

CONTROLLING OFFICER'S REPLY

CSTB186

(Question Serial No. 2001)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (4) Performing Arts

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

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

The Budget has announced that Hong Kong will serve as the host city for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival in 2024, offering high-quality cultural and performing arts programmes from the area. The Government will allocate \$20 million for hosting the festival. It is expected that 5 000 Hong Kong and Mainland artists as well as other practitioners in the arts and cultural sector will participate in the festival, attracting an anticipated audience of 140 000 people. In this connection, please inform this Committee of the following:

1. The previous editions of the GBA Culture and Arts Festival held in the GBA cities comprised various activities on literature, film, television, music, dance, Chinese opera, etc. in all the 11 GBA cities. In the last edition, as many as 150 cultural and arts exchange programmes and performances were held in the 11 cities. Regarding the GBA Culture and Arts Festival in 2024, when will the preparatory work begin, and what will be the manpower involved?
2. Some arts groups in Hong Kong have participated in the GBA Culture and Arts Festival before. Please list by year the number of arts groups or performing arts groups in Hong Kong which have performed in the GBA Culture and Arts Festival in the past, including details about their names, types of performances and numbers of performers.
3. The Government expects that 5 000 Hong Kong and Mainland artists as well as other practitioners in the arts and cultural sector will participate in the festival. Please elaborate on the criteria for selecting local arts groups or artists for participation.
4. What publicity plan will be put in place for the GBA Culture and Arts Festival to be held in Hong Kong? Will the Government consider promoting the festival in Asia or overseas in the name of the GBA? Will the festival be promoted in a way that combines cultural and arts performances with tourism?

Asked by: Hon CHENG Wing-shun, Vincent (LegCo internal reference no.: 32)

Reply:

1. Hong Kong will serve as the host city for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival (Festival) in 2024. The Leisure and Cultural Services Department (LCSD) is responsible for liaising with the co-organisers and presenters in the GBA to coordinate events in music, dance, Cantonese opera, drama, art exhibitions, literature and films to be organised in each of the 9+2 Cities in the GBA. Such work includes curating large-scale opening programmes and touring programmes, reception of guests, and an integrated and extensive publicity and promotional campaign for the Festival. The team currently responsible for cultural exchange in the GBA will take up the above work and the Department has not allocated additional manpower in this regard.
2. Details on the performances by local arts groups participating in the first and second editions of the Festival in 2019 and 2022 respectively are set out below:

I. The First Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival (2019)

	Category of performance	Number of arts groups	Number of local arts workers participating in production
Programmes by local arts groups/artists held in Hong Kong	Music	3	65
	Chinese opera	1	15
Programmes by local arts groups/artists held in GBA	Gala performance / opening	2	80
	Music	1	90
	Drama	2	75

II. The Second Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival (2022)

	Category of performance	Number of arts groups	Number of local arts workers participating in production
Programmes by local arts groups / artists held in Hong Kong	Chinese opera	1	15
Programmes by local arts groups / artists held in GBA	Music	7	184
	Dance	1	60

3. Spanning over a month, the Festival will include local programmes and touring programmes in the GBA by Hong Kong arts groups/artists. The LCSD will listen to the views of its collaborative partners in the Mainland and take a host of factors into consideration, including the compatibility of the programme proposals with the Festival's themes and the characteristics of GBA cities, the programmes' audience

appeal, the professional standard of the arts groups/artists, their capability and experience in organising programmes, the artistic value of the programmes, as well as financial and technical viability.

4. For the Festival, the LCSD will curate performing arts events with market appeal, and formulate marketing strategies and publicity plans. Such work includes reaching out to a larger audience in the GBA and overseas countries via online platforms, social media and the like; seeking media partners; and exploring with the Hong Kong Tourism Board how to promote high-quality works of local art groups and artists to both Mainland and overseas citizens by means of various promotional channels so as to arouse a stronger interest in travelling to Hong Kong for the performances of the Festival.

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