

CONTROLLING OFFICER'S REPLY

CSTB238

(Question Serial No. 1627)

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: Not Specified

Question:

To develop Hong Kong into a cultural exchange centre, the Government has proposed promoting Hong Kong's pop culture and expects an audience of more than 140 000 people per year.

In this connection, please advise on how activities in that regard and the allocation of resources to them will be arranged reasonably without any duplication, and how to convince the public of their effectiveness.

Asked by: Hon YIM Kong (LegCo internal reference no.: 25)

Reply:

The Leisure and Cultural Services Department will organise annually the "Hong Kong Pop Culture Festival" in collaboration with industry practitioners and different stakeholders, and co-operate with relevant government departments, including Create Hong Kong, the Tourism Commission and Radio Television Hong Kong. The departments will coordinate and complement each other's work so as to create synergies for a concerted effort to promote Hong Kong's pop culture. The "Hong Kong Pop Culture Festival 2023" is scheduled to be launched in April, featuring an array of exciting events throughout the year. Apart from concerts, thematic exhibitions and film screenings, there will also be a series of extension and educational outreach activities, such as outdoor music performances, talks and meet-the-artists sessions for public participation. The estimated production costs will be about \$20 million, and it is expected that there will be an audience of over 140 000 people.

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