

**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)
 - (c) *Sustainability*: The programmes, projects and activities should, collectively, enhance sustainability of the education and promotional effort, rather than being short-term and sporadic.
 - (d) *Capacity building*: There should be an effort to encourage the community to undertake heritage projects on their own.
 - (e) *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.