Tang Chung Ling Ancestral Hall.

The District Cantonese Opera Parade promotes Cantonese opera and provides emerging and amateur Cantonese opera troupes opportunities to perform full-length repertoires at regional/district venues. To further promote interest in Cantonese opera, especially among children, the Department, in collaboration with district organisations, organised Let's Enjoy Cantonese Opera in Bamboo Theatre in bamboo theatres in four districts. These performances featured Cantonese opera with interactive/educational activities tailored for children.



Hundreds of students appreciate a Cantonese opera performance for children at a bamboo theatre in Tai Hang Tsuen, Tai Po.

To encourage the elderly to participate in cultural activities, a new initiative, entitled Community Oral History Theatre Project – Sham Shui Po District, was piloted in 2010. The project aims to collect, through a series of workshops, valuable personal histories of elderly people in the district. After their oral histories were scripted, the old people had the opportunity to perform their stories on stage. The finales took place in December 2010 and January 2011 at Kwai Tsing Theatre and Jockey Club Creative Arts Centre respectively.



Following a year-long drama teaching programme under the Community Oral History Theatre Project – Sham Shui Po District, elderly people share their life stories on stage.

Carnivals and Entertainment Programmes

Seven large carnivals were organised during the year to celebrate traditional festivals and major festive days. The New Year's Eve Countdown Carnival 2010, in Sha Tin Park and at the Sha Tin Town Hall Plaza cum City Art Square, attracted 80 000 visitors. The big crowd was entertained by symphonic band performance, Latin dance, acrobatics, percussion and pop songs by local arts groups and talented young artists. Dancers guided the public through the world-class sculptures that adorn City Art Square. The evening climaxed with the New Year countdown, followed by spectacular fireworks over the Sha Tin Town Hall complex.



The New Year's Eve Countdown Carnival 2010 at Sha Tin Park, Sha Tin Town Hall Plaza and City Art Square featured pop music, acrobatics and many other exciting shows.

The Department organised large lantern carnivals to celebrate Mid-Autumn Festival and Lunar New Year. The highlights involved spectacular ethnic dance and acrobatics performances by performing groups from Jilin and Fujian, sponsored by the Office for Cultural Affairs with Hong Kong, Macao and Taiwan Regions of the Mainland Ministry of Culture. During both festivals thematic lantern exhibitions were staged at the Hong Kong Cultural Centre Piazza and, during the Mid-Autumn Festival, at the West Kowloon Waterfront Promenade, captivating scores of locals and tourists.



The 2010 Mid-Autumn Lantern Carnival at Victoria Park, with installations themed on traditional Chinese culture, was a fun-filled event.

To foster amity between locals and other ethnic Asians, the Department, in cooperation with the Consulate-General of the Philippines, organised a Concert in the Park featuring Filipino artists. Another event, themed Asian Ethnic Cultural Performances, was organised in co-operation with the Consulates-General of Nepal and Sri Lanka.

Following their successful launch in 2009-10, three Community Thematic Carnivals were held this year in Tuen Mun, Yuen Long and Tung Chung, with performances and participatory activities tailor-made for the community.

The Youth Band Marathon and Marching Band Parade continued to provide platforms for talented youth.



The Colour of Islands II – Home Sweet Home community thematic carnival combined drama, dance, music and puppets on the theme of family love.

Funded by and in co-operation with the District Councils (DCs), 619 regular free entertainment performances were offered throughout Hong Kong for audiences of all ages. Usually held on weekends and public holidays, these free programmes included traditional Chinese performing arts, music, dance and family entertainment.

In 2010-11, the Department organised a total of 645 carnivals, special events and free entertainment programmes, attracting about 870 000 people.

Subvention to Hong Kong Arts Festival

The Department provides an annual subvention to the Hong Kong Arts Festival Society. Held every year in February and March, this is one of the major international festivals in Asia. The 2011 Festival comprised 228 ticketed performances and attracted about 134 000 people, of whom 8 160 attended under the auspices of the Young Friends of the Festival Scheme.

Cultural Exchanges

Exchanges with the International Community

The Department's arts managers, curators and librarians regularly attend international conferences and festivals to keep in touch with the latest developments and to scout for quality programmes to be presented in Hong Kong.

In 2010-11, the Department's representatives attended the Association of Asia Pacific Performing Arts Centres (AAPPAC) Annual Conference 2010 in Japan, the Annual Congress of the International Society for the Performing Arts (ISPA) in the United States, the cultural exchange forum 'ConverAsians' organised by the Esplanade Theatres in Singapore, the European Network of Science Centres and Museums (ECSITE) Annual Conference 2010 in Germany, the Association of Science-Technology Centres (ASTC) 2010 Annual Conference in the United States, the International Planetarium Society Conference in Egypt, the 66th Federation of International Film Archives (FIAF) Congress in Norway, the 4th Seoul International Family Film Festival in Seoul, the 'British Council Book Case' programme presented by the Edinburgh International Book Festival, and the 8th Conference of Chinese Resources on Cooperation and Development cum Conference on Digital Archives of Chinese Library Resources.

Our Public Libraries strengthened ties with counterparts elsewhere to cooperate and exchange views on mutual interest. 'The Best Book Design: Exhibition of award-winning books in Germany, Mainland China and Hong Kong', was jointly organised with the Goethe-Institut in Hong Kong in 2010 to give the public an idea about the latest and best books produced in these three regions.

Exchanges with Mainland China and Macao

Reciprocal visits were arranged between the Department and cultural bodies from Mainland China and Macao to enhance cultural exchange, improve co-operation and extend networking. Among the visitors to Hong Kong in 2010-11 were delegates from the Ministry of Culture of the People's Republic of China, the People's Government of Henan Province, the Fujian Provincial People's Government, the Chengdu Municipal People's Political Consultative Conference, the Shenzhen Municipal Bureau of Culture, Sport and Tourism, the Shanghai Municipal Education Commission, the Chinese Academy of Social Science, the Sun Yat-sen University and the Shanghai Oriental Art Center.

Under the umbrella of the Greater Pearl River Delta Cultural Co-operation Meeting, an exhibition entitled Revolution Once More: Dr Sun Yat-sen from Xing Zhong Hui to the Governments in Guangzhou, organised by the Dr Sun Yat-sen Museum, jointly presented by the Leisure and Cultural Services Department and the Guangzhou Museum, was held from September 2010 to March 2011.

Cantonese Opera Day was also held at the Hong Kong Cultural Centre Piazza in November 2010. These programmes and activities were well received.

The annual Greater Pearl River Delta Cultural Co-operation Meeting, organised to strengthen cultural exchange and co-operation among Guangdong, Hong Kong, and Macao, discussed a range of topics, such as the development and exchange of performing arts talent and programme collaboration; the interflow of cultural information; heritage and museum co-operation; library co-operation and exchanges; intangible cultural heritage; and further study of the development of the cultural and creative industries.

Efforts to strengthen links with public libraries outside Hong Kong also continued throughout the year. Websites and online catalogues of the Hong Kong Public Libraries, the Sun Yat-Sen Library of Guangdong Province, Shenzhen Library and the Macao Central Library were linked to facilitate the sharing of library news and collections. As part of the cultural exchange programme, the Hong Kong Public Libraries and Shenzhen Library also held creative writing competitions to celebrate the '4.23 World Book Day'. The winning entries from Hong Kong and Shenzhen were displayed in both libraries.

Expo 2010 Shanghai China

The Department coordinated 22 Hong Kong cultural programmes, under the theme 'Creativity·Connectivity·Vibrancy', at the Expo 2010 Shanghai China (Shanghai Expo) from May to October 2010. They included 47 performances, including 20 performing arts programmes and two visual arts exhibitions. The theme was projected through a variety of art forms, including Cantonese opera, Chinese and Western music, dance, drama, opera, theatre, multimedia performances and art exhibitions.

A series of seminars, workshops and master classes were also organised to introduce Hong Kong's cutting edge creative concepts and dynamic cultural scene.

The cultural performances at indoor venues during the Expo attracted more than 17 000 audiences and an average attendance rate of 93 per cent, with some playing to a full house. The free concerts and programmes staged inside the Expo Park and at various locations in Shanghai were enjoyed by some 40 000 spectators, while the two art exhibitions under the Legacy and Creations Series, the Ink Art vs Ink Art Exhibition and Art vs Art Exhibition, attracted some 43 000 visitors.



The Hong Kong Dance Company brilliantly transforms the national treasure scroll painting *Along the River during the Qingming Festival* into an epic dance poem at the Shanghai Expo.



The Swing for All show by the Hong Kong Fringe Club made audiences swing at the Shanghai Expo.



Generation Singer-songwriters Concert by Fama and a group of talented Hong Kong singer-songwriters pulls a crowd to Celebration Square in Pudong during Shanghai Expo.

The cultural programmes presented during the Expo period marked the first major arts collaboration between Hong Kong and Shanghai, when some 1 200 local artists participants demonstrated their creativity, garnering an enthusiastic response from the audience and media.

Various cultural organisations in Shanghai supported our cultural programmes at the Expo through co-presentations and joint publicity campaigns. They included the Shanghai Spring International Music Festival, China Shanghai International Arts Festival, Shanghai Modern Drama Valley, Shanghai Grand Theatre, Shanghai Theatre Academy, Shanghai Oriental Art Center, Shanghai Art Museum and Museum of Contemporary Art, Shanghai. The collaboration enabled Hong Kong arts groups and artists to make stronger networks with these cultural

organisations, paving the way for more opportunities on the Mainland in the future.

Key participating arts groups include the Hong Kong Chinese Orchestra, the Hong Kong Philharmonic Orchestra, the Hong Kong Ballet, the City Contemporary Dance Company, the Hong Kong Dance Company, the Chinese Artists Association of Hong Kong, Fredric Mao Theatre Project, Zuni Icosahedron, and the Hong Kong Sinfonietta.

Film Archive and Film and Video Programmes

Hong Kong Film Archive

The Hong Kong Film Archive celebrated its 10th Anniversary in 2011 and organised the Glamour Everlasting exhibition and The Best From the Archive Collection screenings from January to February 2011. Other major thematic exhibitions organised during the year included A Creative Journey with Lung Kong and Capturing Light And Shadow: A Tribute to Two Master Cinematographers.



The Hong Kong Film Archive celebrated its 10th anniversary with the nostalgic Glamour Everlasting exhibition featuring an array of items in the form of photos of old film stars, film awards and costumes.



The Capturing Light and Shadow – A Tribute to Two Master Cinematographers retrospective exhibition highlighted the achievements of two outstanding Hong Kong cinematographers Ho Look-ying and Bill Wong.

The Film Archive, with facilities including a cinema, an exhibition hall, a resource centre and four temperature-controlled collection stores, continues to acquire, preserve, catalogue and document Hong Kong films and related materials. It now has 9 891 films and 1 049 827 allied items, mainly through donations and loans.

Major acquisitions included 96 film titles from the 1950s to 2000s from the Orange Sky Golden Harvest Entertainment Company and more than

700 items of film related materials from the 1930s to the 1950s from collector Mr James Wong.

Major conservation projects included the second phase reconstruction of Fei Mu's *Confucius* (1940) and a new restoration project of *Colourful Youth* (1966). Several publications, including *Fei Mu's Confucius*, *Hong Kong Filmography Volume VI*, *The Mission: Sun Luen Film*, *One for All: The Union Film Spirit* were released during the year.

The Archive attracted about 252 000 visitors over the year.



The 1966 box-office hit *Colourful Youth* sparked again at the Hong Kong Cultural Centre. Picture shows the main stars Woo Fung (centre) and Connie Chan Po-chu (second right) at the gala premiere of the restoration work.

Film and Video Programmes

The Film Programmes Office works to promote a film appreciation culture in Hong Kong. In 2010-11, the Office organised a variety of very well-received film and video programmes and seminars, enabling local audiences to appreciate international cinema and experience diverse cultural activities.

Highlights of the year included the International Children's Film Carnival 2010, Chinese Film Panorama 2010, the 39th French Cinepanorama and Repertory Cinema 2010, featuring world classics by the master of suspense, Alfred Hitchcock. Other thematic programmes included Hong Kong Auteur – Lung Kong, Fei Mu – Film Poet, Restored Treasures, The Bitter Tears of Ruan Lingyu, Capturing Light and Shadow – A Tribute to Two Master Cinematographers, It was 75 Years Ago ... Celebrating

Cathay's Anniversary, 60 Years of Movie Glory: From Great Wall, Feng Huang, Sun Luen to Sil-Metropole, The Kid is All Right: Remembering Bruce Lee, The Best from the Archive Collection and Morning Matinee.



Hong Kong and Mainland actors at the Opening Reception of Chinese Film Panorama 2010: A Feminine Perspective, a programme dedicated to women directors whose works reflect female sentiment.

To support major local film events, the Department sponsors the venue for the annual Hong Kong Film Awards Presentation Ceremony. It also provides funding support to the Hong Kong Arts Centre and Microwave Co Ltd to organise the annual Hong Kong Independent Short Film and Video Awards and the Microwave International New Media Arts Festival, respectively. These events encourage creative, independent productions of short films and videos and promote the media arts.

Music Office

The Music Office promotes knowledge and appreciation of music in the community, especially among young people. The Office provides instrumental and ensemble training and organises a variety of music activities.

The services and activities provided in 2010-11 included: an instrumental music training scheme for 4 820; 18 youth orchestras, bands and choirs with 1 430 members; short-term courses for 2 180; and about 420 other activities which attracted 162 000. The latter included a music camp, youth music interflows and a variety of educational programmes for students and the community.



A concert by students under the School Care Subsidy Scheme – Care and Concern Concerts brings music to an elderly centre.

The Music Office also arranged several cultural exchanges during the year. The Hong Kong Youth Symphony Orchestra went on an Ambassador Visit to Shanghai. Members engaged in exchange activities with young musicians in Shanghai and performed during Hong Kong Week at the Shanghai Expo in October. The Office also helped youth music groups from the United States and Singapore by organising exchange activities for them in Hong Kong.



The Hong Kong Youth Symphony Orchestra delights visitors from all over the world with their rich orchestral repertoire during a nine-day Ambassador Visit to Shanghai Expo.

Indoor Stadia

The 12 500-seat Hong Kong Coliseum and 3 500-seat Queen Elizabeth Stadium are two well-designed and equipped multi-purpose indoor stadiums. The arenas can adapt to different stage configurations, offering high flexibility for a variety of activities, including international sports events and tournaments, entertainment spectacles, celebration events, and classical and pop concerts.

Hong Kong Coliseum

Major pop concerts at the Hong Kong Coliseum during the year included famous local artists Andy Lau, Alan Tam, Joey Yung, Miriam Yeung, Twins, Jenny Tseng, Teresa Carpio, Danny Summer, Raymond Lam, Grasshopper, Justin, Wynners, Ekin Cheng, Lui Fong, Gigi Leung, Vivian Chow, ChiLam Cheung as well as Jay Chou, Show Lo, Mayday, F.I.R. and Tsai Chin from Taiwan. The Andy Lau concert, with 20 consecutive performances which attracted a total audience of more than 240 000, marked a 10-year record. Summer Pop – Live in Hong Kong, presented by the Hong Kong Tourism Board, was another notable pop concert featuring top local singers.

Other attractions included: stand-up comedies by Wong Tze Wah, Michael Hui and Jim Chim; 20th Anniversary Celebration Concert by the Asian Youth Orchestra; and the international volleyball tournament – 2010 FIVB World Grand Prix.



The Asian Youth Orchestra performs with other special ensembles at Hong Kong Coliseum to celebrate the orchestra's 20th anniversary.

The Coliseum hosted 173 performances during the year, attracting a total audience of 1 644 000.

Queen Elizabeth Stadium

In 2010, the Queen Elizabeth Stadium hosted a wide spectrum of sports and entertainment events to celebrate its 30th anniversary. In particular, a retrospective photo exhibition highlighting the major events staged at the venue since 1980 was presented.



A dance performance combining art and sport with aesthetic creativity by young dancers of the Hong Kong Dance Sport Association at Queen Elizabeth Stadium's 30th Anniversary Fun Day.

Major sports events at the venue included: 53rd Festival of Sport – Hong Kong Powerlifting Championship 2010; 2010 Hong Kong Open International Dancesport Championships; 2010 Hong Kong Annual Badminton Championships Finals; 2010 Hong Kong Junior & Cadet Open – ITTF Premium Junior Circuit; Hong Kong Open Badminton Super Series 2010; 18th Super Kung Sheung Cup International Basketball Invitation

Championship; 3rd International Taijiquan Invitational Tournament cum 2nd International Taiji Push Hands Championships; and boxing matches.



The GCC Group Basketball Team played a keenly-contested match against the National Basketball Team of Thailand in the 18th Super Kung Sheung Cup International Basketball Invitation Championship at Queen Elizabeth Stadium.

Cultural events included: Jazz Up: The Duke Ellington Orchestra; Le French May Musical Showdown 2010; GENS@HK21C; 2010 Hong Kong Youth Music Interflows – Symphonic Band Contest; and Opening Concert of Hong Kong 2011 International a cappella Festival – 2011 International a cappella Extravaganza.

Entertainment events included: pop concerts by Chet and Eman; Kay Tse and Eric Suen; Denise Ho; and comedy shows by Wong Cho-lam and Cheung Tat-ming.

In total, 296 performances were held at the Stadium, attracting 381 000 people during the year.

Urban Ticketing System (URBTIX)

URBTIX is a leading ticketing system in Hong Kong, serving 43 regular performance venues in Hong Kong, offering a combined seating capacity of more than 100 000. There are 42 URBTIX ticketing outlets throughout Hong Kong, 15 of which are housed in LCSD venues.

This ticketing system provides a wide range of easy and reliable ticketing services to both event presenters and the public. Customers are offered the best available seats in real time through multiple ticketing channels, including a wide network of outlets for box office sales, in addition to telephone and 24-hour internet bookings.

The service has been enhanced with the introduction of Cityline's ticket dispensing machines and acceptance of China Unionpay card at the box offices.

In 2010-11, URBTIX sold 5.63 million tickets for more than 8 900 performances. Sales totalled \$910 million.

Public Libraries

The LCSD operates the Hong Kong Public Libraries (HKPL) network of 67 static and 10 mobile libraries. It also manages the Books Registration Office. The library system provides free library and information services to meet the community's need for knowledge, information, research and recreation, and to support lifelong learning. HKPL promotes reading and the literary arts and offers library extension activities to people of all ages.

HKPL has 3.91 million registered borrowers and a comprehensive collection, comprising 10.87 million books and 1.7 million multimedia materials. During the year, more than 59.9 million books and other library materials were borrowed from Hong Kong's 76 public libraries.

The Hong Kong Central Library is a major information and cultural centre, offering more than 2 million items and a wide range of facilities. Special features include: an arts resource centre and a multimedia information system; a central reference library with six subject departments; a Hong Kong literature room; a map library; a language learning centre; a young adult library; and a toy library.

Facilities are also available for hire, including a 1 500-square-metre exhibition gallery, a 290-seat lecture theatre, two activity rooms, a music practice room and eight discussion rooms.

In 2010, the Hong Kong Central Library organised a variety of large-scale territory-wide cultural programmes. Major talk series included: Explore the World of Medicine: Public Lecture Series 2010; Subject Talk Series on Life and Death Education: Impermanence & Permanence of Life; New Vision in the 21st Century Subject Talk Series 2010; The Outstanding Young Persons' Discourse on Green Globe; Leaders' Talks

Series 2010; Public Lectures on History and Business in China 2009–10; Public Lectures on Asian Studies 2010; and Talk on Sculpture in Hong Kong.

A series of Talk on Education and Heritage was held to tie in with the Hong Kong Oral History Special Collection project. A cultural exchange programme – Best Book Design: An exhibition of award-winning books in Germany, Mainland China and Hong Kong in 2008 and 2009 – was also held.



University of Hong Kong professors inform the public about the latest developments in cancer treatment at the Explore the World of Medicine: Public Lecture Series 2010.



Awardees of the Ten Outstanding Young Persons Selection give their perspectives on global climate change during the New Vision in the 21st Century Subject Talk Series 2010.

Public Libraries Advisory Committee

The Public Libraries Advisory Committee meets regularly to provide valuable advice to the Government on the overall development strategy of the HKPL. Its members include professionals, academics, community personalities and government representatives.

District Council Review

In 2010-11, Hong Kong's public libraries continued to work with the District Councils (DCs) to develop district library services and organise

activities that better meet people's needs and aspirations. Their concerted efforts provided the impetus for another encouraging year, illustrated by the growing diversity of community involvement activities and the wider variety of projects to enhance library facilities and environments.

With financial support from the DCs, more than 3 100 regular extension activities, such as storytelling, talks and workshops were organised throughout the year. There was increasing interest and support from DCs in organising large-scale activities for the promotion of reading, many of which involved outreach efforts to bring public libraries to local communities. They included: the summer reading programme Colours of Fairy Tales in Sham Shui Po; Vote for Good Books for Children and Youth and Creative Book Report Writing in Tuen Mun; a Book Fiesta in the North District; and the 'Reading with Love and Care in Sha Tin' Carnival.

New initiatives included: READ Ambassadors Programme in Sai Kung; Reading@Tung Chung – Library Promotion Day in the Islands District; and Know More about the History of Kowloon City District in Kowloon City.

Often co-organised with district organisations, these outreach activities boost the popularity of Hong Kong's public libraries and promote the reading habit. Some DCs also support reading by organising promotional campaigns to subsidise the establishment of more community libraries or improve facilities and services of existing community libraries under the 'Libraries@neighbourhood – Community Libraries Partnership Scheme'.



Islands District children enjoy a delightful reading session at Tung Chung Public Library to cultivate their reading habit.

DCs have also been actively enhancing library facilities and environment by initiating projects and providing financial support. Examples of projects undertaken and completed in 2010-11 included: the expansion of Butterfly Estate Public Library in Tuen Mun District in June 2010; upgrading and replacing equipment such as air-conditioning, lighting and CCTV; installing Braille floor plans and reading magnifiers; replacing furnishings; and upgrading audio-visual systems.

New Library

Two new libraries were opened during 2010. In June, the Butterfly Estate Public Library was re-provisioned with enhanced library services and facilities. In July, a full-scale district library was opened in Tung Chung Municipal Services Building to replace the temporary small library at Yat Tung Estate, Tung Chung.



The new Tung Chung Public Library, which opened in July 2010, offers comprehensive library services to residents there.

New Initiatives in Library Services

The HKPL is making a dedicated effort to improve services by enhancing its stock, reference and information services, information technology (IT), and by promoting good reading habits in the community.



Under the Library Cards for All School Children Scheme, students are encouraged to get library cards to make better use of public libraries.

To promote and support lifelong learning, HKPL will continue to collaborate with the Education Bureau to encourage students to use public library services through the Library Cards for All School Children Scheme. Open University of Hong Kong course materials are available in 16 public libraries to facilitate self-learning.

Information Technology Initiatives and Digital Library Services

HKPL's Library Automation System (LAS) is one of the world's largest computerised library systems providing comprehensive automated library services, including 24-hour Internet library services, online catalogue searching and reservation and renewal of material.

HKPL also provides a wide range of online services through its website (www.hkpl.gov.hk), which recorded more than 152.3 million visits in 2010-11. To further enhance efficiency of public library services and collection management, HKPL is implementing the replacement of the existing LAS and planning to launch a pilot run on the Radio Frequency Identification (RFID) sub-system by end of 2011.

Over 90 new Internet express terminals have been installed at branch libraries, most with a motorised height adjustment feature to promote wider use of IT. More than 1 700 computer workstations with Internet access have also been installed. Wi-Fi is available in all 67 static public libraries.

The Multimedia Information System (MMIS) has opened new forms of information retrieval through instant access to a wide variety of digital documents and audio and video programmes via the Internet. Through this sophisticated one-stop search facility, users can explore multimedia archives via the Internet or through any of the 600 workstations at the Hong Kong Central Library and 27 major and district libraries. A major upgrade of the MMIS incorporating the latest technology is underway. It is expected to be completed in 2013.



The Multimedia Library provides sophisticated one-stop search facilities, enabling users to access multimedia archives via the Internet.

Reference and Information Services

Reference and information services are available at the Hong Kong Central Library and five other major libraries – City Hall, Kowloon, Sha Tin, Tsuen Wan and Tuen Mun public libraries. The Reference Library at the Hong Kong Central Library has six subject departments with a collection of over one million items and a wide range of electronic resources, including 60 online databases, and 61 000 e-books. All the e-books and 10 online databases in the e-resource collection are available to registered members for home access via the Internet. The Reference Library continually adds reference materials to the Hong Kong Collection and the Hong Kong Oral History Special Collection. It also houses the depository collections of nine international organisations.

Specialised reference services are available at the Arts Resource Centre, the Hong Kong Literature Room and the Map Library of the Hong Kong Central Library. In addition, the City Hall Public Library offers specialised

reference services through its Business and Industry Library, Creativity and Innovation Resource Centre, and Basic Law Library. The Kowloon Public Library provides specialised resources and services through its Education Resource Centre. The thematic collection and the information webpage on sports and fitness resources at Sha Tin Public Library are promoted through workshops, library visits and subject talks, in collaboration with the Education Bureau and NGOs of the discipline concerned.

The Hong Kong Central Library operates a referral service to enable registered users to access the collections of The University of Hong Kong Libraries.

During the year, the HKPL handled 3.8 million enquiries.

Extension Activities and Promotion of Reading and the Literary Arts

Outreach programmes are an integral part of library services and our libraries organised a wide range of activities throughout the year, including storytelling programmes, book displays, exhibitions and community talks. A total of 20 835 library outreach programmes were offered in 2010-11.

A variety of reading programmes and reading-related activities were also organised to promote and sustain reading interests. Programmes organised in the year tied in with the theme of 'Expo 2010 Shanghai China – Better City, Better Life', while presenting the subject of cities from different perspectives. They included: 4.23 World Book Day in 2010: Creative Competition on Cities Today; Meet-the-Authors 2010: Reading Cities; Story-telling Workshop: Marching into the Techno-City;

Summer Reading Month Exhibition: Ideal Cities: Know More About Infrastructure; and Talks on Cosmopolitan Hong Kong.



The Hong Kong Central Library held the thematic exhibition Liu Yi-chang and Hong Kong Literature to show the development of home-grown literature. Picture shows the author autographing books.



Hong Kong public libraries regularly organise a variety of reading-related activities to cultivate children's interest in reading. The storytelling workshop *Marching into the Techno-City*, held in 39 libraries, was part of the programme.



School children took part in the Top of Hong Kong collage contest during Summer Reading Month 2010 which aimed to teach children the basic building blocks of a city.

During the year, Teens Reading Clubs were set up at 37 libraries and Family Reading Clubs in five major libraries. Public Libraries also joined hands with other organisations to hold territory-wide reading activities such as the Reading Carnival.

Many other special programmes and competitions were held throughout the year to promote creative writing and encourage the appreciation and development of the literary arts. One of the major events was the 8th

Hong Kong Literature Festival which presented a wide array of literary programmes by eminent writers, scholars, cultural critics and literary groups from Hong Kong and overseas. The Festival has become a major literary event. Other major creative writing competitions in 2010 included the 20th Chinese Poetry Writing Competition and Competition on Story Writing in Chinese for Students.

Community Libraries

Libraries@neighbourhood is a community library partnership scheme designed to provide community-based library services in collaboration with non-profit-making local community organisations. Participating organisations are offered a block loan of library materials and professional advice to set up community libraries tailored for their target audiences. By the end of 2010-11, 194 community libraries had been established.

Books Registration Office

The Books Registration Office helps preserve Hong Kong's literary heritage through the registration of local publications and monitors the effective use of the International Standard Book Number (ISBN) system. It publishes *A Catalogue of Books Printed in Hong Kong* in the *Government Gazette* at quarterly intervals. This Catalogue can also be accessed through the Internet. In 2010-11, the Office registered a total of 14 428 books, 11 824 periodicals and 1 099 new publisher prefixes conforming to the ISBN.

Museums

The seven major museums managed by the Department are the Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Museum of Coastal Defence, Hong Kong Science Museum, Hong Kong Space Museum, Hong Kong Heritage Museum and Dr Sun Yat-sen Museum. These museums acquire, conserve, research, exhibit and interpret Hong Kong's tangible and intangible cultural heritage.

The Department also manages the Hong Kong Film Archive, Art Promotion Office, Hong Kong Heritage Discovery Centre, Ping Shan Tang Clan Gallery cum Heritage Trail Visitors Centre and seven smaller museums, i.e. Flagstaff House Museum of Tea Ware, Lei Cheng Uk Han Tomb Museum, Law Uk Folk Museum, Sheung Yiu Folk Museum, Sam Tung Uk Museum, Hong Kong Railway Museum and Fireboat Alexander Grantham Exhibition Gallery.

In 2010-11, over 5.3 million visitors patronaged LCSD's museums. We will continue to roll out inspiring and enjoyable exhibitions and programmes to suit the interest of different audience segments in the community. In order to enhance publicity of museum programmes and to extend the audience base, the Department has set up a new Marketing and Business Development Section to strengthen branding and promotion work, and to foster new partnership with outside entities.

Museum Advisory Panels

To enhance the management and operation of museums and to increase professional and community involvement in their promotion, three Museum Advisory Panels (Art, History and Science), active since October 2010, advise the Department on the positioning, business development, promotion and management of the respective museums. The Panels

comprise professionals, academics, museum experts, artists, collectors, art promoters, entrepreneurs, marketing and public relations experts, and community leaders with expertise relevant to the different museums.

Intangible Cultural Heritage Advisory Committee

The Intangible Cultural Heritage Advisory Committee was set up in July 2008 to monitor and to advise on the conducting of the first territory-wide survey of intangible cultural heritage in Hong Kong. The Committee comprises local academics, experts and community personalities. In the second term of the Committee which commenced on January 1, 2011, its membership was expended to cover a wider spectrum of expertise related to intangible cultural heritage. Besides, its terms of reference was also expanded to cover measures on the safeguarding of the intangible cultural heritage including research on and promotion, enhancement, transmission and revitalisation of intangible cultural heritage.

Museum Trainee Scheme

A Museum Trainee Scheme was started last year to nurture museum professionals. Ten graduates from local and overseas universities in disciplines such as Fine Arts, History of Arts, Communication Studies, Conservation, Cultural Management and Architectural Studies were recruited to be trained for two years ending 2012. They are now attached to the Hong Kong Museum of Art, Hong Kong Museum of History, Hong Kong Heritage Museum, Hong Kong Film Archive, Art Promotion Office and Central Conservation Section.

Guided by their supervisors and mentors, the trainees learn how to manage museum services, organise programmes such as education

programmes and International Museum Day. They also get the opportunity to gain hands-on experience in curating exhibitions and projects

Hong Kong Museum of Art

The Hong Kong Museum of Art offers a multicultural vision of world art and culture through exhibitions and programmes with an international perspective. In 2010-11, to foster closer partnership with local collectors, the Museum launched the Hong Kong Collection Series. The Grandeur of Chinese Art Treasures: Min Chiu Society Golden Jubilee Exhibition featured 340 world-class works of Chinese painting calligraphy, ceramics, and decorative arts from the Min Chiu Society Members' collections. Nobility and Virtue: A Selection of Late Ming and Early Qing Paintings and Calligraphies from The Chih Lo Lou Collection, a joint venture with the Chih Lo Lou Art Promotion (Non-profit Making) Ltd, showcased internationally famous Hong Kong private collections. A series of international academic lectures was also organised.



Guests officiating at the opening ceremony of the Nobility and Virtue – A Selection of Late Ming and Early Qing Paintings and Calligraphies from the Chih Lo Lou Collection, featuring artworks of the late Ming and early Qing period.

In 2010-11, several major modern art exhibitions were organised. New Vision: New Colour was presented as the prelude to Legacy and Creations exhibition series that echoed to the theme of Expo 2010 Shanghai China. The Hong Kong Contemporary Art Biennial Awards 2009, which appraised the contemporary Hong Kong art scene and cultural identity, was a great success, with more than 2 200 entries and 14 award-winning works.



Artist Kacey Wong presented his artwork *Famiglia Grande*, symbolising a transient refuge for the homeless, at the New Vision: New Colours exhibition.



Choreographer and dancer Mui Cheuk-yin performs in front of Xu Baoxun's *My response towards Chinese calligraphy*, an award winning artwork during the Hong Kong Contemporary Art Biennial Awards 2009 at the Hong Kong Museum of Art.

The Museum has also provided a wide range of educational programmes to enhance public appreciation of art. Touching Art: Louvre's Sculptures in Movement, gave the general public and the disabled community, especially the visually impaired, the opportunity to appreciate art through touching superb art replicas. Educational programmes, co-organised with arts groups and cultural organisations, were also presented to enhance the educational value of museum programmes, cater for different groups and to tie in with the New Senior Secondary Curriculum.



Visitors feel the shape and texture of the replicas of the famous Louvre Museum sculptures and relics at The Touching Art: Louvre's Sculptures in Movement exhibition.



The Hong Kong Contemporary Art Biennial Awards 2009 showcased emerging talent in Hong Kong Art and gave artists and visitors a platform to interact.



Famous sculptor Ju Ming (centre) shares his thoughts with the public in the Masters of Sculpture Lecture Series: Art of Ju Ming.

In 2010-11, the Hong Kong Museum of Art presented two large-scale exhibitions : Legacy and Creations – Ink Art vs Ink Art and Art vs Art in Shanghai to coincide with Expo 2010 Shanghai China, showcasing contemporary and cross-disciplinary Hong Kong art. Ink Art vs Ink Art revealed the creative visions of new ink painting and calligraphy, while Art vs Art presented other contemporary cross-over art forms. To foster cultural exchange, the Museum collaborated with the Zhejiang Art Museum to stage the East Meets West: Wu Guanzhong's Art Retrospective Exhibition, the largest solo exhibition to commemorate the late master.



Hong Kong choreographer Daniel Yeung performed at the opening ceremony of the Legacy and Creations: Ink Art vs Ink Art exhibition at the Shanghai Art Museum during Shanghai Expo.

The Hong Kong Museum of Art attracted 358 290 visitors during the year, with a total of 2 854 sessions of education and extension programmes which drew 104 082 people.

Flagstaff House Museum of Tea Ware

Situated in Hong Kong Park, the Flagstaff House Museum of Tea Ware is a branch of the Hong Kong Museum of Art specialising in the study and display of Chinese tea ware. Since 1986, the Museum has organised eight tea ware competitions and exhibitions of Tea Ware by Hong Kong Potters, a platform for creativity and exchange for local potters. To encourage more young people to engage in ceramics, a new category for students was introduced in the 2010 Tea Ware by Hong Kong Potters, from August 2010 to May 2011. It featured 100 sets of ceramics by 78 local potters from the Open and School categories.

K S Lo Gallery, the new wing of the Flagstaff House Museum of Tea Ware, displays ceramics and seal carvings donated by the K S Lo Foundation. To promote general understanding of the history of seal carving in Hong Kong and its role in the cultural interflow with the Mainland, the Calligraphy on Stone: Seal Carving in Hong Kong exhibition features over 60 items of Chinese seals by noted senior Hong Kong seal carvers. The gallery also has hands-on exhibits with tactile/Braille captions. The Museum attracted 169 913 visitors during the year.



Visitors tour the exhibition Tea Ware by Hong Kong Potters 2010, a major programme promoting local ceramic art, at the Flagstaff House Museum of Tea Ware.

Hong Kong Museum of History

The mission of the Hong Kong Museum of History is to enrich cultural life, strengthen social cohesion and nurture a national identity. It collects, preserves and displays cultural objects closely related to the history of Hong Kong, overseas and the South China area.

Besides its permanent exhibition, The Hong Kong Story, the Museum presents various thematic exhibitions in conjunction with other museums and cultural organisations in Hong Kong, overseas and the Mainland.

The Evergreen Classic – Transformation of the Qipao exhibition illustrated the origins of qipao, its transformation between the 1920s and 1960s and how this traditional Chinese costume is 'fashionised' and modernised by designers as it continues to evolve. The Hong Kong, Benevolent City: Tung Wah and the Growth of Chinese Communities exhibition introduced the Tung Wah Group's contribution to Hong Kong society and overseas Chinese communities over the past 140 years. The Centenary of China's 1911 Revolution exhibition, commemorating the 100th anniversary of the revolution which ended the Qing dynasty, displayed over 400 exhibits and images from various sources, including libraries and private collections in Hong Kong and abroad. Four other exhibitions included Chen Kung-che: Hong Kong's Archaeologist and Polymath on early archaeological work in Hong Kong and three displays – Memories We Share: Hong Kong in the 1960s and 1970s, Under the

Trees: People and Stories from Village Schools and Witness of Time:
Photos of Central and Western District in the 1970s.



The Hong Kong Museum of History showcased qipao of different styles and eras at The Evergreen Classic – Transformation of the Qipao exhibition.



The Hong Kong Museum of History organised the Hong Kong, Benevolent City: Tung Wah and the Growth of Chinese Communities exhibition, to celebrate the 140th anniversary of the Tung Wah Group of Hospitals. A priceless tablet presented by the Qing emperor Guangxu was among the 250 artefacts on display.



The Centenary of China's 1911 Revolution exhibition commemorated the epochal event, illustrating its significance with historical pictures, videos and maps.

To foster public interest in local history and cultural heritage, the Museum organised a rich variety of educational and extension activities throughout the year.

Three competitions were launched, namely the 8th Inter-School Competition of Study Projects on Hong Kong's History and Culture, the 4th Competition on Historical Research on Photos and the 'Hong Kong, Benevolent City: Tung Wah and the Growth of Chinese Communities' Interactive Game Design Competition.

Seasonal programmes included A Parade of Chinese Riddles, Making of Chinese Scented Charms in Spring, Summer Fiesta: The Fun is Out There, and Christmas is the Time for Fun.

Collaboration with cultural and educational institutions included the special lecture series on Hong Kong Local Records, a seminar on Chinese Family Enterprises and the Stock Market, and a special lecture on Radicalisation of Modern Chinese Thought.

The Hong Kong Museum of History attracted 614 032 visitors during the year.

The Hong Kong Museum of Coastal Defence, a branch of the Hong Kong Museum of History, was converted from the old Lei Yue Mun Fort in Shau Kei Wan. Apart from its permanent exhibition, 600 Years of Coastal Defence in Hong Kong, the Museum staged a thematic exhibition British Army Aid Group Drawings, during the year, when 122 883 visitors patronised the Museum.



Families participated in the workshop of Little Spy: Mission Impossible in the exhibition of British Army Aid Group Drawings organised by Hong Kong Museum of Coastal Defence.

Dr Sun Yat-sen Museum, housed in historic Kom Tong Hall, has two permanent exhibitions on Dr Sun and thematic exhibitions entitled Kom Tong Hall – the Artefacts and Revolution Once More – Dr Sun Yat-sen from Xing Zhong Hui to the Governments in Guangzhou. This museum attracted 89 430 visitors during the year.



Revolution Once More – Dr Sun Yat-sen from Xing Zhong Hui to the Governments in Guangzhou exhibition revealed the road to revolution taken by Dr Sun Yat-sen and comrades.

The Hong Kong Museum of History also manages three small branch museums, the Fireboat Alexander Grantham Exhibition Gallery at Quarry Bay Park, Lei Cheng Uk Han Tomb Museum in Sham Shui Po and Law Uk Folk Museum in Chai Wan. They attracted 70 429, 32 189 and 14 342 visitors, respectively, during the year.

Hong Kong Science Museum

The mission of the Hong Kong Science Museum is to promote public interest in science and technology through world-class services and facilities. The Museum continually adds to its impressive collection of science and technology-related artefacts for research, education and public appreciation.

Jointly organised with the Bureau of Shanghai World Expo Coordination, the River of Wisdom – Animated Version of the Riverside Scene at Qingming Festival exhibition was held at AsiaWorld-Expo from November 9 to 29, 2010. The exhibition, in the form of a digital animation of the famous *Riverside Scene at Qingming Festival* by the renowned artist Zhang Zeduan of the Northern Song dynasty, was presented on a giant screen measuring 120 x 6.5 metres. A supporting exhibition with graphic displays and artefacts, as well as a series of lectures and seminars reinforced the educational element of the main exhibition. The exhibition attracted a record 930 000 visitors in three weeks, of whom about 190 000 came from schools and social welfare organisations.



The River of Wisdom – Animated Version of the Riverside Scene at Qingming Festival exhibition attracted 930 000 visitors – an unprecedented record in terms of ticket sales in Hong Kong.

A new permanent exhibition, Jockey Club Environmental Conservation Gallery, was opened in August 2010. It aimed to convey the importance of environmental conservation and encouraged visitors to adopt a sustainable lifestyle, using natural resources wisely.



The Jockey Club Environmental Conservation Gallery is a recently established permanent gallery at the Hong Kong Science Museum to educate the public through interactive exhibits about the importance of environmental protection.

Biodiversity in China – An Exhibition on China’s Wildlife Specimens, from December 18, 2009 to August 31, 2010, enabled visitors to understand the country’s rich biodiversity and the importance of conserving natural habitats. The exhibition, displaying more than 400 plant and animal specimens native to China, supplied by the Chongqing Museum of Natural History, attracted 259 000 visitors. To enable visitors to get to know local biodiversity, an exhibition titled Biodiversity in Hong Kong, displaying species endemic to Hong Kong, such as the Romer’s Tree Frog, was also held.

The Marvellous Inventions of Leonardo da Vinci exhibition held from October 8, 2010 to February 9, 2011 depicted the life and work of the legendary genius. The exhibition displayed more than 50 interactive models reconstructed from the drawings and notes found in the codices

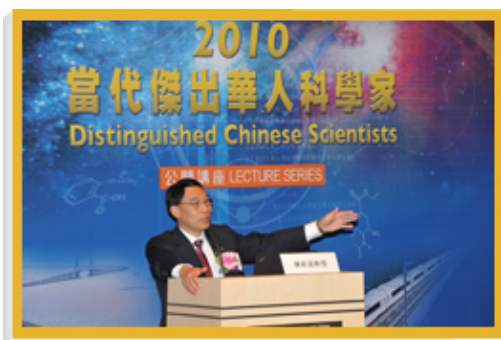
of Leonardo. The exhibition also included replicas of his codices and paintings, including two of the most famous paintings in western art, *Mona Lisa* and *The Last Supper*. More than 110 000 people visited the exhibition.



Visitors enjoy a hands-on experience of models reconstructed from the drawings and notes of the Italian maestro at the Marvellous Inventions of Leonardo da Vinci exhibition.

The Museum's Science News Corner staged two thematic exhibitions: Transgenic Fish for Rapid Monitoring Estrogenic Pollution and Life in the Universe. These were organised jointly with the City University of Hong Kong and The University of Hong Kong.

Five leading scientists from the Mainland and Hong Kong delivered lectures at the Distinguished Chinese Scientists Lecture Series 2010, organised jointly by the China Association for Science and Technology, Beijing-Hong Kong Academic Exchange Centre, the China Association (Hong Kong) for Science and Society and the Museum. The topics covered the beauty of science, astronomy, China's engineering achievements, pharmaceuticals and organic synthesis.



President and Vice-Chancellor of Hong Kong Baptist University Professor Albert S C Chan, delivers a lecture on The Beauty of Science in the Distinguished Chinese Scientists Lecture Series 2010 at the Hong Kong Science Museum.

Science Alive 2010, sponsored by the Croucher Foundation and jointly presented with the British Council and the Education Bureau, offered a variety of educational activities including a science communication contest, a debate competition, a lecture series, workshops, demonstrations and science walkabouts.



University of Bristol Professor Peter Barham (right) talks about the science of cooking and demonstrates how to make an ice cream with liquid nitrogen during the Science Alive 2010 lecture series.

During the year, the Science Museum attracted a total attendance of 1 838 577, including the visitors to the River of Wisdom – Animated Version of the Riverside Scene at Qingming Festival exhibition held at the AsiaWorld-Expo.

Hong Kong Space Museum

Officially opened in 1980, the Hong Kong Space Museum is the major local institution dedicated to popularising astronomy and space science. Its main facilities include the Stanley Ho Space Theatre and two exhibition halls – the Hall of Space Science and the Hall of Astronomy. While the exhibition halls feature 59 groups of predominantly interactive exhibits, the Space Theatre offers a stunning OMNIMAX audio-visual experience as well as educational Sky Shows.

To celebrate the launch of the Chinese lunar spacecraft Chang'e-2, the Museum staged a special exhibition entitled Chang'e-2 Lunar Mission, from September to December 2010.



Visitors learn about ancient Chinese astronomical instrument through replicas at Astropark.

Funding for renovating the two exhibition halls has been secured and new exhibits will be designed and installed in an environment simulating the experience of space travel. The Museum's website (<http://hk.space.museum>), with its wealth of information and educational resources on astronomy and space science, remains very popular.

During the year, the Museum presented two Sky Shows, four OMNIMAX Shows and two School Shows, attracting a total of 375 665 visitors. The Young Astronaut Training Camp was jointly organised by the Space Museum, The Chinese General Chamber of Commerce, China Astronaut Research and Training Center and Xichang Satellite Launch Center from August 3 to 9, 2010. Thirty local secondary school students were selected to study basic space science and experience astronaut training in Beijing and Xichang. During the year, 398 421 people visited the Hall of Space Science, the Hall of Astronomy and 11 temporary special exhibitions, while 24 725 people participated in 229 extension activities.



Young astronauts participating in the Young Astronaut Training Camp successfully launch a model rocket.

The Museum also developed exhibits on the life and culture of the Song Dynasty to complement the River of Wisdom – Animated Version of the Riverside Scene at Qingming Festival exhibition in November 2010, to broaden its educational value.

Hong Kong Heritage Museum

The Hong Kong Heritage Museum offers a diverse range of exhibitions and educational activities throughout the year.

To celebrate the Museum's 10th anniversary, a mega programme was organised for Hong Kong's ethnic minorities in May 2010. Featuring a play called *Ethnicity*, a Fun Cultures Bazaar and multi-language gallery walks, the programme attracted over 8 000 visitors of different ethnic backgrounds to celebrate and appreciate their different cultures, languages, traditions and customs.

Two other thematic exhibitions were also presented to celebrate the 10th anniversary of the Museum, *City Flâneur: Social Documentary Photography* and *Act•Live – Hong Kong International Poster Triennial 2010*. The former was the second exhibition of the *Hong Kong Photo Series*, showcasing the development of Hong Kong social documentary photography dating from the 1950s, by 35 groups of established photographers. A seminar featuring a panel of veteran photographers and academics from the Mainland, Taiwan, Macao and Hong Kong was held in connection with the exhibition. The *Act•Live* exhibition, jointly organised with the Hong Kong Designers Association, was the fourth event of the *Hong Kong International Poster Triennial*, which displayed 190 outstanding poster designs selected from 1 775 works submitted by designers from 43 countries/regions. The works of five international judges in this year's triennial were also shown.

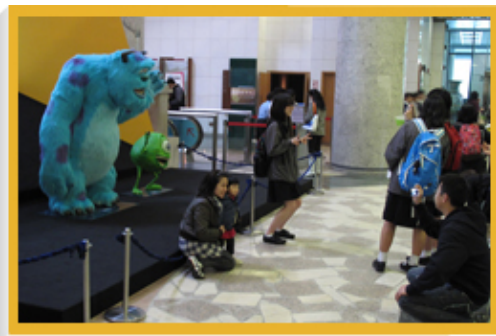


Ethnictricity: A multi-ethnic, multicultural dramedy, the first ever drama featuring stand-up comedy, staged on International Museum Day 2010 to promote cultural integration and harmony.



The multicultural carnival Fun Cultures Bazaar: A Feast of Ethnic Colours held in the courtyard of the Hong Kong Heritage Museum featured game booths and traditional performances by Hong Kong's various ethnic groups.

A blockbuster exhibition, Pixar: 25 Years of Animation, was staged in late March 2011 to showcase the vast creative collection of Pixar Animation Studios. With over 400 exhibits, including traditional artworks in various mediums, maquettes, early animated short films, and one-of-a-kind media installations, the exhibition took visitors behind the scenes on a journey through Pixar's blockbuster animations.



Visitors pose with Pixar animation characters at the Pixar: 25 Years of Animation exhibition.

Other thematic exhibitions during the year included: a new Chao Shao-an Student Exhibition Series, featuring the development of the third generation of Lingnan School of Chinese painting; and Brush Beyond Space: Works of Tong Yang-tze, a cultural and artistic exchange between Hong Kong and Taiwan, showcasing 17 calligraphic works of

Master Tong with space and graphic design specially created by Taiwan architect Ray Chen and Hong Kong designer Freeman Lau.



Ng Yuet-lau, a famous artist of the Lingnan School, demonstrated the refined art of Chinese ink painting in the Flowing Clouds and Green Mountains event at the Hong Kong Heritage Museum.



The Brush Beyond Space: Works of Tong Yang-tze exhibition showcased the calligrapher's work, among which was a piece measuring more than 50 metres in length, illuminated by special lighting effects.



Local Cantonese opera master, Yu Kai (left) and Director of Leisure and Cultural Services, Mrs Betty Fung, unveil a military flag during the opening ceremony of the Highlights from Yu Kai's Donation exhibition.

To acknowledge a generous donation by famous Cantonese opera artiste, Yu Kai, a display, featuring 60 highlights from his donation, showcased his contribution to the art. Besides, a display called Theatre Art of Cantonese Opera was also organised at the Hong Kong International Airport to further promote this traditional art form to foreign visitors.

Three partnership programmes were presented during the year to strengthen collaboration with the community. They included: the HKDA Design Student of the Year 2010 exhibition cum Design Student Seminar 2010, in partnership with the Hong Kong Designers Association; the Hong Kong: Creative Ecologies — Business, Living, Creativity exhibition in partnership with the Hong Kong Design Centre; and the One Hundred Years of Railway Operations in Hong Kong exhibition in partnership with KCRC, MTRC and the Transport and Housing Bureau.



The Hong Kong: Creative Ecologies — Business, Living, Creativity exhibition covered Hong Kong's creative industries spanning from luxury goods to spatial design.

Commissioned by the LCSD, the South China Research Center (SCRC) of the Hong Kong University of Science and Technology continued a territory-wide survey of Hong Kong's intangible cultural heritage (ICH) to compile an inventory.

To involve the community in the survey, LCSD and SCRC representatives attended meetings of the District Councils and Heung Yee Kuk in 2010 and early 2011 to explain the purpose of the survey and to seek councillors' cooperation to identify local items of interest. With the information obtained from the documentary research and field surveys, a preliminary inventory of Hong Kong's ICH, covering 63 proposed major items, were submitted to the Legislative Council Panel on Home Affairs on February 11, 2011.

To complement the application of four local ICH items for inscription onto the third national list, the museum continued to organise a series of public programmes including lectures, guided field visits and exhibitions

to promote the Cheung Chau *Jiao* Festival, the Tai O dragon boat water parade, the Tai Hang fire dragon dance and the Yu Lan Ghost Festival of the Hong Kong Chiu Chow Community.



Chiu Chow Kung Wo Tong president Thomas Cheng briefs participants and the press during a field trip on Hong Kong Chiu Chow Community rituals at Yu Lan Ghost Festival.

The Hong Kong Heritage Museum, which attracted 397 575 visitors during the year, also manages three branch museums, Sam Tung Uk Museum, Hong Kong Railway Museum and Sheung Yiu Folk Museum. These three branch museums attracted 91 785, 207 099 and 52 842 visitors, respectively.

Art Promotion Office

The Art Promotion Office (APO), in co-operation with various partners, organised numerous activities to promote art appreciation among the public, through a series of community art projects in 2010-11.

From December 2010 to February 2011, ArtAlive@Park dressed up four public parks – Hong Kong Park, Kowloon Park, Sha Tin Park and Tuen Mun Park – with new creations by students of four universities.

Launched in October 2010, Art @ Government Buildings, the first of its kind, features site-specific artworks by three local artists at three government buildings – Cheung Sha Wan Government Offices, Tsuen Wan Government Offices and Wan Chai Revenue Tower, from June to November 2011. This display was preceded by a mentorship programme, from November 2010 to June 2011, during which tertiary students learn art installation from professional artists.



Artworks created by young artists from local universities introduced fresh artistic elements to four LCSD parks, while guided tours raised interest in public art.



Guided by professional percussionists, people try their hand at drumming during Drum for Joy, one of the programmes at ArtAlive@Park.

The Park Déco Scheme, launched in October 2010, aims to enhance parks with artistic elements. New park furniture and a signage system at Quarry Bay Park will be completed in mid-May 2011, while the renovation of Cornwall Street Park will be completed in late 2012.

A call for entry for the Public Art Project – Tamar, inviting proposals for public artworks by local artists for the new Central Government Complex, was launched in April 2010. The preliminary proposals were short-listed for an exhibition in November 2010 and the final selection to commission artworks will be held during 2011. The installation of four artworks of the Sai Kung District Council Public Art Project 2009 was completed in mid-2011 at Man Yee Playground in Sai Kung, Po Tsui Park and Po Hong Park in Tseung Kwan O.

To enhance people's encounter with visual arts in daily life, the APO launched the fifth round of Artists in the Neighbourhood Scheme (AIN) in mid-2010. Of the 92 proposals received, six outstanding proposals were selected for display in various districts from 2011 to 2013.



Distinctive works in different art forms by notable local artists on display at the launch of the Artists in the Neighbourhood Scheme V exhibition.

To strengthen collaboration between the community and arts groups to promote art, the APO worked with a number of organisations, including the Hong Kong Arts Development Council, to present the Visual Arts Thematic Exhibition, featuring a series of six exhibitions from 2007 to 2010. The final exhibition was the Get Lively with Homes Design – The Look of Hong Kong Homes & Households in 40 Years Exhibition (1960-2000) organised by Hulu Culture. Another joint project, Art Moves – Rekindling Hearts with Art and Love – In Commemoration of the Two Year Anniversary of the Sichuan Earthquake Exhibition, was organised with Art for All during May 2010. It featured 23 sessions of visual and performing art workshops and guided tours.

The APO also organised programmes to advance community integration through visual arts. They included the Together We Stride – Community Art Promotion Project, in collaboration with the Hong Kong Open Printshop. It focused on such segments as the elderly, new immigrants, low income families, children of compulsive gamblers and teenage mothers. It began with a series of workshops in April 2010 and culminated in August 2010 with Overture – Together We Stride Community Art Promotion Project Exhibition. Another partnership project is Cross all Borders: Hong Kong Festival Showcasing New Visual Artists with Disabilities 2010, with the Arts with the Disabled Association Hong Kong.



People on free guided tours at the Artists in the Neighbourhood Scheme V Launch Exhibition, a programme which aims to bring art to different communities.

Hong Kong Visual Arts Centre

The Hong Kong Visual Arts Centre (VAC), managed by the APO, organised signature programmes such as the Art Specialist Course (ASC), a year-long art training programme for amateurs and young artists. The courses in 2010-2011 covered three media — painting, printmaking and sculpture. It ended in January 2011 with a graduation ceremony for 32 participants. An exhibition by the ASC alumni, *In Search of Art — Art Specialist Course Exhibition*, was also organised in July 2010, featuring about 120 works, covering printmaking, western painting, Chinese ink-painting, Chinese calligraphy, ceramics, sculpture and mixed media.

In May 2010, the VAC issued a call for proposal for Artist in Residence 2010 in new media art and two proposals were selected for presentation from 2010 to 2011. The first proposal, 'Interacting for the Sake of Interaction' by Hephaestion + Saffie, was presented from October 2010 to May 2011.



Interacting for the Sake of Interaction — the opening programme of the Artist in Residence 2010 | New Media Art | Hong Kong Visual Arts Centre explored new media arts from alternative perspectives.

The VAC's joint projects include: the Echo — Classic: Hong Kong Sculpture Biennial 2010, in June 2010, in collaboration with the Department of Fine Arts of The Chinese University of Hong Kong; Hong Kong Sculpture Society and Artist Commune; and Hong Kong Graphic Art Fiesta 2010, an international art exchange programme from December 2010 to February 2011. It featured events such as Watershed: A Tale of Hong Kong and Belfast exhibition, Convergence/Divergence — An International Prints Exchange Exhibition, showcasing about 200 works by 24 print studios around the world, as well as various public programmes like Master Classes — Graphic Arts Day Camp, Open Store and Artists' Talk.

Central Conservation Section

To help public museums preserve their cultural artefacts, the Central Conservation Section completed the restoration of 1 176 items, including paintings, documents, prints, textiles, metals, ceramics, organic materials and archaeological finds. It also provided technical support for various thematic exhibitions and conducted tailor-made preservation programmes for museum collections, the Antiquities and Monuments Office and the Art Promotion Office.



Conservation specialists mount a Cantonese opera costume for display in the Highlights of Yu Kai's Donation exhibition at the Hong Kong Heritage Museum.

Following the success of the airport displays project, the Section again collaborated with the Airport Authority to stage five thematic cultural displays at the Hong Kong International Airport during the year. They were: Memories We Share — Hong Kong in the 1960s - 70s, Theatre Art of Cantonese Opera, The Art of Cantonese Opera, Bits of Old Hong Kong and Tea through the Ages.

To improve communication with conservation volunteers and generate public awareness of the Conservation Volunteers Scheme, the Section set up a Facebook account titled 'Conservation-Volunteers Hongkong'. Apart from sharing photos and information about volunteer work, this serves as another medium for the Section to engage the public. These

volunteers contributed over 1 100 service hours in 12 conservation projects during the year.

The Section also organised 37 conservation workshops, guided tours and thematic talks, attracting a total of 1 892 visitors over the year, including 1 449 students from 28 schools and tertiary institutions.



A conservation volunteer helps students make a miniature frame in the Conservation DIY Workshop of the School Culture Day Scheme 2010/11.



A conservator of the Central Conservation Section (first left) briefs university students about their work.

To foster professional exchange with overseas counterparts and to keep in touch with the latest developments in the field, the Section presented papers on Conservation Education in Hong Kong, Strike a Balance — Repair or Replace, The Off-gassing Paint from Walls — its Composition and Damage to Paper Objects and An Integrated Structural Health Monitoring System for the Preservation of the Historic Fireboat Alexander Grantham, at the 22nd General Conference of the International Council of Museums, the 7th International Conference on Structural Analysis of Historic Construction, Asian Seminar on Preservation and the Four Elements: Air, Water, Earth and Fire Conference on the Mainland, and the Metal 2010 International Council of Museums Conference in the United States.

Antiquities and Monuments Office

The Department's Antiquities and Monuments Office (AMO) plays an important role in the preservation and promotion of Hong Kong's archaeological sites and artefacts and built heritage.

Notable AMO achievements during the year included the declaration of three privately-owned historic buildings, Tung Wah Museum in Yau Ma Tei, Man Mo Temple Compound in Sheung Wan and Tang Kwong U Ancestral Hall in Yuen Long, and a government-owned historic building, Kom Tong Hall in Central as monuments for permanent protection under the Antiquities and Monuments Ordinance. In addition, Ho Tung Gardens, a privately-owned historic building was declared a proposed monument under the Antiquities and Monuments Ordinance in January 2011, with a validity period of 12 months to allow time for the Government to discuss with the owner ways to preserve the building.



The Man Mo Temple Compound on Hollywood Road, Sheung Wan — a temple of Man Cheong (God of Literature) and Mo Tai (God of Martial Arts) in traditional Chinese style — was declared a monument in November 2010.

The AMO also carried out restoration and repair works on a number of historic buildings, including Kun Lung Wai and Tang Chung Ling Ancestral Hall in Lung Yeuk Tau, Man Mo Temple in Tai Po, Morrison Building in Tuen Mun, Cheung Shan Monastery in Sha Tau Kok, Tsui Sing Lau Pagoda in Ping Shan, Maryknoll Convent School in Kowloon Tong and St John's Cathedral in Central. Restoration of Chik Kwai Study Hall in Pat Heung was completed in May 2010. Restoration of the Residence of Ip Ting-sz in Sha Tau Kok and Tang Ancestral Hall in Ha Tsuen are in progress.

Following an archaeological study on the Lung Tsun Stone Bridge in Kai Tak, a conservation management plan, with guidelines for its conservation, was drawn up. Archaeological investigations were also carried out in Tai Po, Tuen Mun, Yuen Long, Sai Kung and Lamma Island to prevent underground archaeological deposits from being damaged when building houses there.

During the year, the Hong Kong Heritage Discovery Centre and the Ping Shan Tang Clan Gallery cum Heritage Trail Visitors Centre attracted 209 017 and 83 390 visitors, respectively. The AMO organised a wide variety of educational and publicity programmes in the form of displays, lectures, guided tours and workshops to promote heritage conservation. A long-term exhibition at the Hong Kong Heritage Discovery Centre aims to raise awareness of our rich heritage.



Locals and tourists can learn about Hong Kong's archaeology and built heritage at the Archaeology Section of the Explore Our Heritage exhibition gallery at the Hong Kong Heritage Discovery Centre.

Expert Advisers on Cultural Services

Advice on performing arts activities, literary arts and museum activities can be obtained from our 184 advisers in 22 areas. They include artists, authors, academics and practitioners who have made significant contributions to their respective fields.

Major Cultural Events

Date

Event

December 2009 – Story-telling Workshop: Marching into the Techno-
May 2010 City

December 2009 – The 3rd Hong Kong Book Prize
June 2010

December 18, Biodiversity in China — An Exhibition on China's
2009 – Wildlife Specimens
August 31, 2010



Biodiversity in China — An Exhibition on China's Wildlife Specimens displayed more than 400 plant and animal specimens native to China, showing the nation's rich biodiversity and educating the public about the importance of conserving natural habitats.

January – July Competition on Story Writing in Chinese for
2010 Students in 2010

January – 20th Chinese Poetry Writing Competition
September 2010

January – Awards for Creative Writing in Chinese in 2010
November 2010

February 27, 2010 - Get Lively with Homes Design — The Look of Hong Kong Homes & Households in 40 Years Exhibition (1960 - 2000)
March 9, 2010

March – June 2010 Bowen Public Lectures

March – December 2010 Explore the World of Medicine: Public Lecture Series 2010

March – December 2010 Meet-the-Author 2010: Reading Cities 2010



Prominent cultural writer, Leung Man-tao, shared his experience during a Meet-the-Authors session which gave an opportunity for readers and writers to interact.

April 2010 Public Art Project — Tamar: Call for Proposals (November 2010: Public Art Project — Tamar Exhibition — featuring preliminary proposals selected from the first round adjudication)

April, May, Subject Talks on Cosmopolitan Hong Kong

December 2010
& January 2011

April & June 2010 New Vision in the 21st Century Subject Talk Series
2010: The Outstanding Young Persons' Discourse on
Green Globe

April – November 2010 4.23 World Book Day in 2010 Creative Competition
on 'Cities Today' and Roving Exhibition of Winning
Entries

April, June,
December 2010
& January 2011 Let's Enjoy Cantonese Opera in Bamboo Theatre at
the bamboo theatres in Tsing Yi, Cha Kwo Ling, Tai
Po and Sai Kung

May 8, 2010 10th Birthday @Yuen Long Theatre

May 23, 2010 Community Thematic Carnival Series – Tuen Mun
Journey in Time at Tuen Mun Cultural Square

June 2010 Hong Kong Oral History Talks



Rural Training College alumni, former principals
and teachers of village schools share interesting
experiences about Hong Kong village education
at the Hong Kong Oral History Subject Talks.

June 4, 2010 Encore Series: Emerson String Quartet at Hong

June 4, 2010 – Chinese Opera Festival 2010
July 21, 2010



A scene from *Two Valiant Fighters*, a typical Puxian opera unique for its stylised movements and vocal talent, during the Chinese Opera Festival 2010.

June 13, 2010 Community Thematic Carnival Series — Love in Yuen Long and Tin Shui Wai at Ginza Square and Tin Shui Wai Park

June 16, 2010 Joshua Bell & The Academy of St Martin in the Fields at Hong Kong Cultural Centre

June 18-20, 2010 Boundless Multi-Media Series: *true/本当のこと (Japan)* at Hong Kong Cultural Centre



True/本当のこと, a distinctive collaboration involving 10 leading Japanese artists across the fields of digital media, technology, theatre and dance, give patrons a totally sensory theatrical experience.

June 20, 2010 – City Flâneur: Social Documentary Photography
Jan 3, 2011 Exhibition

June 22-23, 2010 Encore Series: Piano Recital by Krystian Zimerman
at Hong Kong Cultural Centre

June 23, 2010 – The Evergreen Classic — Transformation of the
September 13, Qipao Exhibition
2010



The classic beauty of traditional Chinese women's attire on display at an exhibition featuring some

270 qipao from the 1950s and 1960s.

June 24 –
July 11, 2010

The 8th Hong Kong Literature Festival



Docent scholar Dr Ting Sun-pao (back row, fifth right), docent writer Lau Wai-shing (back row, seventh right) and participants of the Literary Walk & Talk: Tram Ride trace the city's growth on a tram tour.

June 27, 2010

Piano Recital by Piotr Anderszewski at Hong Kong City Hall

July 9 – August
15, 2010

International Arts Carnival 2010



Families enjoyed a wide range of performing arts programmes and participatory arts activities during the International Arts Carnival 2010 over the summer holidays.

July 10-11, 2010 Flight of Imagination, Outdoor Programme in support of the International Arts Carnival 2010 at Piazza, Hong Kong Cultural Centre

July 17 – August 17, 2010 Summer Reading Month 2010

Since August 2010 Jockey Club Environmental Conservation Gallery (Permanent Exhibition)



The Jockey Club Environmental Conservation Gallery highlights the beauty of Hong Kong's nature and provides tips on green living.

August – November 2010 Subject Talk Series on Life & Death Education: Impermanence & Permanence of Life

August 2010 – April 2011 The 22nd Hong Kong Print Awards

August 4-5 and 7-8, 2010 Whisper of Flowers & Songs of the Wanderers by Cloud Gate Dance Theatre of Taiwan at Hong Kong Cultural Centre



Songs of the Wanderers by Cloud Gate Dance Theatre of Taiwan depicted the search for inner peace. The show used 3.5 tonnes of golden rice grain.

August 14-15,
2010

Summer Fun Party Somewhere over the YummyLand at Queen Elizabeth Stadium

September 3,
2010

Duke Ellington Orchestra at Queen Elizabeth Stadium



The famous Duke Ellington Orchestra performs at the 30th anniversary of Queen Elizabeth Stadium. It was the band's first visit to Hong Kong.

September 10-24,
2010

2010 Mid-Autumn Thematic Lantern Exhibition — All about the Moon at West Kowloon Waterfront Promenade

September 10 –

2010 Mid-Autumn Thematic Lantern Exhibition —

October 17, 2010 The Rhapsody of Hong Kong Memories at Piazza,
Hong Kong Cultural Centre

September 16-25, 2010 Mid-Autumn Lantern Design Competition Entries
Exhibition 2010 at Exhibition Hall, Hong Kong City
Hall

September 21-23, 2010 Mid-Autumn Lantern Carnivals 2010 at Tsing Yi
Park, Victoria Park and Tai Po Waterfront Park



Eye-catching thematic lanterns light up Tsing Yi
Park, Victoria Park and Tai Po Waterfront Park
during Mid-Autumn Festival.

September 23, 2010 – The Grandeur of Chinese Art Treasures: Min Chiu
Society Golden Jubilee Exhibition
January 2, 2011



About 340 Chinese art treasures, ranging from
snuff bottles, furniture, stationery items and jade
ware on display at The Grandeur of Chinese Art

Treasures: Min Chiu Society Golden Jubilee Exhibition.

October – Best Book Design: An exhibition of award-winning
November 2010 books in Germany, Mainland China and Hong Kong
in 2008 and 2009



The Best Book Design: An Exhibition of Award-winning Books in Germany, Mainland China and Hong Kong in 2008 and 2009 displayed the best book designs from the three regions.

October – Public Lectures on Asian Studies 2010
December 2010

October 1, 2010 2010 National Day Fireworks Display

October 1-3, 2010 Boundless Multi-Media Series — Zimmermann & de Perrot — *Gaff Aff* (Switzerland) at Hong Kong Cultural Centre

October 3, 2010 Encore Series: Cello Recital by Mischa Maisky at Hong Kong Cultural Centre

October 3, 2010 Hong Kong International Jazz Festival 2010 — Outdoor Concert at Piazza, Hong Kong Cultural Centre

October 6-10,
2010

Puccini's Opera: *La Bohème* at Hong Kong Cultural Centre



The new production of Puccini's opera *La Bohème*, famous for its melodic arias and ensembles, offers a fabulous show of the composer's masterpiece.

October 8, 2010 – Marvellous Inventions of Leonardo da Vinci
February 9, 2011 Exhibition

October 14-17,
2010 Cao Yu Drama Festival – *Peking Man* by The Beijing People's Art Theatre at Kwai Tsing Theatre

October 15-17,
2010 Cheers!: Acrobatic Drama *Hello Nasirdin Apandim* by Xinjiang Acrobatic Troupe of China at Sha Tin Town Hall



On its Hong Kong debut, the acrobatic drama *Hello Nasirdin Apandim* by the Xinjiang Acrobatic Troupe amazes the audience with spectacular

aerial walk Uygur-Dawaz which has made the Guinness World Records 15 times.

October 15 – New Vision Arts Festival 2010
November 21,
2010

October 27, 2010 – Hong Kong, Benevolent City: Tung Wah and the
Growth of Chinese Communities Exhibition
January 17, 2011

October 30-31,
2010 Music on the Wave — Outdoor Programme in
support of New Vision Arts Festival at Piazza, Hong
Kong Cultural Centre

October 31, 2010 Encore Series: Flute Recital by Sir James Galway at
Hong Kong Cultural Centre

November – Leaders' Talks Series 2010
December 2010

November – Subject Talk Series: China Today
December 2010

November 9-29,
2010 River of Wisdom — Animated Version of the
Riverside Scene at Qingming Festival Exhibition at
AsiaWorld-Expo



A media preview of the River of Wisdom — Animated Version of the Riverside Scene at Qingming Festival. The show was immensely popular in Hong Kong.

November 14, 2010 Youth Band Marathon 2010 at Piazza, Hong Kong Cultural Centre

November 15-24, 2010 Science Alive 2010

November 20-22, 2010 St. Petersburg Philharmonic Orchestra at Auditorium, Tsuen Wan Town Hall and Hong Kong Cultural Centre

November 28, 2010 – May 23, 2011 Act·Live – Hong Kong International Poster Triennial 2010 Exhibition

November 28, 2010 Cantonese Opera Day 2010 at Hong Kong Cultural Centre



Children and youth Cantonese opera groups performed operatic excerpts and popular Cantonese tunes at Cantonese Opera Day 2010.

December 5, 2010 Community Thematic Carnival Series — The Colour

of Islands II Home Sweet Home at Lai Shuk Ying Memorial Square and Golden Ox Square, Yat Tung Estate, Tung Chung

December 10,
2010 –
February 20, 2011

Touching Art: Louvre's Sculptures in Movement
Exhibition



Officiating guests pictured with artists dressed in sculpture-like costumes at the opening ceremony of the Touching Art: Louvre's Sculpture in Movement exhibition.

December 12,
2010

Music Day — Scenes from Childhood at Hong Kong Cultural Centre

December 12,
2010

Asian Ethnic Cultural Performances 2010 at Piazza, Hong Kong Cultural Centre

December 18,
2010

Dance Day at Tsuen Wan Town Hall

December 21,
2010 –
February 28, 2011

ArtAlive@Park



A dance performance at the opening ceremony of the large-scale art project ArtAlive@Park at Kowloon Park.

December 24,
2010 –
May 1, 2011

Nobility and Virtue: A Selection of Late Ming and Early Qing Paintings and Calligraphies from the Chih Lo Lou Collection Exhibition

December 30,
2010

Marching Band Parade 2010 at Piazza, Hong Kong Cultural Centre

December 31,
2010

New Year's Eve Countdown Carnival 2010 at Sha Tin Park and Sha Tin Town Hall Plaza cum City Art Square



The New Year's Eve Countdown Carnival 2010 reaches its climax with pyrotechnics to mark the dawn of a new year.

January –
February 2011

Public Lectures on History and Business in China
2010-11

January 14-15, 2011 *Nearly 90²* by Merce Cunningham Dance Company (USA) at Hong Kong Cultural Centre

January 16, 2011 Concert in the Park 2010 at Piazza, Hong Kong Cultural Centre

January 21-23, 2011 Donizetti's Opera: *L'Elisir d'Amore* at Hong Kong City Hall



A scene from Donizetti's comic opera *L'Elisir d'Amore* which offers opera lovers a show full of funny twists.

January 27 – March 6, 2011 2011 Lunar New Year Thematic Lantern Exhibition — Rejoice! Happy New Year! at Piazza, Hong Kong Cultural Centre

January 29, 2011 – February 15, 2011 Artists in the Neighbourhood Scheme V Launching Exhibition

February 1, 2011 – to on-going Calligraphy on Stone: Seal Carving in Hong Kong Exhibition

February 4, 2011 2011 Lunar New Year Fireworks Display



Fireworks light the sky above Victoria Harbour during the 2011 Lunar New Year Fireworks Display.

February 17-19,
2011

Lunar New Year Lantern Carnivals 2011 at Hong Kong Cultural Centre Piazza, Tuen Mun Park and Fanling Recreation Ground

March 2, 2011 –
May 16, 2011

Centenary of China's 1911 Revolution Exhibition



The Centenary of China's 1911 Revolution exhibition displayed over 400 exhibits and images about the event.

March 28, 2011 –
July 11, 2011

Pixar: 25 Years of Animation Exhibition



Characters from *Toy Story* and *Toy Story 2* created the illusion of motion in Toy Story Zoetrope, one of the two major exhibits of the Pixar: 25 Years of Animation exhibition.

Financial Management

The Director of the Leisure and Cultural Services Department (LCSD) is the controlling officer of the Department's budget, ensuring the provision of quality services efficiently and economically.

Source of Funds

Under Head 95 – Leisure and Cultural Services Department, the Government's General Revenue Account allocated to the Department \$5,455 million for the 2010-11 financial year to meet operational and capital expenditure in five major areas managed by the LCSD: Recreation and Sports, Horticulture and Amenities, Heritage and Museums, Performing Arts, and Public Libraries. The funds were also used to financially support the Hong Kong Life Saving Society, the Hong Kong Archaeological Society, local sports bodies and camps run by non-government organisations.

The Government's Capital Works Reserve Fund finances the Department's installation of major systems and equipment costing more than \$2 million per item. The fund also finances the capital works projects of the Department. The Architectural Services Department supervises the funding and progress of such projects.

Budgetary Control

The Department ensures good financial control within the approved budget through a three-tier structure involving 200 budget holders authorised to deploy funds and are accountable for expenditure.

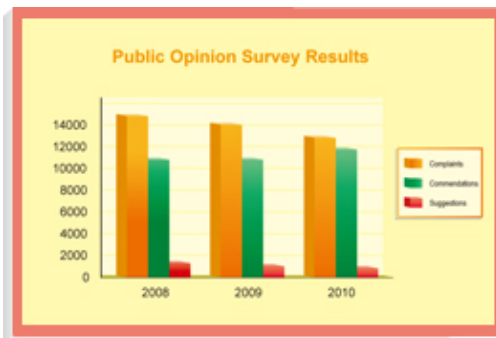
Fees, Charges and Revenue Collection

The Director of LCSD administers more than 740 types of fees and charges, ensuring that these fees and charges are periodically reviewed, collected on time and properly accounted for.

The revised revenue estimate for 2010-11 of \$911 million came primarily from fees and charges, ticket sales and facility rent. Revenue is credited to the General Revenue Account.

Public Feedback

In 2010-11, the Department conducted 18 surveys to gauge customer satisfaction about our services. Of the 17 surveys about outsourced sports centres, 15 showed more than 80 per cent user satisfaction, two recorded more than 75 per cent satisfaction. In the survey on our public libraries, about 98 per cent of users rated our services satisfactory or average.



Our surveys from 2008 to 2010 show that the number of complaints about the Department decreased continuously while commendations were on the rise.

Public Opinion	2010 3rd Quarter	2010 4th Quarter	
Commendations	2 587	3 248	↑ 25.6%
Complaints	3 969	3 374	↓ 15%
Suggestions	261	249	↓ 4.6%

In the fourth quarter of 2010, the number of public commendations surged by 25.6 per cent compared with the previous quarter, while the number of complaints and suggestions dropped by 15 per cent and 4.6 per cent respectively.

For continuous service enhancement, an opinion survey on museum services is expected to be completed in 2011 and a physical fitness test for the community is expected to be completed by June 2012.



In the Healthy Exercise for All Campaign — Physical Fitness Test for the Community 2010-11, people from different age groups were randomly surveyed on their state of health and also took fitness tests.

Our 'Views from the Public' system maintains a database of feedback received through various channels about the Department's policies, facilities and services. The information is regularly analysed according to type, nature and cause, and reported to management to help them enhance areas that need improvement. The system is being enhanced in 2010/11 to include cross-departmental complaints, anonymous complaints and proforma complaints.

Outsourcing

The Department has followed the Government's guidelines on outsourcing non-core activities to the private sector to improve efficiency and effectiveness. The major services outsourced include cleaning, security, horticultural maintenance and facility management. As of March 2011, the Department was managing 107 outsourced contracts for major services, covering both leisure and cultural facilities, at a total value of \$2,394 million.

The Department's outsourcing follows these principles:

- The contract must be commercially viable
- The standard of service must not be reduced
- The services must be cost-effective
- Staff should not be made redundant

Up to March 2011, the Department had contracted out the management of 16 sports centres, to deliver quality services to the public more cost-effectively through private sector expertise. They are: Jockey Club Tuen Mun Butterfly Beach Sports Centre, contracted out in 2000; Quarry Bay Sports Centre, Island East Sports Centre, Chun Wah Road Sports Centre, Cheung Sha Wan Sports Centre and Chuk Yuen Sports Centre, contracted out in 2001; Choi Hung Road Sports Centre, Wo Hing Sports Centre, North Kwai Chung Tang Shiu Kin Sports Centre and Ap Lei Chau Sports Centre, contracted out in 2004; Fa Yuen Street Sports Centre, Wong Chuk Hang Sports Centre and Tai Kok Tsui Sports Centre, contracted out in 2005; and Hiu Kwong Street Sports Centre, Yeung Uk Road Sports Centre and Tin Shui Wai Sports Centre, contracted out in 2007.

Because of a previous staff freeze, the Department was also compelled to contract out the management of several cultural facilities, including the Hong Kong Heritage Discovery Centre in 2005, the Dr Sun Yat-sen Museum and Fireboat Alexander Grantham Exhibition Gallery in 2006, and the Ping Shan Tang Clan Gallery cum Heritage Trail Visitors Centre in 2007.



The Department contracted out the management of Dr Sun Yat-sen Museum in 2006.

Contract Management

The Department tightly monitors service contractors to protect non-skilled workers' wages and benefits. The Department has also put into operation a computerised appraisal system that provides an overview of contractors' performance. Regular meetings are held between the Department's contract management team and contractors' senior managers to discuss contract management issues. Through these meetings the Department enhances mutual communication and conveys the message of zero tolerance for the exploitation of non-skilled workers.

Human Resources

Manpower Planning

The number of civil servants in the Department increased to 7 502 by the end of March 2011. Apart from fulfilling new service demands, the extra human resources also filled existing vacancies and replaced non-civil service contract (NCSC) staff in public museums, following the Government's decision in February 2010 for the LCSD to continue to manage the museums. The new recruits also replaced NCSC staff, the positions of which were identified for replacement by civil service posts in the Civil Service Bureau's 2006 special review of NCSC staff in all government bureaux and departments. The Department's workforce is expected to be further strengthened with about 280 new posts in 2011-12 to provide human resources for new facilities and services and to enhance existing services.

NCSC Staff

NCSC staff are employed by the Department under the NCSC Staff Scheme to meet our service and operational requirements. They are mainly responsible for providing general administrative support, frontline and customer services, technical support and information technology services in leisure and cultural venues and in the offices.



The Department employs NCSC staff to meet service and operational needs at our leisure and cultural venues and offices. Tung Chung Public Library is one of them.

The Department has made good progress in the past few years in replacing about 750 NCSC staff with civil servants, out of the 800 positions identified for replacement under the aforementioned special review. The majority of the remaining NCSC positions will gradually be phased out in the coming financial year when the contracts of these NCSC staff expire, and in light of the lead time required for filling related civil service posts through open recruitment.

Civil Service Staff Recruitment

2010 was a busy year for the Department on the recruitment front. Following the decision for the LCSD to continue to manage the public museums, the Department conducted a series of recruitment drives for various museum-related grades, including Assistant Curator II (Art), Assistant Curator II (Conservation), Assistant Curator II (History), Assistant Curator II (Science), Technical Officer II (Design) (Cultural Services) and Technical Officer II (Engineering) (Cultural Services). Other recruitment exercises involved filling positions of Assistant Librarian, Assistant Manager, Cultural Services and, on the leisure services side, Assistant Leisure Services Manager II, Amenities Assistant III, Artisan (Beach/Swimming Pool) and Artisan (Lifeguard at Water Sports Centre). 344 departmental grade new recruits reported for duty in 2010-11.



The Department recruited a number of departmental grade staff for various divisions, including beach/swimming pool attendants.

Staff Training and Development

The Department's Training Section offered a wide range of programmes in 2010-11.

Growing environmental awareness and public concern about tree management increased the demand for tree specialists. Therefore, the Training Section organised professional training for the staff involved to strengthen their arboriculture knowledge and professionalism. During the year, the main focus of training was on tree inspection, pathology and risk assessment to enhance remedial measures for problem trees. The training included: the Certified Tree Risk Assessor Training Programme in December 2010 for 32 staff of Leisure Services Manager and Amenities Assistant grades; seminars on Tree Inspection for some 1 000 staff; and a tree pathology training course for 58 staff. In addition, we organised a Certified Arborist training programme in October 2010. Twenty-two Leisure Services Managers and Amenities Assistants got International Society of Arboriculture (ISA) Certified Arborist, a professional qualification. We also arranged training for other recognised qualifications, including ISA Certified Tree Worker/Climber Specialist, BSc in Arboriculture (UK), Diploma in Forestry and Arboriculture (UK) and Tree Surgery for Craftsmen (UK). Six members of staff went to Singapore on a study visit on Tree Management and Maintenance.



The Training Section regularly organises programmes to enhance the professionalism of our staff.



Our tree management staff got to learn the latest tree management and maintenance skills at the conference of International Society of Arboriculture.

One of the Department's core missions is to strive for service excellence. The Training Section provides comprehensive customer service training to staff. In 2010-11, the Training Section introduced the 'Know Your Customers, Serve Better' workshop series, focusing on customers with special needs, such as the visually impaired, the disabled and people with mood disorders with potential for violence. Staff learned about different customer needs so that they could evaluate the current service level with a view to improvement.

Several workshops were also held to train assistant librarians on quality frontline services. Further, to strengthen public safety at all our venues, we organised training programmes throughout the year with various professional institutions to ensure our staff are well-informed about fire prevention and fire fighting, as well as crowd control.

To foster high standards, special training was offered in such areas as emergency management, building strategic alliances, Internet marketing, mobile marketing and leadership. In addition, we sponsored professional training in museology, librarianship, arts administration and performing arts appreciation.

Staff are also given opportunities to broaden their cultural knowledge through overseas training and internship programmes and exchanges with prestigious international cultural institutions. The valuable experience and knowledge thus gained have enabled them to plan our

public events more imaginatively, helping Hong Kong retain its status as a world-class events capital.



An intern in the conservation programme secures the loose threads on an 18th Century tapestry.

To enhance lifesaving services at our swimming pools, we arranged from April 1, 2011 new Automated External Defibrillators (AEDs) courses to teach our lifeguards how to operate the machine and help them get relevant certification.



The Department introduced AEDs at all public swimming pools from April 1, 2011. In the picture, lifeguards demonstrate first aid skills with AEDs.

The Training Section continued to provide Occupational Health and Safety training programmes aimed at minimising workplace injuries. This year, new courses such as the Basic Fire Fighting Training Course, Prevention of Violence at Work Places and Breakaway Techniques were offered to enhance occupational safety awareness among frontline staff.

We also continued to provide competency certificates to district and venue safety officers, including the Basic Safety Management Training for District/Venue Safety Officers, Certificate of Competency in Display Screen Equipment Assessment and the Certificate of Competency in Manual Handling. In addition, the Training Section also organised courses on Manual Lifting and Handling, Prevention of Slippery Floors

and High Level Work, Work Under Very Hot Weather, Avoid Being Stung by Bees, Electricity Safety, Prevention of Fire and Stress Management.

In 2010-11, the Department continued with a government initiative to offer temporary jobs to youngsters, through three schemes: Swimming Pool Trainee (SPT), Beach Trainee (BT) and Library Assistant Trainee (LAT). Under the SPT and BT schemes, the Training Section provided four to six months' training to over 60 youngsters, of whom more than 90 per cent passed the examinations to gain lifeguard qualifications. These graduates were able to find jobs in public and private aquatic venues. Some applied to join government service as civil service lifeguards.

Our Training Section also provided a number of regular programmes covering various leisure and cultural services disciplines, in addition to general knowledge and skills training, supervisory management, language and communication, computer software applications and IT.



The Translation and Interpretation Section regularly invites academics to educate our staff.

Overall 2010-11 was a successful year. Most of our training programmes were very effective, as reflected in the excellent ratings by trainees. Abundant training opportunities and about 15 800 training places were made available to all grades and ranks throughout the year, including NCSC and ex-Council contract staff.

Staff Relations and Communication

Our staff is our greatest asset. The Department maintains good staff relations through excellent communication.

Management maintains regular contact with staff through meetings of the Departmental Consultative Committee, the General Grades Consultative Committee and with staff unions. In addition, ad hoc meetings, informal gatherings and briefings are held to discuss issues of mutual concern. The director also meets staff and union representatives to gain a better understanding of their concerns and take appropriate action.



The Departmental Consultative Committee holds regular meetings with staff to discuss their issues of concern.

Individual needs are given equal attention. The Staff Relations-Staff Welfare Unit attends to requests and enquiries from staff regarding their welfare and other concerns. Staff are encouraged to make suggestions about improving and streamlining operations and/or the management of the Department.

The Department organises recreational activities like the popular annual karaoke contest. To enhance team spirit, we also organise well-attended special-interest classes on such topics as horticulture and physical fitness. The Departmental Volunteer Team and 15 sports teams also encourage staff to use their leisure time for worthwhile pursuits. This year, the Volunteer Team arranged for underprivileged families to attend the annual Hong Kong Flower Show. The sports teams participated in various open and inter-departmental competitions.



The Departmental Volunteer Team, working with the Social Welfare Department, accompanied about 30 Shek Kip Mei residents to the Hong Kong Flower Show.



Our 15 Departmental Sports Teams participated in various open and inter-departmental sports contests and won many medals in the Corporate Games.

The quarterly staff newsletter is another effective medium for staff communication.

Staff Motivation

Recognition plays a key role in building a motivated and committed workforce. Staff who have served well for 20 years or more are eligible for consideration for Long and Meritorious Service Certificates and Long and Meritorious Service Travel Awards. In 2010-11, 120 staff also received Certificates of Merit for good service.



LCSD Director Mrs Betty Fung (centre) and former Departmental Secretary Angel Choi (first right) with those who received commendations by the Secretary for the Civil Service.

We also nominate staff for external commendations. In 2010-11, four members of our staff were awarded commendations by the Secretary for the Civil Service for their consistently meritorious daily performance. We are particularly proud of the nine officers who received awards from the

Chief Executive at the 2010 Honours and Awards Ceremony in recognition of their excellent service.



The Chief Executive's Commendations for Government/Public Service were awarded to LCSD staff for their great effort to make the Hong Kong 2009 East Asian Games a rousing success.



Mr Szeto Yuen-kit was another recipient of the Chief Executive's Commendation for Government/Public Service for his efforts to popularise Chinese painting and calligraphy.

The Department's Customer Appreciation Card Scheme is a channel for staff to receive direct customer feedback. Staff are also encouraged to develop and improve service standards through the Staff Suggestion Scheme, Work Improvement Teams and Staff Recognition Award in various leisure venues, and the Work Improvement Competition in public libraries.



Staff of Southern District public libraries received the Improvement of Service Quality in Library Scheme award for helping cultivate the reading habit among youngsters.



Staff of Kwun Tong Swimming Pool won the Work Improvement Team Award for improving the service quality at the venue.

Customer Service

Customer focus is a core value of the Department. In 2010-11, we received more than 10 400 appreciation cards and over 1 000 compliments from our customers. This is most encouraging, especially for our frontline staff.

Environmental Efforts

In support of the Government's environmental goals, the Department takes environmental considerations into account, from project inception to management/operation to minimise pollution, conserve resources, protect our natural environment and promote the appreciation of the beauty of our environment.

In meeting these goals, we are committed to:

- Promoting greening and horticulture
- Preserving assets of our heritage
- Providing aesthetically pleasing open space
- Practicing waste reduction and energy saving
- Minimising air and noise pollution in organising leisure and cultural activities



The lighting system at the Beach Volleyball cum Handball Court at Kwai Chung Sports Ground directs light to the court, avoiding any nuisance to nearby residents.



The 'Renewable Energy Zone' in Po Kong Village Road Park informs visitors about various forms of renewable energy to promote an eco-friendly lifestyle.

We follow these environmental goals when planning new facilities and maintaining existing ones. We promote energy-saving building services installations and environment-friendly materials. We use high-efficiency lighting systems as much as possible. Wherever feasible, the operating

duration of lighting at venues has been minimised. In summer, we generally maintain the government recommended office room temperature of 25.5°C. At places such as museums, sports centres and performing arts venues where we cannot strictly maintain this temperature for essential operational/or customer service reasons, we work closely with the Electrical and Mechanical Services Department (EMSD) to adjust the temperature to as close to 25.5°C as feasible.

Other major environmental efforts include:

- Upgrading existing landscape areas and planting more trees and shrubs



To enhance public participation in greening, citizens were invited to join greening activities in parks run by the Department.

- Launching community greening activities, such as the Hong Kong Flower Show, Community Planting Day, the Green Volunteer Scheme and the Greening School Subsidy Scheme



Under the Green Ambassador Scheme, celebrities took part in a workshop on tree management organised to strengthen community involvement in the effort.

- Organising public educational programmes to promote heritage conservation
- Saving water by planting drought-tolerant species in suitable locations and using less water for water features in major parks
- Conducting energy audits and energy-saving improvement works where practicable in collaboration with EMSD and the Architectural Services Department
- Adjusting lighting operating hours at our venues where reasonable and installing occupancy sensors to control lighting at a number of leisure venues and in our Sha Tin headquarters.
- Taking part in 'Earth Hour 2010' lights out campaign, organised by the World Wide Fund for Nature in March 2010
- Switching off lights on outside walls and outdoor areas of our venues, except for operational and safety/security reasons
- Encouraging colleagues to support 'Hong Kong No Air-con Night' organised by Green Sense and turn off air-conditioners at home for 12 hours in September 2010
- Planning to gradually replace all conventional retired departmental vehicles with environment-friendly vehicles
- Installing solar panels at Hong Kong Science Museum, Hong Kong Museum of Coastal Defence and Hong Kong Museum of Art
- Widely promoting good environmental practices and publicising green tips in our offices and venues
- Promoting the use of more green products and recycled paper
- Engaging contractors to recycle magazines, newspapers, waste paper and printer cartridges

- Placing waste separation bins at our venues for the recovery of waste paper, metals and plastics
- Recycling paper and unserviceable library materials, and reducing paper by giving users the option to receive overdue and reservation notices through e-mail
- Recycling exhibition materials at museums and the Hong Kong Film Archive and placing collection boxes for collecting guide maps and pamphlets disposed by patrons
- Using electronic means at performing arts venues and programming offices to publicise programmes and collect feedback
- Cutting down on printed material by tightly monitoring distribution, and recycling unused flyers and programme guides
- Reducing the use of plastic shopping bags
- Providing recycling bins to collect used umbrella bags given to the public

In December 2010, the Department issued its 10th environmental report, covering our green management practices and activities in greater detail.



The Department issues an annual environmental report giving an account of our green activities.

Facilities and Projects

The LCSD attaches great importance to providing leisure and cultural facilities to the public. Its Planning Section liaises closely with various District Councils to provide facilities that best meet the needs of the local community. Since the Department's establishment in 2000, about 100 projects, with a total cost of about \$15 billion, have been completed. In addition, we are implementing ex-Municipal Council projects and new projects selected for early implementation.

In 2010-11, the Department made significant progress.

New Facilities Completed

Seven capital works projects were completed during the year, including Ma On Shan Waterfront Promenade, a Swimming Pool Complex in Area 2, Tung Chung, and Siu Sai Wan Complex, comprising a sports centre, two swimming pools and a small library. A full list of completed projects is given in Appendix 5.



The new Ma On Shan Promenade is a good leisure and environmental education facility for the community.



The Tung Chung Swimming Pool was built to meet the increasing demand for community facilities in the district.

Facilities under Construction

At the end of 2010-11, 19 capital works projects were in progress, including 14 major facilities. They are: the Tin Shui Wai Public Library cum Sports Centre; a Sports Centre and Community Hall in Area 101, Tin Shui Wai; Public Library and Sports Centre in Area 3, Yuen Long; a Swimming Pool Complex in Area 1 (San Wai Court), Tuen Mun; the Tseung Kwan O Complex in Area 44, which comprises a sports centre and a community hall; Town Park, Indoor Velodrome-cum-sports centre in Area 45, Tseung Kwan O; a Sports Centre in Area 28A, Fanling/Sheung Shui; the redevelopment of the Victoria Park Swimming Pool Complex; the redevelopment of the Kwun Tong Swimming Pool Complex and Kwun Tong Recreation Ground; improvement works at Mong Kok Stadium; District Open Space at Po Kong Village Road, Wong Tai Sin; the Sun Yat-sen Memorial Park and Swimming Pool Complex; the Lam Tin North Municipal Services Building, comprising an indoor heated swimming pool complex, district library and music centre; and an Annex Building at the Ko Shan Theatre. Appendix 6 provides a complete project list.



A model of Ko Shan Theatre Annex Building which will soon be a medium-sized theatre with facilities for rehearsals, training and other activities related to Cantonese opera.

Minor Works Projects

Thirteen minor works projects, costing less than \$21 million each and involving the construction of new venues and major improvement works, were completed during the year while 27 are under construction.

Information Technology

The LCSD makes extensive use of Information Technology to deliver services to the public. In 2010-11, the Department commissioned 21 computerisation projects with a total cost of \$36 million to enhance service quality and operational efficiency.

Computerisation of Public Libraries

The Library Automation System (LAS) provides automated library services, including acquisition and cataloguing support for internal library operation, library material circulation and public access to the Online Public Access Catalogue (OPAC). In January 2010, a contract was awarded to replace the system. The design for Phase 1 system rollout to replace the existing system was completed in December 2010. Software development and testing is underway.

Furthermore, a pilot scheme to install Radio Frequency Identification (RFID) technology in a number of branch libraries will be implemented to assess the impact and benefits to the public and internal library operation. We are aiming to launch the service of Phase 1 and RFID pilot in 2011.

Design and implementation of Phase 2 for planned new services will commence in 2012.

The Multimedia Information System (MMIS) is a digital library system that allows patrons to search and gain instant access to digitised documents and digital and analogue audio and video material in the Hong Kong Central Library and 27 branch libraries. The system has been in place for nine years, and a feasibility study was carried out in July 2008 to ascertain the public's needs and propose feasible solutions for a

system upgrade. The Department sought funding approval from the Legislative Council in early 2009 for a major system upgrade, and tendering activities are in progress.

Over 1 700 Internet-enabled computer workstations were installed in libraries for public use. To meet the increased demand for speedy access to the Internet, the infrastructure and 345 workstations have been upgraded.



New public workstations have been installed at the City Hall Public Library Computer Information Centre.

Leisure Link System

The Leisure Link System (LLS) enables the public to book leisure facilities and enrol in recreational and sports activities through different channels, including counters, the Internet, self-service kiosks and by phone.

The following three major enhancements were completed during the year under review:

- In April 2010, the system was enhanced to enable the setting of booking priority of facilities in multi-purpose venues.
- In August 2010, the system was enhanced to support free booking service for 'Sport For All Day'.



Leisure Link Self-service Kiosks at LCSD venues enable easy booking of leisure facilities or enrolment in the Department's sports programmes.

- In December 2010, the system was enhanced to handle miscellaneous payments for booking of equipment, sale of monthly tickets for gymnasiums, etc.

Urban Ticketing System (URBTIX)

URBTIX, which has served the public and the hirers of LCSD performance venues since 1984, is Hong Kong's leading ticketing system. It serves 43 performing arts venues with an aggregate seating capacity of more than 100 000. At present, there are 42 URBTIX ticketing outlets territory-wide.

In 2010, the system was enhanced to support the deployment of ticket dispensing machines at 15 LCSD performance venues and the acceptance of China Unionpay card for payment at URBTIX outlets. A capacity review was also conducted in the year to identify technical requirements of the URBTIX system to cater for new needs of the market and the performing arts sector. The findings will serve as a reference for future development of URBTIX services.

Hong Kong Archaeological Archives System

A Hong Kong Archaeological Archives System is being developed to digitise data on artefacts discovered at archaeological sites in the Hong

Kong SAR. Photos, drawings and interactive 3D models of selected items will be made accessible to the public via the Internet for research and education purposes. The system design has been completed and it will be launched by end 2011.



Virtual reality technology transforms images of artefacts into interactive models which can be accessed online through the Hong Kong Archaeological Archives System.

Direct Purchase Authority Management System

Phase II

The Direct Purchase Authority Management System (DPAS) was launched in April 2006 to facilitate the Department's procurement functions under Direct Purchase Authority, including requisitions, supplier selection, quotation invitations, recommendations, approval and placing purchase orders. Over the years, we have identified enhancements to cater for new business needs and further streamline business operations. Design and implementation of Phase II of DPAS commenced in 2009. Some Phase II functions related to refined authority delegation, use of Purchasing Card and selection of suppliers were rolled out in 2010. The remaining functions will be implemented in 2011.

Projects in Progress

- Backend servers of the Leisure Link System will be upgraded and frontend workstations replaced. The project will be completed in 2013.

- A feasibility study is being conducted on the future development of the URBTIX ticketing system to identify a viable business ticketing model and supporting computerised solution that best meet the expectations of event organisers and the public. The study will be completed in 2011.
- A Film Archive Management System (FAMS) is being developed to replace the existing system and improve the management of films and related items of the Hong Kong Film Archive (HKFA). The new system will enable people to search the online catalogue on the Internet. It will also provide more business and library related functions to streamline the HKFA's business operation. The new system will be ready in 2012.
- A system is being developed to support the management and administration of the Sports Subvention Scheme. The first phase will be ready by end 2011 to support internal operation. The second phase, offering services to sports organisations through the Internet, will be introduced in 2012.
- The Virtual Reality Touring Programme for King Yin Lei is being developed. Through Virtual Reality Touring, computer graphic and 3D animation technology, the system aims to introduce the restoration works of King Yin Lei to educate the public about our heritage. It will be ready in 2012.
- A Contract Staff Payroll System (CSPS) is being developed to replace the existing one to better manage contract staff payroll. The new system will be ready in 2011.
- The use of Octopus card for revenue collection will be extended to museums, libraries and the Flower Show to simplify the collection process and cut queuing time. To be rolled out in phases from 2012, the project will be completed in 2013.



Readers can now use Octopus card to settle the replacement cost of lost library cards, pay overdue fines and fees for reserving items.

Public Relations and Publicity

The Information and Public Relations Section (IPRS) disseminates information and promotes the Department's services, facilities and programmes. The Section issued 2 336 press releases, arranged 100 press visits, and organised 87 press conferences and media briefings during the year.

The IPRS is also responsible for planning and implementing the Department's promotional campaigns, and provides public relations support for events. The Section also provides creative and photographic service support for publications and publicity materials such as posters, outdoor displays, exhibitions, and television and radio Announcements in the Public Interest (APIs).

During the year, the IPRS made a major effort to publicise the River of Wisdom — Animated Version of the Riverside Scene at Qingming Festival exhibition and in publicising the participation of local arts groups/artists coordinated by the LCSD at World Expo 2010 Shanghai China. The publicity campaigns for such big events had greatly enhanced the Department's public image.

The major publications produced by the Section include: an e-version of the Department's Annual Report which outlines our activities and achievements; a quarterly staff newsletter to enhance communication among the Department's 9 119 staff members; and a magazine designed to promote community sports participation and cultivate a sense of belonging among the Community Sports Clubs.

The Department's website gives comprehensive information about our many services and facilities, as well as leisure and cultural programmes. Publications, application forms and tender notices are also available on

the website. This site, which attracted 393 107 120 page views in 2010-11, ranks fifth amongst all Hong Kong government websites. Weekly highlights of major activities were emailed direct to 183 317 subscribers in the form of an e-magazine.

An Emergency Information Centre, operated by the Section, informs the public about the status of LCSD programmes and activities in the event of typhoons and other emergencies.

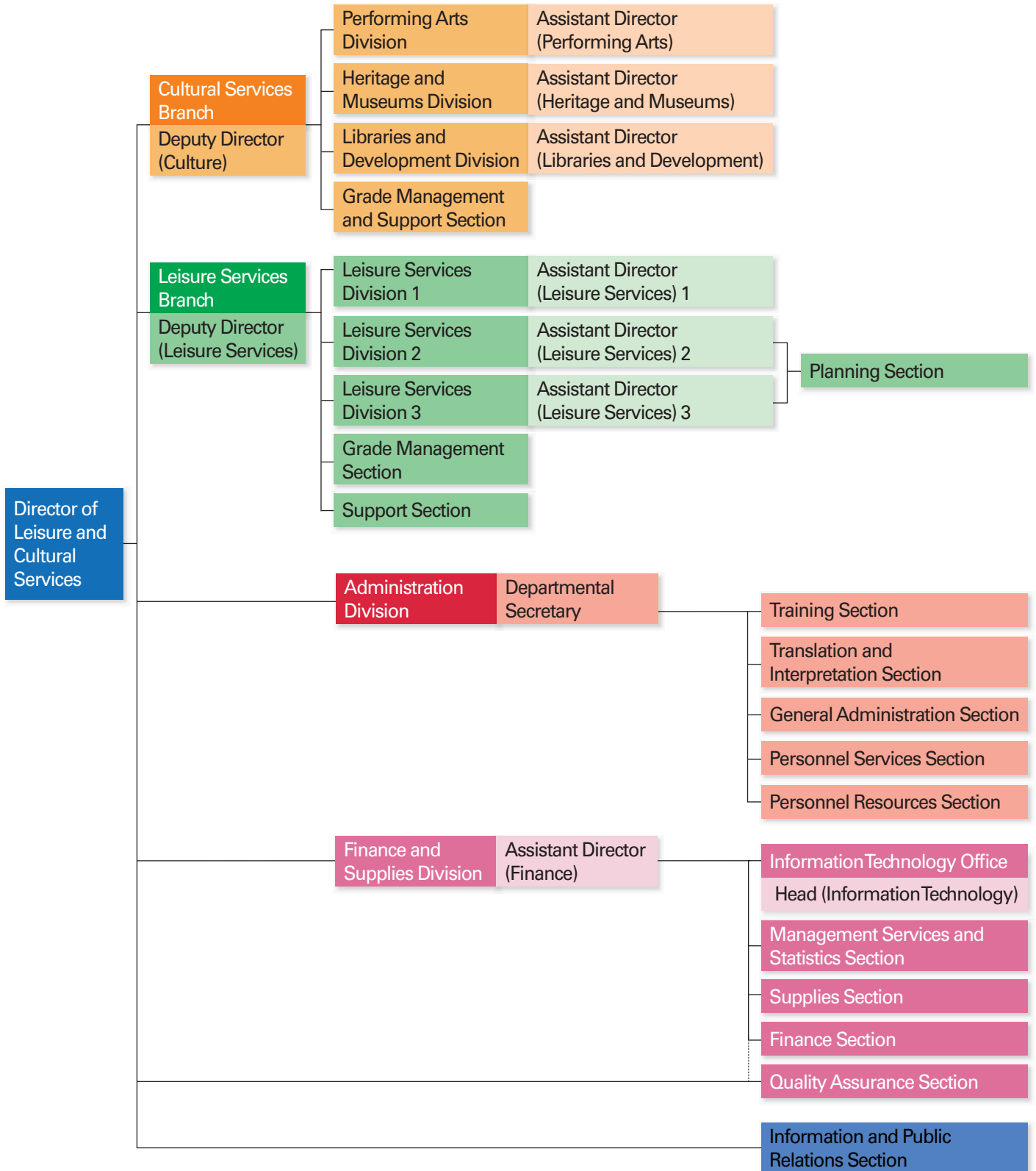
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- **Establishment, Strength and Vacancies by Branch and Grade**
- **Performance Achievements**
- **Statement of the Estimated Revenue and Expenditure for the Financial Year 2010-11**
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Appendix 1

Leisure and Cultural Services Department Organisation Chart

(As at 31.3.2011)



Appendix 2

Establishment, Strength and Vacancies by Branch and Grade

(As at 31.3.2011)

Branch/Grade	Establishment	Strength	Vacancy (No.)
Leisure Services Branch			
Directorate grades	4	3	1
Non-directorate grades			
Departmental grades	1 734	1 717	17
General/Common grades	3 483	3 074	409
Sub-total	5 221	4 794	427
Cultural Services Branch			
Directorate grades	4	4	0
Non-directorate grades			
Departmental grades	1 407	1 340	67
General/Common grades	906	848	58
Sub-total	2 317	2 192	125
Administration			
Directorate grades	4	3	1
Non-directorate grades			
Departmental grades	18	18	0
General/Common grades	506	495	11
Sub-total	528	516	12
Total	8 066	7 502	564

Appendix 3

Performance Achievements

CULTURAL SERVICES

1. PERFORMING ARTS

(A) Performance Venues

Type of Service	Target	Achievement in 2010-11
To confirm bookings as follows:		
(a) Ordinary	To give a written reply within 14 working days from the monthly closing date for applications	100%
(b) Special	To give a written reply within 14 working days from the monthly closing date for applications	100%
(c) Late		
(i) Major facilities		
a) including Auditoria, Concert Halls and Exhibition Halls/Galleries	To give a written reply within 7 working days from the weekly closing date for applications	100%
b) Arenas of the Hong Kong Coliseum and the Queen Elizabeth Stadium	To give a written reply within 7 working days from receiving an application	100%
(ii) Minor facilities including Lecture Rooms, Dance Studios, Conference Rooms, etc.	To give a written reply within 7 working days from receiving an application	100%

Appendix 3

Performance Achievements

(B) Ticketing

Type of Service	Target	Achievement in 2010-11
Sale of tickets at the box office	To serve the customer within 25 minutes except during rush periods when counter ticket sales begin for popular events and major arts/film festivals; and to supply a ticket within 4 minutes	100%
Telephone reservation and enquiry services* <small>*Telephone reservation services ceased with effect from August 2, 2010</small>	To serve the customer within 5 minutes except during peak hours (10:00 a.m. – 11:00 a.m. and 12:30 p.m. – 2:00 p.m.)	100%
Telephone booking service	To post the tickets by the next working day to registered patrons using the service	100%
Postal bookings processed by URB TIX	To post the tickets within 5 working days after the closing date	100%

Appendix 3

Performance Achievements

2. LIBRARY SERVICES

(A) Libraries

Type of Service	Target	Achievement in 2010-11
To achieve the following performance standards for 90% of the opening hours, including peak hours:		
(a) Applying for a new library card	10 minutes	100%
(b) Replacing a library card	10 minutes	100%
(c) Borrowing a library item	5 minutes	100%
(d) Returning a library item	5 minutes	100%
(e) Reserving a library item	5 minutes	100%

(B) Book Registration

Type of Service	Target	Achievement in 2010-11
To gazette a bibliography of registered books in accordance with the Books Registration Ordinance, Cap. 142 of the Laws of Hong Kong	At quarterly intervals	100%

Appendix 3

Performance Achievements

3. HERITAGE AND MUSEUM SERVICES

(A) Museums

Type of Service	Target	Achievement in 2010-11
To process requests for school visits and guided tours	Within 7 working days	100%
To maintain the hands-on exhibits in use in the Hong Kong Science Museum and the Hong Kong Space Museum	At least 90% of hands-on exhibits in use at all times	100%
To provide a balanced mix of museum programmes	(i) 4 exhibitions of various themes per month	100%
	(ii) 750 sections of educational programmes per month	100%
To preserve Hong Kong's art and material culture by acquiring works of art, film and historical objects	An annual increase of 1% to 2% of the collections	100%

(B) Antiquities and Monuments

Type of Service	Target	Achievement in 2010-11
To process applications for location filming	10 working days	100%
To process applications for the reproduction of photographs and slides	14 working days	100%
To process applications for photocopies of sites and monument records	4 working days	100%

Appendix 3

Performance Achievements

LEISURE SERVICES

Type of Service	Target	Achievement in 2010-11
For activities enrolled on a first-come-first-served basis		
(a) At District Leisure Services Office counters/venue booking counters	Within 15 minutes queuing time except peak period (8:30 a.m. – 10:30 a.m.)	100%
(b) By post	To notify applicants within 7 working days from the closing date	100%
For activities enrolled by balloting		
	(i) To publicise the balloting result within 5 working days from the balloting date	100%
	(ii) To notify the successful applicants within 7 working days from the balloting date	100%
Applications for the use of sports facilities in person at venue booking counters	Within 15 minutes queuing time except peak period (7:00 a.m. – 7:30 a.m.)	100%
Waiting time for admission to swimming pools	Less than 20 minutes when the maximum pool capacity has not been reached	100%
Processing of licence applications for billiard establishments, public bowling alleys and public skating rinks		
(a) To issue a letter of acknowledgement to the applicant and forward the application to the relevant government departments for comments upon receipt of all the required documents and inspection of the premises	Within 5 working days	100%
(b) To issue a letter of requirements to the applicant upon confirmation that the relevant government departments have raised no objection	Within 5 working days	100%
(c) To issue a licence upon confirmation that all the licensing requirements have been satisfied	Within 5 working days	100%

Appendix 4

Statement of the Estimated Revenue and Expenditure for the Financial Year 2010-11

	2010-11 \$M ⁽¹⁾	2009-10 \$M ⁽²⁾
Revenue		
Rent	185	181
Fees and charges		
Admission and hire charges	608	574
Programme entry fees	39	37
Others	27	26
Other receipts	52	46
Total revenue	911	864
Recurrent expenditure		
Personal emoluments	1,983	1,940
Mandatory/Civil Service Provident Fund contribution	20	13
Departmental expenses	2,650	2,582
Cultural presentations, entertainment programmes, activities and exhibitions	154	149
Recreation and sports activities, programmes, campaigns and exhibitions	37	45
Library materials and multi-media services	85	90
Artefacts and museum exhibitions	55	54
Publicity	47	61
Subventions	248	207
Total recurrent expenditure	5,279	5,141
Deficit for the year after recurrent expenditure	4,368	4,277
Non-recurrent expenditure		
Plant, vehicles and equipment	90	109
Others	40	86
Total non-recurrent expenditure	130	195
Total deficit for the year	4,498	4,472

Notes

(1) These figures are revised estimates for the financial year 2010-11.

(2) These figures represent the actual revenue and expenditure for the financial year 2009-10.

Appendix 5

Leisure and Cultural Services Department Capital Works Projects Completed in 2010-11

Project Title	Project Cost (\$M)	Construction Completion Date
Ma On Shan Waterfront Promenade	220.80	
Phase 1		6/2009
Phase 2		12/2009
Phase 3		5/2010
District Open Space in Area 9, Tsing Yi	175.90	5/2010
Recreational facilities on Jordan Valley former landfill, Kwun Tong	179.60	6/2010
Ngau Chi Wan Recreation Ground, Wong Tai Sin	199.40	7/2010
Swimming Pool Complex in Area 2, Tung Chung, Lantau	441.40	11/2010
Siu Sai Wan Complex	463.70	3/2011
Aldrich Bay Park	135.20	3/2011

Appendix 6

Leisure and Cultural Services Department Facilities Under Construction

Project Title	Works Start Date	Target Completion Date
Tin Shui Wai Public Library cum Sports Centre	11/2007	Mid 2011
District Open Space at Po Kong Village Road, Wong Tai Sin	1/2008	Early 2011
Sun Yat Sen Memorial Park and Swimming Pool Complex	3/2008	Mid 2011
Reprovisioning of Pak Tin Public Library	6/2008	Early 2013
Tseung Kwan O Complex in Area 44, Tseung Kwan O	10/2008	Mid 2011
Sports Centre in Area 28A, Fanling/Sheung Shui	12/2008	Mid 2011
Swimming Pool Complex in Area 1 (San Wai Court), Tuen Mun	5/2009	Early 2012
Conversion of Yau Ma Tei Theatre and Red Brick Building into a Xiqu Activity Centre	7/2009	Late 2011
Redevelopment of Victoria Park Swimming Pool Complex	8/2009	Late 2014
Improvement works for Mong Kok Stadium	9/2009	Late 2011
Lam Tin North Municipal Services Building	11/2009	Mid 2012
Sports Centre and Community Hall in Area 101, Tin Shui Wai	11/2009	Mid 2012
Redevelopment of Kwun Tong Swimming Pool Complex and Kwun Tong Recreation Ground	11/2009	Late 2014
Local Open Space in Area 25, Fanling/Sheung Shui	12/2009	Early 2012
District Open Space in Area 37, Tseung Kwan O	12/2009	Early 2012
Conversion of secondary pool of Lai Chi Kok Park Swimming Pool into indoor heated pool	2/2010	Mid 2012
Town Park, indoor velodrome-cum-sports centre in Area 45, Tseung Kwan O	3/2010	Early 2013
Public Library and Sports Centre in Area 3, Yuen Long	7/2010	Mid 2013
Construction of an Annex Building at the Ko Shan Theatre	11/2010	Mid 2013

Appendix 7

Recreational Facilities

Recreational facilities	No.
SPORTS FACILITIES	
Sports centres	89
Courts (indoor and outdoor)	
Badminton	556
Basketball ⁽¹⁾	482
Handball	41
Volleyball ⁽²⁾	249
Netball	38
Squash ⁽³⁾	290
Tennis	256
Tennis practice	17
Turf pitches (natural)	
Soccer	33
Soccer cum other ball games	12
Rugby	2
Rugby cum other ball games	3
Stadia (outdoor)	2
Turf pitches (artificial)	
Soccer	15
Soccer cum other ball games	14
Hockey	2
Hard-surfaced soccer pitches ⁽⁴⁾	232
Gateball courts (natural and artificial)	35
Sports grounds	25
Bowling greens (indoor and outdoor)	10
Obstacle golf course	1
Open air theatres	14
Archery fields	3
Roller skating rinks	28
Jogging tracks/fitness trails	99
Cycling tracks	17

Recreational facilities	No.
Model boat pools	6
Boating park	1
Beaches	41
Swimming pools	37
Water sports centres	5
Holiday camps	4
Horse riding schools	2
Golf driving ranges (indoor and outdoor)	4
Camp site	1
PASSIVE FACILITIES	
Major parks	25
Small parks/Gardens/Sitting-out areas	1 508
Fountains	85
Children's playgrounds	691
Zoos/Aviaries	5
Conservatories	3
Bathing sheds	41
Barbecue pits	650
Road safety towns	4
Community gardens	21
Total area of sites provided with horticultural maintenance ⁽⁵⁾ (hectares)	1 622
Total area of leisure facilities administered ⁽⁶⁾ (hectares)	2 378

Notes

- (1) Including 6 3-on-3 basketball courts.
- (2) Including 2 beach volleyball courts.
- (3) Including 7 squash courts used as American pool table rooms and those squash courts which are temporarily changed to other use (such as table-tennis room).
- (4) Including hard-surfaced soccer cum other ball games pitches.
- (5) Including all LCSD venues, government compounds and roadside amenity areas provided with horticultural maintenance and undergrowth cutting.
- (6) Including the indoor and outdoor leisure facilities and roadside amenity areas maintained by the LCSD.

Appendix 8

Usage of Recreational and Sports Facilities (Percentages, unless otherwise specified)

Type of Recreational and Sports Facilities	Unit	Usage Rate (%)
Hard-surfaced courts		
Tennis	hour	56.5
Obstacle golf (number)	game	1 580
Turf pitches		
Natural turf pitches	session	98.6
Artificial turf pitches	session	72.5
Bowling greens	hour	30.6
Hockey (artificial)	hour	56.8
Rugby	hour	100
Sports grounds		
	hour	97.9
Sports centres		
Arenas	hour	77.9
Activity rooms/dance rooms	hour	64.0
Children's playrooms	hour	89.7
Squash courts ⁽¹⁾	hour	53.7
Holiday camps		
		Attendance Rate (%)
Day	person	79.2
Residential	person	69.5
Evening (attendance)	person	38 176
Others (attendance) ⁽²⁾	person	11 989
Water sports centres		
Day	person	87.7
Tent	person	87.6
Craft-hour used	hour	418 200

Notes

$$\text{Usage Rate (\%)} = \frac{\text{Total hours/sessions used}}{\text{Total hours/sessions available}} \times 100\%$$

$$\text{Attendance Rate (\%)} = \frac{\text{No. of attendances}}{\text{Capacity}} \times 100\%$$

(1) Including all multi-use squash courts such as table-tennis rooms, activities rooms.

(2) Including other camp users, e.g. those who attending wedding ceremonies.

Appendix 9

Recreational, Sports and Amenity Programmes

Events/Programmes	No. of Events/ Programmes	No. of Participants/ Attendees
Recreational and sports activities	36 712	2 037 126
Sports Subvention Scheme	10 789	724 634
Zoo Education Programme	431	21 523
Horticulture Education Programme	428	22 734
Greening School Subsidy Scheme	851	221 260
One Person, One Flower Scheme	1 128	360 960
Hong Kong Flower Show	1	500 000
Greening Hong Kong Activities Subsidy Scheme	8	87 700
Green Volunteer Scheme	362	5 486
Community Planting Days	20	4 610
Greening Exhibitions/Talks	460	37 480
Community Garden Programme	52	11 300
Outreaching Greening Promotional Activities	165	41 800
Best Landscape Award for Private Property Development 2010	1	301
International Federation of Parks and Recreation Administration (IFPRA) World Congress Hong Kong 2010	1	925

Appendix 10

Addresses and Enquiry Numbers of LCSD District Leisure Services Offices

District	Address	Enquiries
Central and Western	Room 1001, 10/F, Sheung Wan Municipal Services Building, 345 Queen's Road Central, Central, Hong Kong	2853 2566
Kowloon City	10/F, To Kwa Wan Government Offices, 165 Ma Tau Wai Road, Kowloon	2711 0541
Sham Shui Po	7/F, Un Chau Street Municipal Services Building, 59-63 Un Chau Street, Sham Shui Po, Kowloon	2386 0945
Eastern	3/F, Quarry Bay Municipal Services Building, 38 Quarry Bay Street, Quarry Bay, Hong Kong	2564 2264
Kwun Tong	Units 13-18, M1/F and Units 110-118, M2/F, Tsui Cheung House, Tsui Ping North Estate, Kwun Tong, Kowloon	2343 6123
Southern	4/F, Aberdeen Municipal Services Building, 203 Aberdeen Main Road, Aberdeen, Hong Kong	2555 1268 / 2555 1263
Wan Chai	9/F, Lockhart Road Municipal Services Building, 225 Hennessy Road, Wan Chai, Hong Kong	2879 5622
Wong Tai Sin	4/F, Ngau Chi Wan Municipal Services Building, 11 Clear water Bay Road, Wong Tai Sin, Kowloon	2328 9262
Yau Tsim Mong	1/F, Kowloon Park Management Office, 22 Austin Road, Tsim Sha Tsui, Kowloon	2302 1762
Islands	Rooms 617-623, 6/F, Harbour Building, 38 Pier Road, Central, Hong Kong	2852 3220
Kwai Tsing	Room 805, 8/F, Kwai Hing Government Offices, 166-174 Hing Fong Road, Kwai Chung, New Territories	2424 7201
North	4/F, Shek Wu Hui Municipal Services Building, 13 Chi Cheong Road, Sheung Shui, New Territories	2679 2819
Sai Kung	4/F, Sai Kung Government Offices, 34 Chan Man Street, Sai Kung, New Territories	2791 3100
Sha Tin	Units 1207-1212, 12/F, Tower 1, Grand Central Plaza, 138 Sha Tin Rural Committee Road, Sha Tin, New Territories	2634 0111
Tai Po	3/F, Tai Po Complex, 8 Heung Sze Wui Street, Tai Po, New Territories	3183 9020
Tsuen Wan	3/F, Yeung Uk Road Municipal Services Building, 45 Yeung Uk Road, Tsuen Wan, New Territories	2212 9702
Tuen Mun	3/F, Tuen Mun Government Offices, 1 Tuen Hi Road, Tuen Mun, New Territories	2451 0304
Yuen Long	Room 212, 2/F, Yuen Long Government Offices, 2 Kiu Lok Square, Yuen Long, New Territories	2478 4342

Appendix 11

Attendances at Cultural and Entertainment Programmes

Venue	Performance ⁽²⁾ (No.)	Attendance ⁽²⁾ (No.)
Hong Kong Cultural Centre ⁽¹⁾	521	462 714
Hong Kong City Hall	172	65 492
Sai Wan Ho Civic Centre	102	32 956
Sheung Wan Civic Centre	158	45 856
Ko Shan Theatre	57	62 329
Ngau Chi Wan Civic Centre	253	33 389
Tsuen Wan Town Hall ⁽¹⁾	295	109 242
Tuen Mun Town Hall ⁽¹⁾	248	111 958
Sha Tin Town Hall ⁽¹⁾	324	178 853
Kwai Tsing Theatre ⁽¹⁾	227	67 975
Yuen Long Theatre ⁽¹⁾	167	72 072
Tai Po Civic Centre	51	13 132
North District Town Hall	89	22 090
Hong Kong Film Archive Cinema	444	38 874
Hong Kong Coliseum	2	3 894
Queen Elizabeth Stadium	17	25 047
Hong Kong Science Museum Lecture Hall	76	9 092
Hong Kong Space Museum Lecture Hall	157	16 852
Other LCSD Venues	415	689 483
Non-LCSD Venues	1 811	443 275
Total	5 586	2 504 575

Notes

- (1) Including foyer and piazza programmes.
 (2) Excluding programmes organised by hirers.

Appendix 12

Attendances of Cultural Presentations, Festivals, Entertainment, Arts Education and Audience Building Programmes

Type of Performance	No. of Performances	Attendance
Cultural Presentations Section		
Music	260	134 660
Dance	123	78 480
Multi-Arts	195	42 882
Theatre	260	47 073
Chinese Opera	168	121 748
Total	1 006	424 843

Type of Performance	No. of Performances	Attendance
Audience Building, Festivals and Entertainment Section		
Arts Education and Audience Building*	1 116	304 052
Festivals*	472	174 056
Entertainment	645	867 559
Total	2 233	1 345 667

* Excluding performances/activities presented by subvented arts companies and other LCSD offices.

Appendix 13

Attendances at Museums

Venue	Attendance
Hong Kong Museum of Art	358 290
Hong Kong Museum of History	614 032
Hong Kong Science Museum	1 838 577*
Hong Kong Space Museum	774 086
Hong Kong Heritage Museum	397 575
Hong Kong Museum of Coastal Defence	122 883
Sam Tung Uk Museum	91 785
Hong Kong Railway Museum	207 099
Flagstaff House Museum of Tea Ware	181 741
Sheung Yiu Folk Museum	52 842
Law Uk Folk Museum	14 342
Lei Cheng Uk Han Tomb Museum	32 189
Hong Kong Film Archive	255 235
Hong Kong Heritage Discovery Centre	209 017
Ping Shan Tang Clan Gallery cum Heritage Trail Visitors Centre	83 390
Dr Sun Yat-sen Museum	89 430
Fireboat Alexander Grantham Exhibition Gallery	70 429
Other Venue	Attendance
Hong Kong Visual Arts Centre	628 019 (49 934 in-house and 578 085 outreach)

*Including the attendance of 921 563 of the River of Wisdom - Animated Version of the Riverside Scene at Qingming Festival exhibition presented from 9 to 29 November 2010 at the AsiaWorld-Expo.

Appendix 14

Usage of Public Libraries

2010-2011	
No. of Libraries	76
Registered Borrowers	3 914 483
Library Stock	
Books	10 872 224
Multimedia Material	1 701 771
Materials Borrowed	59 901 191
No. of Requests for Multimedia Services	3 744 765
Reference and Information Enquiries Handled	3 811 455
No. of Extension Activities	20 835
Extension Activities Attendance	19 645 069
Internet Library Services	
Visits to Library Homepage	152 337 823
Internet Renewals	16 357 091
Internet Reservations	704 800
Use of Multimedia Information System	2 201 126
No. of Books Registered	14 428
No. of Periodicals Registered	11 824
No. of International Standard Book Numbers Issued	1 099

Appendix 15

Major Cultural Venues

Venue	Address
Hong Kong Cultural Centre	10 Salisbury Road, Tsim Sha Tsui, Kowloon
Hong Kong City Hall	5 Edinburgh Place, Central, Hong Kong
Sheung Wan Civic Centre	4-8/F, Sheung Wan Municipal Services Building, 345 Queen's Road Central, Hong Kong
Sai Wan Ho Civic Centre	111 Shau Kei Wan Road, Sai Wan Ho, Hong Kong
Ngau Chi Wan Civic Centre	2-3/F, Ngau Chi Wan Municipal Services Building, 11 Clear Water Bay Road, Wong Tai Sin, Kowloon
Ko Shan Theatre	77 Ko Shan Road, Hung Hom, Kowloon
Tsuen Wan Town Hall	72 Tai Ho Road, Tsuen Wan, New Territories
Sha Tin Town Hall	1 Yuen Wo Road, Sha Tin, New Territories
Tuen Mun Town Hall	3 Tuen Hi Road, Tuen Mun, New Territories
Kwai Tsing Theatre	12 Hing Ning Road, Kwai Chung, New Territories
Yuen Long Theatre	9 Yuen Long Tai Yuk Road, Yuen Long, New Territories
Tai Po Civic Centre	12 On Pong Road, Tai Po, New Territories
North District Town Hall	2 Lung Wan Street, Sheung Shui, New Territories
Hong Kong Coliseum	9 Cheong Wan Road, Hung Hom, Kowloon
Queen Elizabeth Stadium	18 Oi Kwan Road, Wan Chai, Hong Kong

Public Library	Address
Hong Kong Central Library	66 Causeway Road, Causeway Bay, Hong Kong
City Hall Public Library	2-6/F and 8-11/F, City Hall High Block, Central, Hong Kong
Kowloon Public Library	5 Pui Ching Road, Kowloon
Sha Tin Public Library	1 Yuen Wo Road, Sha Tin, New Territories
Tsuen Wan Public Library	38 Sai Lau Kok Road, Tsuen Wan, New Territories
Tuen Mun Public Library	1 Tuen Hi Road, Tuen Mun, New Territories

Appendix 15

Major Cultural Venues

Museum	Address
Hong Kong Museum of Art	10 Salisbury Road, Tsim Sha Tsui, Kowloon
Hong Kong Museum of History	100 Chatham Road South, Tsim Sha Tsui, Kowloon
Hong Kong Science Museum	2 Science Museum Road, Tsim Sha Tsui East, Kowloon
Hong Kong Space Museum	10 Salisbury Road, Tsim Sha Tsui, Kowloon
Flagstaff House Museum of Tea Ware	10 Cotton Tree Drive, Central, Hong Kong (inside Hong Kong Park)
Lei Cheng Uk Han Tomb Museum	41 Tonkin Street, Sham Shui Po, Kowloon
Law Uk Folk Museum	14 Kut Shing Street, Chai Wan, Hong Kong
Sheung Yiu Folk Museum	Pak Tam Chung Nature Trail, Sai Kung, New Territories
Hong Kong Railway Museum	13 Shung Tak Street, Tai Po Market, Tai Po, New Territories
Sam Tung Uk Museum	2 Kwu Uk Lane, Tsuen Wan, New Territories
Hong Kong Museum of Coastal Defence	175 Tung Hei Road, Shau Kei Wan, Hong Kong
Hong Kong Film Archive	50 Lei King Road, Sai Wan Ho, Hong Kong
Hong Kong Heritage Museum	1 Man Lam Road, Sha Tin, New Territories
Hong Kong Heritage Discovery Centre	Kowloon Park, Haiphong Road, Tsim Sha Tsui, Kowloon
Dr Sun Yat-sen Museum	7 Castle Road, Mid-Levels, Central, Hong Kong
Fireboat Alexander Grantham Exhibition Gallery	Quarry Bay Park, Hong Kong
Ping Shan Tang Clan Gallery cum Heritage Trail Visitors Centre	Hang Tau Tsuen, Ping Shan, Yuen Long, New Territories
Hong Kong Visual Arts Centre	7A Kennedy Road, Central, Hong Kong

Appendix 16

Selected Publications on Heritage and Museums

- 1 Fei Mu's Confucius
- 2 Hong Kong Filmography Volume VII (In Chinese)
- 3 The Mission: Sun Luen Film, One for All: The Union Film Spirit
- 4 Lofty Integrity : Donation of Works by Wu Guanzhong
- 5 The Grandeur of Chinese Art Treasure : Min Chiu Society Golden Jubilee Exhibition
- 6 City Flâneur - Social Documentary Photography
- 7 Act · Live – Hong Kong International Poster Triennial 2010
- 8 Pixar: 25 Years of Animation