

Advisory panels established for public museums

The Home Affairs Bureau announced today (October 20) the establishment of three Museum Advisory Panels for the public museums in Hong Kong for a period of two years from October 20, 2010 to October 19, 2012.

The three Museum Advisory Panels, namely the Art Museum Advisory Panel, the History Museum Advisory Panel and the Science Museum Advisory Panel, will advise the Leisure and Cultural Services Department on the strategies for development, promotion and management of the respective public museums.

The Secretary for Home Affairs, Mr Tsang Tak-sing said, "The Museum Advisory Panels are set up to enhance the management and operation of museums so as to better cater for the needs of the society, and to increase professional and community involvement in the promotion of the museums.

"The panels comprise individuals of different backgrounds with a great wealth of professional expertise and experience relevant to the work of the museums in the respective areas. Fifteen members are appointed to each of the advisory panels. They include professionals, academics, museum experts, artists, collectors, art promoters, entrepreneurs, marketing and public relations experts, and community leaders.

"I believe that the expertise and rich experience of the members will help formulate strategies to pursue the public missions of museums and enhance their ability to fulfill them, sharpen the identity and focus of museums, and enhance their educational role. They will also inject new ideas into the work and operation of the museums and formulate dynamic and creative plans to attract young visitors and widen the audience base."

The membership lists and terms of reference of the Museum Advisory Panels are as follows:

Art Museum Advisory Panel

Chairman

Mr Vincent Lo Wing-sang

Members

Ms Au-Yeung Wai-yin

Mr Raymond Fung Wing-kee
Dr Ho Siu-kee
Dr Kan Tai-keung
Dr Peter Kwok Viem
Mrs Nancy Lee
Ms Rosanna Li Wei-han
Professor Harold Mok Kar-leung
Ms Nikki Ng
Mr David Pong Chun-yee
Ms Ada Wong Ying-kay
Mr Alvin Yip
Mr Alan Yip Chi-wing
Mr Douglas Young

History Museum Advisory Panel
Chairman
Dr Philip Wu Po-him

Members
Mr Au-Yeung Sung-fan
Ms Cheung Shin-yee
Miss Rachel Chong Yee-man
Professor Ho Puay-peng
Professor Ho Pui-yin
Mr Richard Kan Wing-ching
Dr Lau Chi-pang
Professor Tracey Lu Liedan
Professor Lui Tai-lok
Mr Joe Ngai
Dr Simon Shen Xuhui
Ms Karen Tang Shuk-tak
Dr Joseph Ting Sun-pao
Dr Royce Yuen Man-chun

Science Museum Advisory Panel
Chairman
Professor Roland Chin Tai-hong

Members

Dr Chau Hoi-fung

Ms Beryl Chen Chaoyung

Ms Cheng Lai-yun

Professor Cheng Shiu-yuen

Dr Jonathan Choi Koon-shum

Professor Chu Ming-chung

Professor Horace Ip Ho-shing

Ms Vivian Lau Sio-kuan

Dr Rebecca Lee Lok-sze

Dr Eddy Lee Wai-choi

Miss Christina Li Yan

Mrs Anna Ngai Chan Lai-ha

Mr Stanley Wong Yuen-fai

Mr Nicholas Yang Wei-hsiung

Terms of Reference

To advise the Director of Leisure and Cultural Services on the formulation of:

- * business development strategies for the museums including but not limited to drawing up measures and incentives for raising donations, attracting sponsorship and fostering partnership with corporations and other organisations;
- * marketing and publicity strategies to promote museum programmes and activities both locally, in the Mainland and overseas with a view to establishing a clear identity and branding for each of the major museums and to increase patronage;
- * community involvement strategies to enable more active participation by the community and closer collaboration with various stakeholders (e.g. local artists, collectors, local and overseas museums, cultural organisations, and educational institutions, etc);
- * measures to strengthen the operational efficiency and accountability of public museums; and
- * any other strategies or measures as proposed by Leisure and Cultural Services Department.

Ends/Wednesday, October 20, 2010

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