

**Progress Report on Heritage Education and Publicity Plan for 2006**

**1. Community Capacity Development**

**1.1 Provision of heritage information and resources**

1.1.2 Over the past six months, the AMO has been dedicated to provide enriching heritage information and resources to the public for both research and education purpose. The following are reports on the progress of projects which aim at enhancing the public's understanding and study on heritage-related information:

**(a) Heritage Discovery Centre (HDC) Reference Library**

The HDC Reference Library has been open to the public since October 2005 aiming at providing information on heritage-related issues in Hong Kong, Mainland China and overseas to the public. Currently, there are about 6,199 library items including books, journals, audio materials, research archives, archeological reports and cartographic drawings. It is planned to acquire 150 new items by 2006. By the end of 2006, the number of users expecting to use the Online Public Access Catalogue, which has been launched since June 2006, and HDC Reference Library will be around 15,000 and 9,500 respectively.

**(b) Geographical Information System on Heritage (GISH)**

The GISH maintains a comprehensive database of records of 80 declared monuments for public viewing. Since the launching of the system in late 2005, some functions and data of GISH have been enhanced and revised which include the following items:

1. Revision of the history descriptions of historic buildings and archaeological sites (AS)
2. Revision of presentation format of AS boundary maps
3. Revision of AS records selection criteria and property form

Upon the completion of the said enhancement, a total of additional 64 records of graded government-owned historic buildings and 138 archaeological sites have been released on GISH via the internet for public access since the end of June 2006. It is planned that more records will be added to the GISH in late 2006.

**(c) Hong Kong Traditional Chinese Architectural Information System**

The AMO will upload a database of 200 traditional Chinese

historic buildings and representative villages, jointly created by the Department of Architecture, the Chinese University of Hong Kong and AMO, onto AMO website in early 2007 so as to enrich the provision of heritage information to the public. With the assistance of the Information Technology Division of the Leisure and Cultural Services Department, a service provider has been engaged in late 2005 to design and develop the programme. The service provider has just completed the system analysis and physical design, and is now conducting data conversion programmes.

(d) Heritage Virtual Tour System

The AMO has started working on the Heritage Virtual Tour System Project in the first half of 2006. The System aims at providing a panoramic view of 60 historic buildings and sites across Hong Kong. The System will have a web-base version and PDA version. In addition, five kiosks in various locations will be set up for promotion and DVDs will be distributed to schools. It is expected that the System will be completed by early 2007.

1.2 Capacity Building Projects

1.2.1 The AMO recognizes the importance of capacity building in consolidating the public awareness of heritage preservation and education. The AMO has been working with various organizations in achieving the above goal:

(a) Community

(i) Non-Government Organizations

The AMO is devoted to collaborate, support and advise professional, civil-society and community organizations on heritage-related matters. In the first half of 2006, the AMO and the Centre of Architectural Research for Education, Elderly Environment and Excellence Ltd (CARE) organized an exhibition “Transforming Our Community” at the Hong Kong Heritage Discovery Centre from May to July 2006 with a visitor attendance of 13,650. In addition, the AMO will be working with the Hong Kong Institute of Architects on the “Threshold to Architecture Exhibition” and the “Venice Biennial Exhibition” in the second half of 2006.

(ii) District Councils

The AMO continues 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, enhancing heritage research projects 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 early 2007. 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 engages local community involvement of which the local Tang clan is involved in planning the exhibitions and collecting exhibits. Several meetings were set up with the clan members in the past six months and the progress is promising. So far, over 50 exhibits have been collected. In addition, to extend community involvement, local secondary schools, Friends of Heritage and Young Friends of Heritage are invited to involve in the planning of the three exhibition galleries.

(iv) Hong Kong Heritage Awards

The Hong Kong Heritage Awards is jointly organized by the AMO and the AAB. Its aim is to recognize the achievements of individuals, schools or organizations in the conservation, education and promotion of cultural heritage in Hong Kong. The Hong Kong Heritage Awards (2004) was well received by the public and the Awards Presentation Ceremony was held on 28 November 2005. As the Awards is held biennially, the Hong Kong Heritage Awards (2006) will be launched in late 2006.

(v) 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 also regularly inspects and reinstalls plaques. For instance, the AMO will reinstall three commemorative plaques on the topic of praya reclamation in Central in later part of 2006 with the consent of the private owners of the buildings. In addition, the AMO plans to install 10 commemorative plaques related to the livelihood of people in the past in various districts in 2007 as consents have to be obtained through various owners and government departments.

(b) Education Sector

(i) Education and Manpower Bureau (EMB)

The AMO continues to work with EMB in organizing Teachers' Training Seminars on Heritage Education. To facilitate the introduction of new curriculum of the History subject in upper forms of secondary schools in 2005, a series of training seminars "Teaching Training – NSS Understanding and Interpreting the History Curriculum" was held in April and July 2006. In addition, another training seminar for the Chinese History subject "Training Course for Chinese History Teachers" was held in July 2006. Professors from universities, teachers, Friends of Heritage were invited as guest speakers for the seminars. They were well received by teachers with attendance of more than 700 teachers.

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

The YFOH Scheme 2006 was held in August with a total of 50 YFOHs recruited. The participants were lower form students from secondary schools. This year's training include archeological workshops, talks on local heritage, discussion and sharing sessions, guided tours to Ping Shan Heritage Trail, Central & Western Heritage Trail as well as the Hong Kong Museum of History. The major objective 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. YFOHs are required to submit reports on local heritage by the end of 2006 and they will also assist the AMO in updating the YFOH website.

(c) Tourism Sector

Tourism is a very important sector in promoting heritage in Hong Kong to both overseas and local tourists. In 2006, the AMO works with the Skills Upgrading Scheme Secretariat of the EMB in formulating tourism training courses on Hong Kong's history and cultural heritage for tourism sector personnel. Two courses were successfully launched in July 2006. In addition, the AMO maintains a good relation with the Hong Kong Association of Registered Tour Co-ordinators (HARTCO) so as to further promote Hong Kong's heritage to visitors and tourists.

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

The FOH Scheme is in its seventh year. This year the AMO had enrolled a total of 318 FOHs, which is a record-high number. This also reflects the fact that the public has become more and

more interested in heritage issues and want to be involved in heritage-related events and activities. The FOH Scheme aims at involving the public in providing voluntary services 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 newsletters and website, and compiling AMO's newsletters, conducting guided tours.

## **2. Provision of Effective Communication Channels**

2.1 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 with a print-run of 10,000 copies for each issue. 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. Two issues will be published in 2006. Furthermore, electronic copies of the newsletters have already been uploaded onto AMO website in the first half of 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. In the first half of 2006, the website has incorporated the Online Public Access Catalogue of the HDC Reference Library as well as a photo gallery of over 100 photos of relics excavated from the Sha Ha Archaeological Site, Sai Kung. For the latter half of 2006, the AMO plans to add new information such as online exhibitions onto the website.

### **(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. In the first half of 2006, the AMO collaborates with KCRC and Sing Tao Publishing Group in

printing a booklet titled “Journey on Exploring Heritage” (《古物古蹟探索之旅》) for primary school students. Copies are distributed free of charge to students and schools. In the coming months, the AMO will also explore the possibility of arranging and producing programmes jointly with other media corporations.

### **3. Diversified Interpretative Programmes**

3.1 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 staged several exhibitions over the past six months, which include the “Ancient Culture of Hong Kong: Archaeological Discoveries in Sha Ha, Sai Kung” Exhibition, the “Hong Kong Heritage Awards (2004)” Exhibition, the “Heritage of Hong Kong” Exhibition, the “Exhibition on the Built Heritage on Shanxi”, the “Transforming Our Community” Exhibition, the “Cartographic Survey of Historic Buildings” Exhibition, the “Preserving Hong Kong’s Archaeological and Built Heritage” Exhibition, and the “Hong Kong Institute of Planners Awards 2005 Outstanding Planning Works” Exhibition. In the second half of 2006, the AMO will organize the “Venice Biennial Exhibition” and the “Threshold to Architecture” Exhibition with the Hong Kong Institute of Architects, as well as an exhibition with the Architectural Services Department. In addition to the exhibitions, the AMO has also organized various lectures, workshops and activities on topics related to Hong Kong’s archaeology and built heritage throughout 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 early 2007. 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. The AMO conducts regular meetings with the Tang clan regarding planning of the Exhibition Galleries, including collecting exhibits and organizing guided tours and other on-site activities which will be

offered to the public when the Galleries open in 2007.

(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 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 will continue to negotiate with owners of private historic buildings in opening their premises for public visit on specific days, if not regularly.

(iii) Activities and Performances on Public Holidays

To enhance the public appreciation and enjoyment at heritage sites during public holidays for leisure, the AMO has established a Music Ensemble Group which consists of Friends of Heritage in 2006. It is planned that musical performances will be staged at historic buildings in the future.