

**Consultation Panel of
the West Kowloon Cultural District Authority**

**Minutes of the 5th Meeting of the Consultation Panel of
the West Kowloon Cultural District Authority**

Date : 28 June 2010 (Monday)
Time : 9:30 a.m.
Venue : Conference Room, HKUST Business School
Room 1501-02, 15/F, Hong Kong Club Building,
3A Chater Road, Central

Attendees :

Chairman

Professor Stephen CHEUNG Yan-leung, B.B.S., J.P.

Members

Hon. Ronald ARCULLI, G.B.S., J.P.
Mr. CHENG Chi-ming
Mr. Oscar HO Hing-kay
Mr. Michael HUI Wah-kit, M.H.
Mr. Derek HUNG Chiu-wah
Ms. KO Po-ling, M.H., J.P.
Mr. Bankee KWAN Pak-hoo
Dr. MAN Ying-ling
Hon. LEE Wing-tat
Mr. Victor Lo Chung-wing, G.B.S., J.P.
Mr. MOK Charles Peter
Mr. TAI Hay-lap, B.B.S., J.P.
Dr. John TSE Wing-ling
Ms. Ada WONG Ying-kay, J.P.
Dr. YAU Wing-kwong

Government Representatives

Miss Cathy CHU Man-ling, J.P. Deputy Secretary for Home

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the West Kowloon Cultural District Authority**

Affairs (WKCD)
Project Director

Mr. Augustine NG

West Kowloon Cultural District Authority

Mr. Graham SHEFFIELD Chief Executive Officer (Designate)

Dr. CHAN Man-wai Project Delivery Executive Director

Mr. Louis YU Performing Arts Policy &
Management Services Executive
Director

Secretary

Ms. Sharon CHUNG Public Relations Manager

***(The following representatives attended only the
discussion of Agenda Item 3)***

Public Relations Service Consultant

Ms. Phoebe CHAN Director, Golin/Harris International
Limited

Analysis and Reporting Consultant

Professor Peter YUEN Director, Public Policy Research
Institute, Hong Kong Polytechnic
University

Dr Anthony LOK Cham-choi Project Manager, Public Policy
Research Institute, Hong Kong
Polytechnic University

Absent with apologies :

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Dr. Allan ZEMAN, G.B.S., J.P.

Mr. William LEUNG Wing-cheung, B.B.S., J.P.

Ms. Ida LAM Choi-chu

Hon. Paul TSE Wai-chun

Action

Parties

Opening Remarks

1. The Chairman welcomed Members to the fifth meeting of the Consultation Panel (CP) and reported that Dr Allan ZEMAN, Ms Ida LAM Choi-chu, Mr William LEUNG Wing-cheung, and the Hon Paul TSE Wai-chun had sent their apologies for not being able to attend the meeting. The Chairman, in particular, welcomed the presence of Chief Executive Officer (Designate) of the West Kowloon Cultural District Authority (WKCD), Mr Graham Sheffield, Dr CHAN Man-wai, Project Delivery Executive Director and Mr. Louis Yu, Performing Arts Policy and Management Services Executive Director at the meeting. He also introduced the attending consultant representatives, including WKCD's Public Relations Service Consultant responsible for arranging the public engagement (PE) exercise, Ms Phoebe CHAN, Director of Golin/Harris International Limited. Analysis and Reporting Consultants – Professor Peter Yuen, Director of Public Policy Research Institute of the Hong Kong Polytechnic University and Dr. Anthony Lok Cham-choi, Project Manager of Public Policy Research Institute were also present at the meeting.

Agenda Item (1) Confirmation of the Minutes of the 4th Consultation Panel Meeting

2. The Chairman said that there were no amendment proposals from Members and the meeting confirmed the minutes of the fourth meeting.

Agenda Item (2) Matters Arising

3. The Chairman said he invited Members to submit preliminary views on the Stage 2 PE exercise of the WKCD in the previous meeting. The Secretariat, after the meeting, received

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five written submissions, which had been, with consent from the Members concerned, distributed at the meeting for reference. Any views on the relevant documents could be put forward for discussion under Agenda Item (3).

Agenda Item(3) Proposed Arrangements for the Stage 2 Public Engagement Exercise for the Conceptual Plan Options for the WKCD (WKCDA CP/02/2010)

4. The Chairman said that the three Conceptual Plan Consultants commissioned by WKCDA were preparing their own conceptual plan option after considering the views collected from the Stage 1 PE exercise and the completion of it was in sight. WKCDA would be launching the three-month Stage 2 PE exercise in August this year in order to understand the general public's opinions on the three options and their preference for particular features of the options.

5. The Chairman invited Dr CHAN Man-wai, Project Delivery Executive Director to brief Members the contents of the Stage 2 PE exercise (WKCDA CP/02/2010).

6. Dr CHAN Man-wai briefed Members the discussion paper - WKCDA CP/02/2010, which included seeking Members' views on the arrangements of the Stage 2 PE exercise of the WKCD conceptual plan options. Dr CHAN pointed out that the focus of the Stage 2 PE exercise was on the master planning of the WKCD as a whole, that was, the land use layout of the district, instead of the designs of individual buildings. As for the preliminary Schedule of Accommodation for the core arts and cultural facilities, since further discussion between Project Consultants and the stakeholders in the arts sector about the preliminary Schedule of Accommodation was needed, it was suggested that consultation of the Schedule of Accommodation and that of the three conceptual plan options be separated and be carried out later. Since the proposed arrangements would not affect the plan to submit the development plan to the Town Planning Board by late 2011, the suggestion had been approved by the Development Committee.

7. Dr CHAN continued that WKCDA would participate in the 2010 Hong Kong Exhibition at the 12th Venice Biennale

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International Architecture Exhibition with a view to showcasing WKCD as an international cultural hub as well as attracting different international architects and artists by showcasing the three world-class Conceptual Plan Options. An exhibition area will be designated solely for displaying the models of the three Conceptual Plan Options and video presentations of the WKCD.

(Mr Michael HUI Wah-kit arrived at 9:50 a.m.)

(Ms KO Po-ling arrived at 9:52 a.m.)

8. Director of Golin/Harris International Limited Ms Phoebe CHAN gave a PowerPoint presentation to Members on the proposed arrangements of the Stage 2 PE exercise, including activities such as roving exhibitions and forums. Copies of the slides were distributed at the meeting.

9. Director of Public Policy Research Institute of the Hong Kong Polytechnic University Professor Peter YUEN briefed Members at the meeting the method of collecting views in the Stage 2 PE exercise. Professor YUEN said that the original plan of views submission involved self-returned questionnaires (hardcopies and e-copies) and two phone polls. However, those methods had constraints, including the fact that the self-returned questionnaires were not collected on a randomized basis. Therefore, no statistical inferences could be drawn from the results. Also, the results could be vulnerable to manipulations. While respondents to phone polls should be drawn on a randomized basis, questions that could be asked over the phone are limited the majority of the selected respondents may not have viewed the conceptual plans.

10. Professor Peter YUEN suggested that exit poll be conducted at the exits of the Conceptual Plan Options exhibition venue to replace phone interview. Since interviewees would be selected randomly, the process would not be vulnerable to manipulations. The results could also be used for statistical inference. If opinions of the general public had to be collected, street interviews could be carried out at specific venues, for instance, mobile exhibition sites, by quota sampling according to the population ratio of the district.

11. The Chairman thanked the participation of all Members, the

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Public Relations Consultant and Analysis and Reporting Consultant in the Stage 1 PE exercise. He hoped that Members would continue to support and get involved in the Stage 2 PE exercise starting in August.

12. The Hon LEE Wing-tat considered that the aims of this stage's PE exercise were twofold: the first was to cultivate teenagers' sense of belonging to WKCD. Apart from youth forums, wider and creative participation of teenagers could be encouraged such as holding a slogan writing competition. Second, cultural groups should be given more opportunities to express their views. The Hon LEE Wing-tat considered that the Authority did well in this respect in the Stage 1 PE exercise. However, individual persons from the cultural sector said to him that the time for expressing views at public forums was very short. They expected more in-depth discussion in this consultation.

13. The Chairman said that the Public Relations Consultant could actively invite all secondary schools in Hong Kong to participate in the roving exhibitions as part of liberal studies. He also suggested that a writing competition in which youths' views on the WKCD can be expressed be held, and to invite Chairman of the Board to present awards. As for how to enhance exchanges with arts and cultural practitioners, apart from group discussions, The Chairman considered that WKCD could reach out to the stakeholders further. He also pointed out that members of the cultural sector might provide written submissions listing their views in a detailed manner. Some ways like Facebook and blogs might also be considered.

14. The Hon LEE Wing-tat added that the Authority might consider asking students to help prepare and promote activities relating to the WKCD so that they would actively invite their schoolmates to participate in what they are experiencing. Compared with visits, the lesson from it would be more profound.

15. The Chief Executive Officer (Designate) Mr Graham

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SHEFFIELD said that he would consider the suggestions of the Hon LEE Wing-tat seriously. Engaging the youth in the WKCD project is very important to the WKCD. After taking office, he would discuss with the management team of the Authority the ways to keep getting input from youth people, instead of merely involving them in the Stage 2 PE exercise. Keep on getting input

16. Mr Oscar HO Hing-kay said that the Stage 2 PE exercise should be more professional and involve more in-depth discussions, for instance, the relationship between land design, land use, arts as well as programme needs, how to make public space complementary to Hong Kong's cultural orientation, how to incorporate international features to enhance the competitiveness of the WKCD internationally etc. As for the roving exhibitions, apart from videos and computer photos, the most important thing is whether it allows the general public to raise questions about the options, for instance, what image Hong Kong wants to put up most, what is the relationship between Hong Kong's dominant cultural identity and Hong Kong's way of life etc. As for the arrangements, he considered that August was not the most appropriate time to implement the PE exercise since many people were out of town during this period. He also suggested that translation service be provided for ethnic minorities in some forums so as to demonstrate that Hong Kong was a multi-cultural society.

17. Mr CHENG Chi-ming said that mobile exhibition vehicles were an effective means since residents living in the neighbourhood and in public housing estates might not go to the exhibition venues. Arranging mobile exhibition vehicles to schools and organizing some workshops for students could be considered so that they could gain a better understanding of the conceptual plan options. As for venue options, the Central Market is good, but the image of InnoCentre might look too professional that the general public might not go there. Therefore, more promotion should be done in its vicinity and rail stations to attract people to visit. As for getting in touch with the youth, the

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Authority might consider holding a video contest so that they could share their views about the WKCD by means of video clips.

18. Ms Ada WONG Ying-kay said that apart from the general public, the Authority's targets in this consultation were those who had been concerned with the WKCD's development for a long time and those with professional views, including members from the arts and cultural sector and community groups, etc. The consultation content should be quality and have clear targets. As for the format, people should be able to freely express their views. A round-table format is preferred. Time allowed for speaking could not be too short. The Authority should also co-host the consultation activities with some collaboration groups, for instance, youth or cultural groups so that they could invite more people to participate in the activities. It was very important that they create and own the whole consultation process. She pointed out that she had held public forums in the Stage 1 PE exercise, but no representatives from the Authority joined them. Opportunities for dialogue were deprived of. In addition, she suggested that the Authority produce an education kit for various targets, including students from universities, secondary and primary schools. The education kit must illustrate the visions of the WKCD clearly to enhance students' and teachers' understanding of the WKCD. As for the list of stakeholders, she thought that the literary sector should be made an independent sector. The exhibition zones could be demarcated according to the Legco's five electoral constituents, for instance, residents in Sha Tin would not go to Tuen Mun or the Convention and Exhibition Centre to visit the exhibitions. If more contact with the youth was needed, an exhibition booth could be set up in the Book Fair.

19. Mr HUNG Chiu-wah said that for the forums for residents in the Yau Tsim Mong District, the content of consultation should focus on the connectivity and accessibility between West Kowloon and the neighboring communities of Yau Tsim Mong. As for the roving exhibitions, he hoped that they could be held in Yau Tsim Mong. If not possible, the forums should show some models or

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diagrams which are related to WKCD's connection with the neighboring districts so that people could understand and express their views more comprehensively and appropriately.

20. Ms KO Po-ling remarked that this consultation focused not only on quantity, but quality targets as well. Therefore, views from the arts and cultural sector and collaboration organizations were important. In terms of the arrangements, the duration of discussion could be lengthened. The content had to be more in-depth and interactive. Promotion to the public was important. Youth forums were one of the appropriate activities. The Authority should adopt two ways to carry out the consultation. On the one hand, the Authority should take the initiative to arrange activities; on the other hand, since there were plans for mobile exhibitions in different districts, the Authority should accept invitations from schools or organizations to help take forward the activities. She also suggested cooperation with government departments such as the Education Bureau to promote the participation of the associations of headmasters from eighteen districts, incorporating activities relating to the WKCD into the design of liberal studies to guide students' thinking. As for the choice of venues, good as InnoCentre might be, shopping malls with high pedestrian flow should be considered to attract more people to participate in the consultation.

21. Mr Charles Peter MOK said that in addition to consultation and obtaining specific views in the Stage 2 PE exercise, continuing to enhance the public's awareness and knowledge of WKCD was also needed. He considered that new media should be used more often, for example, the recommendation to set up feature websites was a good strategy. Using video and audio recordings for downloading and updating the public on the latest information might also be considered. He also suggested produce I-Phone or smart phones applications with simple games or interactive components. In addition to Facebook, Twitter or 'SinaBlog' might be considered. Since the Chinese language is mainly used on 'SinaBlog', it is widely used in Hong Kong and mainland China,

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and is believed to be a helpful channel for gathering views. He asked the Authority if there were any other specific strategies apart from taking part in the Venice Biennial Exhibition when considering overseas promotion. He agreed to the suggestion of producing education tool kits for the youth, for instance, workshops which consist of role play and focus group, for students' discussion. They could report to the Authority what they had discussed. Mr Graham SHEFFIELD responded that there is a huge interest in the WKCD project overseas. Everyone is expecting the project. The strategies of overseas promotion would be one of his jobs when he is on board. Taking part in the Venice Biennial Exhibition was a good opportunity to promote the WKCD overseas.

22. Dr. TSE Wing-ling, John thought that consultation activities should adopt a bottom-up strategy. Activity strategies should be devised according to different ages and needs. He expected Hong Kong people to participate more rather than just visit. He believed that more resources were needed to encourage participation such as holding workshops at schools or even allowing undergraduates to take part in research, etc. In addition to large-scale exhibitions and mobile promotion the Authority might consider "going down to the district" for home visits, recruiting teenagers to conduct mobile promotion etc so that the whole Hong Kong can get involved. He thought that exhibitions had to be held at the area of West Kowloon District, and strategies of attracting citizens to come to the exhibitions be enhanced. For the analysis methodology, he thought that there were no great differences between exit poll and face to face interview. One should consider if there were enough resources for home visits.

23. Dr YAU Wing-kwong said that exhibitions could be held in West Kowloon area. Transportation service could be provided for students. The public might consider cooperating with local tours, and workshops could be organized for participants so that they could gain a better understanding of the content of the consultation. He thought that, since liberal studies was currently being

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implemented, the Authority need not worry about the attendance of student visitors. The exhibition vehicle should not only carry display boards, but also play videos. Exhibition vehicles could be used to hold workshops for schools. As for promotion, the LED display boards provided by the District Councils could be used to show the three options. In terms of the content, options by other countries could also be provided for reference so that citizens have a better understanding and agree to their options. Mr Graham SHEFFIELD added that when he was working in Barbican Centre, he took more than twenty-five years to make people like it.

24. Mr TAI Hay-lap said that WKCDA needed in depth opinions and extensive public participation. WKCDA had to reach a balance between the two given the limitation of resources and time. He thought that in terms of “breadth”, WKCDA should consider collaborating with strategic partners like school headmasters, teachers, and core members of cultural organizations, etc. Through their contact with schools and district communities, activities could take place together with exhibitions and forums. He agreed with the suggestion of production of education tool kit, since schools and teachers were earnestly in need of topics for liberal studies. The education tool kit with the theme of WKCD would thus be attractive to teachers. Ms KO Po-ling agreed that continuous education and promotion was important. She also supported holding consultation activities in West Kowloon, but good transportation arrangement was essential.

25. Mr. Victor LO Chung-wing supported organizing events in the area of West Kowloon district and recommended WKCDA to consider collaborating with large shopping malls, universities, MTR corporations or the Airport, where there were high pedestrian flow. He believed that this consultation session should be carried out in two aspects. First, the general situation of WKCD should be made known to as many citizens as possible. Second, in terms of depth of understanding, briefing sessions, in addition to exhibitions, should be arranged to let participants contemplate and discuss the

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issue.

26. Mr. Louis YU Kwok-lit responded that the objectives of the consultation session must be clearly defined. The focus this time should be on the overall planning of WKCD, but not individual designs or the development of a specific kind of arts. Apart from exhibitions, he would be organizing forums and briefing sessions with depth for educators and professional bodies from the arts and culture sector. He expected that the three conceptual plan consultants could send representatives to help introduce the proposals with a focus on the overall layout, including the relationship between infrastructures for culture and arts, green zones, commercial or residential facilities.

27. Mr Oscar HO Hing-kay added the expectations brought out by the committee in the meeting in three directions, namely, community participation, public education, and seeking professional advice, through public relations activities. To him, public relations and education were kinds of sustainable development. WKCD should have a proper mechanism to promote works in these two areas. What was the most important in this consultation session was to decide which option to take as the basis for the WKCD development plan in the future. This was a highly professional and important decision.

28. Ms Ada WONG Ying-kay said that WKCD needed to consider the way to respond to the “Choose One out of Three” problem. When looking at the models of the three options, the media would, unavoidably, ask for the public’s preference; and the public would answer straightforwardly. She thought that the WKCD should let people express their preference clearly. She also agreed that the focus of this public engagement exercise should be on professional advice. Educational works that could enhance youths’ knowledge of WKCD should be considered a kind of sustainable development. She believed that Mr Graham Sheffield had had very successful educational projects and related experience in Barbican Centre.

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29. Mr Derek HUNG Chiu-wah said a number of activities had taken place in WKCD. The Wine and Dine Festival at the end of the year was one example. If consultation activities were to be held in WKCD, the PR advisers would need to arrange the schedule. During the Stage 1 public engagement exercise, he had suggested matching activities of WKCD with those held in WKCD, so as to boost promotion. He wished to see an increase in terms of both quantity and the level of interaction in activities.

30. Mr. Victor LO Chung-wing added that the Authority needed to manage the expectation of the public to make sure they understand that they were asked to consider the overall planning rather than an innovative visual design. In addition, the Authority must be vigilant enough to notice if there were any unfair situation where one option had many designs while the others had only few designs.

31. Ms. KO Po-Ling opined that the fourth choice should be available apart from choosing one out of three proposals. Mr. CHENG Chi-ming added that he did not agree with the merging of three options. He thought that a core option should first be selected from the three options and then the WKCD would consider and decide on the advantages of the remaining two options.

32. Mr. Graham SHEFFIELD responded that no single conceptual option would be absolutely right or wrong or contains all the best solutions. He understood that the public would like to “vote” for the decision but this would involve complicated issues. A more comprehensive approach would be to pick out the approach with more popular features. The concerned planning may change in the future and the Authority would be attentive to opinion. He thanked different parties for their suggestions.

33. The Chairman stated that the Authority would train up some university students to explain the three options to the public. He remarked that the education kit combining Liberal Studies is very

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important, but its production would depend on resources available. In addition, he asked the Analysis and Reporting Consultant how to hold an exit poll after visit in order to avoid repeated answers from interviewees and the expected sample size.

34. Professor Peter YUEN responded that the exit poll would be conducted in a random basis. The interviewee would first be asked whether they “have filled in” or “will fill in” the questionnaire and record their answers for understanding the situation of repeated interviews. The number of interviews would be 2400 as set out in the service contract requirements. The decision on whether to conduct street survey would depend on the need to collect opinion of citizens who had not attended the exhibition. Furthermore, certain committee members stated that more professional advice should be obtained. As regards the suggestion of home visit, he stated that there would be a certain level of difficulty without support of resources and legislation. Written submission would be maintained and no preset framework would be set for the analysis. Concerning the design of questionnaires, there were a number of open-ended questions to enable interviewees to freely express their opinions. As for overseas opinion, they suggested to contact some websites associated with performing art units or museums and try posting West Kowloon Cultural District Authority (WKCD) banners there to link with the website of the WKCD Authority, enabling the interested parties to express their opinions through the webpage. The Chairman added that Hon Paul TSE Wai-chun from the tourism sector could be contacted in the hope that he may be able to assist in collecting opinions from overseas visitors.

35. The Chairman said that the Authority must clarify on the aim of this public engagement exercise and what kind of opinions are expected from the public. He expected that the opinions from different committee members would be analyzed by the Authority and be merged in the plan for Stage Two Public Engagement Exercise by the Public Relations Services Consultant.

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(Agenda Item (3) ended at 11:30)

Agenda Item (4): Other Matters

The Secretariat did not receive other suggestions to discuss other matters. There being no other business, the meeting was adjourned at 11:35 a.m. The Secretariat would contact Members to fix the date of the sixth meeting.

Post-meeting note: the Secretariat received suggestions from Ms. KO Po-ling, Mr. Derek HUNG Chiu-wah and Doctor YAU Wing-kwong, the following organizations were added to the stakeholders list after approval of the Chairman:

1. Tai Po Environment Association 大埔環保會
2. Green Lantau Association 綠色大嶼山協會
3. Kadoorie Farm & Botanic Garden 香港嘉道理農場暨植物園
4. Friends of Sai Kung 西貢之友
5. Hong Kong Environmental Protection Association 香港環境保護協會
6. The Boys' Brigade Hong Kong 香港基督少年軍
7. The Girls' Brigade Hong Kong 香港基督女少年軍
8. Hong Kong Sea Cadet 海事青年團
9. Tai Po Youths Association 大埔青年協會
10. Heung Yee Kuk New Territories 新界鄉議局
11. Hong Kong Women Professionals & Entrepreneurs Association
香港女工商及專業人員協會
12. Cadenza Music Association 香港樂苗音樂協會
13. Hong Kong Zhi Qing Art Group 香港知青藝術團
14. Mutual Aid Association for Manchurians 滿族同胞互助會
15. 九龍西潮人聯會

The Secretariat of the Consultation Panel of
the West Kowloon Cultural District Authority
July 2010