

Board of the West Kowloon Cultural District Authority

For information
on 17 March 2009

WKCDA Board/06/2009

Consultancy Studies on Market Analysis of the Core Arts and Cultural Facilities of the West Kowloon Cultural District

INTRODUCTION

This paper informs members of the consultancy studies to be conducted by the West Kowloon Cultural District Authority (the Authority) on the recommended core arts and cultural facilities of the WKCD, as follows -

- (a) Consultancy Study on Market Analysis of the Museum and the Exhibition Centre (EC) of the WKCD; and
- (b) Consultancy Study on Market Analysis of Performing Arts Venues of the WKCD.

Invitations for Expression of Interest (EOI) for the two consultancy studies have been issued to a list of consultants and uploaded to the Authority's website on 11 March 2009 (www.wkcdauthority.hk).

PLANNING OF THE CORE ARTS AND CULTURAL FACILITIES OF THE WKCD

2. The Authority has already kick-started the process of preparation of the Development Plan of the WKCD, which will lay out the plan areas of the Core Arts and Cultural Facilities (CACF) as well as commercial, residential, hotel and other uses within the WKCD. To facilitate the integration of the CACF with the entire WKCD, the Development Committee, the Museum Committee and the Performing Arts Committee have agreed that the planning of the CACF has to be considered in parallel to the overall planning and development of the WKCD.

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3. The Museum Committee has agreed that the recommendations of the Consultative Committee on the Core Arts and Cultural Facilities of the West Kowloon Cultural District (CC) and the Museums Advisory Group (MAG), including the vision, mission and key functions of the Museum and the EC, as well as the initial four broad groupings of the Museum, viz design, moving image, popular culture and visual art (including ink art), should be adopted for the planning and development of the Museum and the EC at the start. Similarly, the Performing Arts Committee has agreed that planning of the performing arts venues in the WKCD should basically follow the recommendations of the CC and its Performing Arts and Tourism Advisory Group (PATAG).

4. To take forward the planning of the CACF in a systematic and prudent manner, the three committees considered it necessary for the Authority to obtain market information on the existing and potential visitors / clientele so as to ascertain, through market researches, the existing and potential audienceship/clientele of the performing arts venues, the Museum and the EC locally, regionally and internationally with a projection of 20 years up to 2030. The consultancy studies also aim to provide a SWOT analysis, identifying the strengths and weaknesses, opportunities and threats, for the performing arts venues, the Museum and the Exhibition Centre of the WKCD with comparable facilities in the Pearl River Delta, major cities in the Mainland and overseas. The consultants would also, in the light of the findings of the studies, examine the phasing of development of the Museum, the EC and the performing arts venues, based on the projected growth rate of the target market segments for input to the Development Plan. In view of the different nature of the facilities and expertise required, two separate consultancy studies have to be conducted, one for the Museum and the EC and the other for the performing arts venues. The objectives and scope of the two consultancy studies as set out in the issued Expression of Interest are recapitulated at **Annex I** and **II** respectively.

5. In view of the impact of the results of the consultancy studies on the overall Development Plan of the WKCD, the Museum Committee and the Performing Arts Committee will jointly commission the consultancy studies respectively with the Development Committee, which oversees the preparation of the Development Plan of the WKCD. Taking into account the time required for the tendering procedures, the

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consultancy studies are expected to commence in June 2009 and completed in September 2009. The results of the consultancy studies will be reported to the respective committees and the Board for reference and consideration. The findings of the studies and the Stage 1 public engagement exercise would be made public and be taken into account by the conceptual plan consultants before proceeding to prepare the conceptual plans for public consultation in Stage 2 of the Public Engagement exercise.

WAY FORWARD

6. Assessment panels involving the Performing Arts Committee, Museum Committee and Development Committee members will be set up to assess the EOIs and subsequent technical and fee proposals from shortlisted consultants. The recommendation of the Assessment Panels will be submitted to the Board for endorsement.

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