

**For Discussion
on 29 November 2005**

**BOARD PAPER
AAB/42/2005-06**

**MEMORANDUM FOR MEMBERS OF THE
ANTIQUITIES ADVISORY BOARD**

**HERITEAGE EDUCATION AND PUBLICITY PLAN OF THE
ANTIQUITIES AND MONUMENTS OFFICE FOR 2006**

PURPOSE

To seek Members' advice on the heritage education and publicity plan of the Antiquities and Monuments Office (AMO) for 2006.

BACKGROUND

2. At the Education and Publicity Committee meeting (Note 1) of 8 September 2004, Members agreed to formulate a long-term heritage education and publicity strategy to guide the work of the AMO in heritage education and publicity. After deliberation, a strategy statement at **Annex A** was drawn up and subsequently endorsed by the Antiquities Advisory Board (Board Paper AAB/1/2005-06). The statement serves as a guiding principle for the Education and Publicity Unit of the AMO in planning programmes and activities related to heritage education, publicity and promotion. It was also agreed that the AMO should put the strategy statement into practice by drawing up an annual work plan in consultation with AAB and major stakeholders.

3. In accordance with the guidelines and principles as stipulated in the strategy statement, the AMO has prepared a work plan of its heritage education and publicity for 2006 at **Annex B**.

ADVICE SOUGHT

4. Members are invited to comment on AMO's heritage education and publicity work plan for 2006.

Note 1: The Education and Publicity Committee was set up under the Antiquities Advisory Board (2003-2004).

Antiquities and Monuments Office
Leisure and Cultural Services Department
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**Heritage Education and Publicity
Strategy Statement
Antiquities Advisory Board**

Preamble

Heritage conservation is an essential part of cultural policy. To help forge a sense of history and cultural identity among the community, it is important to bring the concept of heritage preservation closer to the people through a sustained effort in heritage education and publicity.

2. This Strategy Statement on Heritage Education and Publicity is developed by the Education and Publicity Committee of the Antiquities Advisory Board (2003-2004). The purpose of the Statement is to serve as a guide for the work of the Antiquities and Monuments Office (AMO) in heritage education and publicity.

Guiding Principles

3. The heritage education and promotion strategy is guided by the following underlying principles:

- (a) *Community-based*: Community involvement should be a major objective of heritage education and publicity.
- (b) *Sustainability*: The programmes, projects and activities should, collectively, enhance sustainability of the education and promotional effort, rather than being short-term and sporadic.
- (c) *Capacity building*: There should be an effort to encourage the community to undertake heritage projects on their own.
- (d) *Partnership*: The Government should seek cooperation with non-Government sectors in promoting heritage education and publicity, including the business sector, education, media and civil-society groups.

Guidelines for Programme Development

4. The following guidelines are designed to define the goals and objectives for the AMO in planning heritage education, publicity and promotion.

5. Contribute to capacity building:

- (a) The heritage information and resources kept by the AMO will continue to expand, so as to provide the public with comprehensive and useful information and resources.

- (b) AMO will organize diversified programmes to cater for the needs of different groups in the community, and will provide support to projects organized by district-based groups. Emphasis will be placed on activities that enable the community to initiate its own programmes and activities, such as “train the trainers”.
 - (c) The AMO will strengthen the institutional support for heritage education and publicity, through working closely with schools and non-governmental organisations.
6. Stakeholders’ engagement:
- (a) All sectors of the community are to be regarded as stakeholders and involved as far as possible, including education, business, professional sectors, local community, etc.
 - (b) AMO will work with stakeholders and engage them as partners, not just participants.
 - (c) An audience-based approach will be adopted, to understand and meet the demands of various stakeholders in the community so as to tailor-made education and publicity activities.
7. Effective communication:
- (a) The AMO will develop effective “distribution channels” for various “heritage products”, including the use of digital and multi-media technologies.
 - (b) The AMO should establish its own corporate image to reinforce the “brand name” and identity of AMO programmes. This should be reflected in AMO’s projects, publications and websites.
 - (c) In undertaking education and publicity programme, the AMO should adopt a holistic approach and view all activities and events as a whole, with a clear and focused direction.
8. Measurement of Success: With an aim of achieving improvement progressively, it is vital to establish a systematic mechanism to monitor and evaluate the performance of the AMO’s programmes. The following methods are to be employed:
- (a) Baseline study and stakeholder surveys
 - (b) Annual goals and performance indicators
 - (c) Regular surveys or questionnaires to evaluate progress and identify needs of stakeholders

Institutional and Support Structure

9. As far as possible, the AMO should be a facilitator, planner, organizer and manager, but not a direct service provider.

10. The Antiquities Advisory Board (AAB) is the adviser of the AMO. The Board advises the general direction and assists in the planning of the education and promotion programmes.

11. Of the various partners, the AMO should consolidate its cooperation with the public sector in particular Government-funded bodies such as museums, Hong Kong Tourism Board, Education and Manpower Bureau etc., so as to share resources more efficiently and effectively.

Implementation

12. There should be a systematic mechanism to put the above Guidelines into practice. Annual plans should be prepared involving discussion with major stakeholders, supplemented by regular meetings and evaluation to cultivate long-term partnership.

13. The AMO should formulate two-year plans, which should roughly coincide with the term of the AAB. To provide focus for the programmes and activities, there should be a theme for each cycle, with detailed tasks, targets and measurement of success.

Heritage Education and Publicity Plan for 2006

The Antiquities and Monuments Office (AMO) is committed to promoting public awareness of Hong Kong's archaeological and built heritage, and their preservation through a diversity of exhibitions, educational activities and publicity programmes. The heritage education and publicity plan for 2006 is guided by the following underlying principles:

- (a) Community-based: community involvement should be a major objective;
- (b) Sustainability: the programmes should enhance sustainability of the education and promotional effort, rather than being short-term and sporadic;
- (c) Capacity building: the community should be encouraged to undertake heritage projects on their own; and
- (d) Partnership: the Government should seek cooperation with non-Government sectors in promoting heritage education and publicity.

The work plan for 2006 is divided into three major areas, namely community capacity development, provision of effective communication channels, and diversified interpretative programmes.

I. Community Capacity Development

A. Provision of heritage information and resources

2. AMO is dedicated to provide enriching heritage information and resources to the public for both research and education purpose. The following projects are established to further enhance the public's understanding and study on heritage-related information:

(a) Heritage Reference Library

The Heritage Reference Library in the Hong Kong Heritage Discovery Centre has been open to the public since 29 October 2005. It contains a total of 5,000 items, including books, journals, audio materials, research archives, archeological reports and cartographic drawings. It is planned to acquire 500 items in 2006 in order to better facilitate the public. In addition, the number of users expected in 2006 is 5,000.

(b) Geographical Information System on Heritage (GISH)

The development of GISH intends to maintain a comprehensive inventory and record for over 1,000 historic buildings and over 200 known archaeological sites. Records of the 62 declared historic buildings or structures and the 17 declared archaeological sites have been released to the public via the internet since late October 2005.

(c) Database on Traditional Chinese Architecture

The AMO will upload the database on 200 traditional Chinese historic buildings jointly created by the Department of Architecture, the Chinese University of Hong Kong and AMO, onto AMO website in 2006 so as to enrich the provision of heritage information to the public.

B. Capacity Building Projects

3. The AMO recognizes the importance of capacity building in consolidating the public's awareness of heritage preservation and education. The AMO will undertake the following work in achieving capacity building in 2006:

(a) Community

(i) Non-Government Organizations

The AMO will continue to collaborate, support and advise professional, civil-society and community organizations such as Hong Kong Institute of Architects, CARE, Conservancy Association and many others in heritage preservation, education and publicity projects. By doing so, the AMO will engage into partnerships with various stakeholders in society, and further promote the importance of heritage preservation.

(ii) District Councils

The AMO will continue to cooperate with District Councils to promote heritage in districts by providing advice and support in organizing docent services, printing heritage booklets, holding educational activities etc.

(iii) The Old Ping Shan Police Station

The Old Ping Shan Police Station will be converted into a Visitor's Centre cum Exhibition Galleries by October 2006. The history of the Ping Shan Tang Clan, the Ping Shan Heritage Trail and the Old Ping Shan Police Station will be displayed

inside the Exhibition Galleries. The project will engage local community involvement as far as possible since some local villagers have agreed to provide volunteer support to the planning and future operation of the Centre such as collection of artifacts for display in the gallery and introduction of the exhibits on Tang Clan to visitors.

(iv) Commemorative Plaques

The AMO has established the Commemorative Plaques Scheme with an aim to install commemorative plaques at places and buildings which have historical significance in association with famous historical figures or events. A total of 15 commemorative plaques have been established so far. The AMO targets to install 10 commemorative plaques related to the livelihood of people in the past in various districts in 2006.

(b) Education Sector

(i) Education and Manpower Bureau (EMB)

The first Teachers' Training Seminar on Heritage Education jointly organized by EMB and the AMO was held in April 2005. Professors from the University of Hong Kong and the Chinese University of Hong Kong and conservation professionals were invited as guest speakers for the seminar. It was well received by teachers and helped foster heritage education in schools. In 2006, the AMO will continue to cooperate with EMB in organizing the second Teachers' Training Seminar and the production of a learning pack for the study of local cultural heritage.

(ii) Young Friends of Heritage Scheme (YFOH Scheme)

The YFOH Scheme has been launched since July 2004. A total of 50 and 53 YFOHs were recruited in 2004 and 2005 respectively. The participants are lower form students from secondary schools. The major goal of the Scheme is to deliver the message of heritage conservation to the young people of Hong Kong through a series of activities and training sessions. The YFOHs have participated in various training programmes, including attending lectures and seminars, visiting heritage sites, and participating in workshops etc. It is planned that the AMO will recruit 60 YFOHs in 2006.

(c) Tourism Sector

The AMO will provide advice and support to the tourism sector

and tourism organizations, such as Hong Kong Association of Registered Tour Co-ordinators (HARTCO) in heritage tourism so as to further promote Hong Kong's heritage to visitors and tourists. Effort will be made jointly with EMB and Hong Kong Tourism Board to offer training courses for tour guides on Hong Kong history and cultural heritage in 2006.

(d) General Public - Friends of Heritage Scheme (FOH Scheme)

The AMO acknowledges the fact that the public has become more and more interested in heritage issues and wanted to be involved in heritage-related events and activities. The FOH Scheme is aimed at involving the public in providing volunteer service in heritage conservation and promotional work, including checking conditions of selected declared monuments, conducting opinion surveys with tourists, doing proof-reading work for AMO's newsletter and website, and writing for AMO's newsletter. There is a total of 271 FOHs in 2005. It is expected that about 300 FOHs will be recruited in 2006.

II. Provision of Effective Communication Channels

4. The AMO endeavours to establish various effective communication channels to distribute information on Hong Kong's heritage. There are mainly three communication channels:

(a) Newsletter

AMO publishes its newsletters regularly. The new design for the newsletter has a print-run of 10,000 copies. To enrich the content and scope of the newsletter, the AMO has invited Friends of Heritage to be members of the editorial team, contributing ideas, conducting interviews and writing articles. It is expected that three issues will be published in 2006. In addition, the print run is expected to be increased by 5,000 copies to a total of 15,000 copies in 2006. Furthermore, an electronic version of the newsletter will be uploaded onto AMO website in 2006.

(b) AMO Website

The AMO website is one of the most efficient and powerful communication tools. It currently contains over 150 pages covering subjects, such as built heritage, adaptive reuse of historic buildings, archaeology and heritage education. It is expected that there will be a 20% increase in the information volume in the website in 2006.

(c) Mass Media

The mass media is one of the most effective and efficient channels to deliver the message of Hong Kong's heritage to the society. It is planned that AMO will collaborate with the press, including print and electronic, to disseminate information on Hong Kong's heritage. The AMO will also explore the possibility of arranging and producing programmes jointly with the media corporations.

III. Diversified Interpretative Programmes

5. AMO will continue to provide diversified interpretative devices to present and explain our conservation work to the wider public to increase their understanding and enjoyment and the value they place on our heritage. The devices include publications, website, newsletters, pamphlets, lectures, workshops, guided tours, exhibition panels etc., which can be grouped under two categories:

(a) Venue-based Activities

(i) Hong Kong Heritage Discovery Centre (HDC)

The AMO has planned to stage several exhibitions in the HDC in 2006, including the "Ancient Culture of Hong Kong: Archaeological Discoveries in Sha Ha, Sai Kung" Exhibition, the Hong Kong Heritage Awards (2004) Exhibition, an exhibition on Hong Kong's historic buildings in mid 2006, as well as an exhibition to be jointly organized with local non-government organization in late 2006. In addition to the exhibitions, the AMO will also organize various lectures, workshops and activities on topics related to Hong Kong's archaeology and built heritage in 2006.

(ii) The Old Ping Shan Police Station

The Old Ping Shan Police Station will be converted into a Visitor's Centre cum Exhibition Galleries by October 2006. It is planned that the Centre will have exhibitions on the history and rituals of the Tang Clan, an introduction on the historical buildings along the Ping Shan Heritage Trail, and a display on the history of police stations in the New Territories. Various events and activities will also be organized in the venue when it opens to the public in October 2006.

(b) Outreach Programmes

(i) On Site Interpretation

To enrich visitors' experience in heritage sites, the AMO will continue to provide on site interpretation services in various historic buildings and heritage sites. Guided tour services are provided for the three Heritage Trails, namely the Ping Shan Heritage Trail, the Lung Yeuk Tau Heritage Trail and the Central and Western Heritage Trail. In 2006, more emphasis will be given to promote the Central and Western Heritage Trail to coincide with the commissioning of the Dr. Sun Yat-sen Museum. In addition, the AMO will continue to provide docent service in Sheung Yiu Village, Sai Kung and Tai Fu Tai Mansion, Yuen Long on Sundays and public holidays.

(ii) Opening of More Private Historic Buildings

The AMO understands the increasing demand of the public to visit historic buildings and will negotiate with owners of private historic buildings in opening their premises for public visit on specific days, if not regularly. One of the examples is Lik Wing Tong Study Hall (力榮堂書室) in Yuen Long, which has been open for public visit since 26 September 2005.

(iii) Activities and Performances on Public Holidays

In recent years, there has been a growing trend for the public to visit heritage sites during public holidays for leisure. The AMO plans to organize activities and performances, such as dance and music performance, on public holidays in heritage sites in 2006 so as to enhance visitors' experience and enjoyment.