

**For discussion
on 4 June 2014**

**BOARD PAPER
AAB/36/2013-14**

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

**REPORT ON PUBLIC AWARENESS RAISING PROGRAMMES
FOR THE HERITAGE CONSERVATION POLICY REVIEW**

PURPOSE

This paper aims to report to Members on the progress of the public awareness raising programmes for the review of the policy on the conservation of built heritage (“policy review”).

BACKGROUND

2. The Antiquities Advisory Board (AAB) has been assisting the Government in reviewing the policy on the conservation of built heritage. After holding a number of meetings among Members and with various stakeholders, the AAB has prepared a consultation paper for gauging the views of the public. The AAB sees this public engagement exercise as an opportunity to raise the understanding and awareness of the public on heritage conservation.

3. As reported at the AAB meeting of 4 March 2014, Members had agreed to kick start the public engagement exercise with a series of programmes for raising public awareness on heritage conservation issues in order to help better equip the public for giving informed views on the public consultation on the policy review.

PUBLIC AWARENESS RAISING PROGRAMMES

4. In response to Members' advice, a variety of the public awareness raising programmes for the heritage conservation policy review was/will be held during the period from March to June 2014 with details as set out in the following table –

	<i>Programmes</i>	<i>Descriptions</i>
1.	Roving exhibitions on “Respecting Our Heritage While Looking Ahead”	Roving exhibitions, which introduced the declaration and grading systems and featured the existing built heritage conservation policies, were put on display at nine locations spanning across Hong Kong, Kowloon and the New Territories. ¹
2.	Public lectures and programmes	Five public lectures under the “Respecting Our Heritage While Looking Ahead” Series offering an array of topics were/will be held to introduce people to the conservation of our built heritage, help nurture an appreciation for built heritage and present the revitalisation story of historic buildings in Hong Kong.
3.	Workshops	Four workshops introducing the aesthetics of built heritage style and exploring the city's architectural marvels through interactive and family-friendly activities were/will be held. Besides, in collaboration with the Comix Home Base, the “Comics X Built Heritage Workshop” was conducted in April 2014. The workshop invited young comics and illustration talents to conduct an educational, creative comics/illustration of historic buildings for secondary school students.

¹ Exhibition venues included Kwai Tsing Theatre, Immigration Tower, Hong Kong Heritage Discovery Centre, Hong Kong Cultural Centre, Yuen Long Theatre, Sha Tin Town Hall, Hong Kong City Hall, Tuen Mun Public Library, Queensway Government Offices.

4.	Communication materials	A dedicated website (http://www.builtheritagereview.hk/en/home.html), and a facebook page for the heritage policy review have been set up. Information pamphlets were published to provide the background to the forthcoming policy review on the conservation of built heritage and current conservation policies.
5.	Short video	A short video was produced to introduce the existing heritage conservation policies and initiatives, as well as promote heritage conservation. The video has been uploaded to the AAB's dedicated website for the heritage policy review.

WAY FORWARD

5. According to the timetable for launching the public consultation document on the policy review which had been previously endorsed by the AAB, towards the end of the series of the educational activities, the AAB will conduct opinion surveys, a public forum and three thematic focus groups discussion sessions to collect public views on the specific issues under the review (e.g. enhanced assistance to owners of historic buildings, the grading system of historic buildings, and heritage trust). Besides, a documentary video to introduce the issues covered by the consultation document will also be produced.

ADVICE SOUGHT

6. Members are welcome to offer their views on the way forward as set out in paragraph 5 above.

Development Bureau
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