

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

**PUBLIC ENGAGEMENT AND PUBLICITY PROGRAMMES  
ON HERITAGE CONSERVATION**

**PURPOSE**

This paper informs Members on the plan of public engagement and publicity programmes related to heritage conservation organised by the Commissioner for Heritage's Office (CHO) and the Antiquities and Monuments Office (AMO) in 2009.

**BACKGROUND**

2. The success of implementation of the heritage conservation initiatives relies heavily on the understanding and support by the community. Following the announcement of the "Heritage Conservation Policy" in the 2007-08 Policy Address, Government has proactively engaged the public to ensure that stakeholders' views are taken into account in our heritage conservation work.

3. In this regard, CHO has launched a series of public engagement and publicity activities on heritage conservation in 2008, comprising the following :

- (a) public engagement sessions on revitalisation projects – we conducted public briefing sessions and open days in early 2008 for the launching of the Revitalising Historic Buildings Through Partnership Scheme. We also conducted a three-month public engagement exercise to gauge public views on the revitalisation of the original site of Central School on Hollywood Road;
- (b) public awareness campaign on heritage conservation – we organised a series of activities from January to May 2008 to promote public awareness and strengthen community support for heritage conservation. These activities included a photo competition, thematic exhibitions, roving exhibitions, public lectures and seminars, guided tours, etc. These activities had altogether attracted over 62,000 visitors;
- (c) dedicated heritage website – we launched a dedicated web site on heritage conservation ([www.heritage.gov.hk](http://www.heritage.gov.hk)) in January 2008, which has received a total of over 324,000 hits as to end of January 2009; and
- (d) heritage newsletter – we have published a bimonthly newsletter “活化@Heritage” since June 2008 to feature topics of public concern and

work of CHO.

## **PUBLICITY PLANS FOR 2009**

4. For 2009, the main targets of our public engagement and publicity plan will be youths and students. The following activities are in progress and will be launched by stages:

- (a) To conduct a survey on youth and students knowledge of and aspiration on heritage;
- (b) To organise a historic building drawing competition for children and youths between 6-18 years and to produce postcards of winning entries;
- (c) To designate a free post day for the mailing of postcards of winning entries.
- (d) To organise guided tours of historic buildings for schools and public bodies; and
- (e) To organise an audio/visual production competition for students to promote heritage conservation.

## **PROGRESS**

5. CHO has made good progress in taking forward various initiatives outlined in para. 3.

### **(I) Survey on Youths and Students**

6. The three-stage survey targeting at Forms 1-7 students is just rounded off. The questionnaire survey in the first stage and the focus group interview in the later give an understanding about the level of knowledge of and emotion towards local heritage conservation of our young people and how they perceive the importance of heritage conservation in comparison to other areas/issues.

7. Based on the findings, researchers give recommendation, as the survey's final stage, on ways to enhance young people's awareness of heritage conservation and to solicit their support and partnership in the future. The major findings are:

- (a) The level of understanding and awareness of heritage issues of young people on the whole is average. Young people mainly get the information on heritage from mainstream media of TV, newspaper or magazine.
- (b) Most respondents opt for revitalizing historic buildings for art and cultural purposes.
- (c) Generally speaking, respondents are more inclined to revitalization than remaining pure preservation.

- (d) Over half of the respondents think that they are, on average, satisfied with recent heritage conservation and revitalisation works undertaken by the Government.
- (e) Most respondents view that the Government and schools need to enhance publicity and education on heritage and that publicity activities should be tied in with youth culture.
- (f) Most respondents prefer study trips, local tours, outdoor activities etc. to classroom learning to improve their understanding of heritage. They think that the Government should support local heritage tours

## (II) Historic Building Drawing Competition

8. The competition will take place in two monument buildings i.e. Liu Man Shek Hall in Sheung Shui and Central Police Station Compound on 21 and 28 March respectively. There will be two categories for entries (i.e. between 6-12 years and 13-18 years). An Award Presentation Ceremony will be held on 18 April in a revitalised historic building, Bethanie. The activity aims to raise the profile of historic buildings in the eyes of young people through direct participation of activity. A total of 560 children and teenagers are expected to take part.

## (III) Free Post Day

9. Winning entries of the Drawing Competition will be used to print postcards for the free postage day, which will take place on a designated day in June 2009.

## (IV) Guided Tours of Historic Building

10. A pilot scheme will be launched between April and July for schools and organisations to take part in organised guided tour of Central Police Station. The tours will take place twice a week, and will be open to secondary school students. The tours are estimated to benefit around 4,000 students.

11. In light of the experience gathered in the pilot scheme, we shall arrange similar tours for other historic buildings. One possible venue is Haw Par Mansion. Non-profit organisations will be invited to collaborate with Government on the organisation of these tours.

12. The main objective of guided tours is to enhance the accessibility of historic buildings to school students so as to increase their knowledge and understanding of heritage conservation.

## (V) Audio Visual Competition

13. We shall invite secondary school students to submit short video films in promotion of heritage conservation in Hong Kong.

14. The event will take place in the last quarter of 2009. More details of the event

will be released at a later date.

## **ONGOING PROGRAMMES**

15. AMO will continue to collaborate, support and advise professional, civil-society and community organisations such as the Hong Kong Institute of Architects, universities in heritage preservation, education and publicity projects.

16. AMO has invited secondary schools to produce exhibitions at the Ping Shan Tang Clan Gallery Cum Heritage Trail Visitors Centre since its opening in 2007. It plans to invite the next batch of schools to arrange exhibitions from September 2009 onwards. In addition, the Hong Kong Heritage Discovery Center will continue to serve as a leisure and learning platform which organises various school, family and public programme to promote heritage to school and the community.

17. AMO launched the Friends of Heritage Scheme (FOH) since 1997, which aims 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, editing work for AMO's newsletter and website. The Scheme has already accumulated more than 575 members who are invited to attend lectures on local heritage sites, visit heritage sites and historic buildings as well as attending training programs to work for the community and do voluntary work on heritage conservation. It is planned to recruit another batch of FOH in early 2009.

18. In 2004, AMO launched the Young Friends of Heritage (YFOH) Pilot Scheme, to students in local schools. These YFOHs have been participating actively in different heritage promotional activities and providing voluntary services, such as producing the YFOH webpage, organising activities, "YFOH Heritage reporter" and assisting in monument cleaning work. AMO recruited a new batch of YFOH in 2008. Training on local heritage and docent skill is being arranged.

## **ADVICE SOUGHT**

19. Members are invited to provide advices on the public engagement and publicity plan as well as the implementation of the programmes.

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