

CONTROLLING OFFICER'S REPLY

CSTB176

(Question Serial No. 2333)

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:

It is mentioned in the Budget Speech that the Government will hold the “Hong Kong Pop Culture Festival” to boost tourism and enhance Hong Kong’s international image. In this connection, would the Government inform this Committee of the following:

1. What are the manpower and expenditure to be involved in the organisation of the “Hong Kong Pop Culture Festival” by the Government? Will there be increases in manpower for organising future editions of the Festival? If so, what are the details? If not, what are the reasons?
2. Will the “Hong Kong Pop Culture Festival” become one of the regular tourism development projects of Hong Kong with annual events to be held locally? If so, what are the details? If not, what are the reasons?

Asked by: Hon CHAN Wing-yan (LegCo internal reference no.: 18)

Reply:

1. Implementing the “Hong Kong Pop Culture Festival” (Culture Festival) is one of the duties of a permanent post of Assistant Director of Municipal Services (D2) which the Leisure and Cultural Services Department (LCSD) proposes to create in 2023-24. In addition, the LCSD will create 3 permanent posts of the Cultural Services Manager Grade as well as deploy resources internally to cope with the new work, and support publicity, promotion, administration and management work with the use of existing resources. The inaugural Culture Festival is scheduled to be launched in April 2023 with production costs of about \$20 million. Based on the experience gained in the first Culture Festival, the Department will consider whether there is a need to increase the staff establishment in support of the promotion of the long-term development of Hong Kong’s pop culture.
2. The Government plans to organise the Culture Festival annually to promote Hong Kong’s pop culture. Our pop culture (including films and pop music) is an important local cultural asset. Promoting pop culture will strengthen Hong Kong people’s

cultural confidence, preserve the city's unique cultural glamour, highlight the local cultural characteristic featuring the blend of East and West, and enhance the creativity of the young generation. It will also support and boost the development of cultural tourism and creative industries, attract tourists to Hong Kong, and maintain Hong Kong's distinctive status as a cultural metropolis.

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