

January  
2022

# Hong Kong Arts Administrators Association Limited

## Chairman's Report Year 2020-2021



Hong Kong Arts  
Administrators Association  
香港藝術行政人員協會

# Board & Management

## Administrative team

With the support of Hong Kong Arts Development Council (HKADC) Year Grant and Arts Administration Internship Scheme, the Association's office manpower consists of **3 full-time staff** and **1 part-time staff** throughout the year, as well as **1 project staff** for Cultural Leadership Summit and Essential Guide training course.

There were several changes in the management team. Katerina Au (former Officer), Kristy Yu (former Project Officer), Ian Ho (former Administrative Assistant), and Ingrid Kwok (former Project Assistant) have proceeded to the next stage of their career in 2021. The current team includes Wendy Lam as the Manager, Kelly Duen as the Assistant Manager, Maggie Lee as the Officer since June 2021, and Esther Kwok as the part-time Administrative Assistant since September 2021.

This year, we have worked closely with different educational institutes and received 10 interns for the internship placement. We sincerely thank our partners for their contribution and support.

## Board

All members remain on board this year. On behalf of the Association, I would like to express my gratitude to our board members for their dedication and contribution in the past year.

# Financial Management

## Grant Support

Under the **Three-year Year Grant Programme** of HKADC, the Year 2020- 2021 is the second year to be supported financially by a grant amount of HK\$881,800. Other than the Year Grant Scheme, the Association also obtained four other grants, including **Arts Administration Internship Scheme, Professional Arts Administration Training Programme, Support Scheme for Arts & Cultural Sector** from *HKADC*, and **Special Project** from *Home Affairs Bureau (HAB)*. The Association is grateful that we have received close to HK\$2 million grant income to support the whole year's programmes and the Association's operational use, (nearly HK\$1 million increment compared to the Year 2019-2020).

Our sincere gratitude also goes to this year's **Arts Relief Scheme** with a funding of HK\$240,000, which helped us to keep going during this challenging time.

On behalf of the Association, I would like to express my gratitude to all funding bodies for their vital funding and continuous support to the Association.

## Donations and Sponsors

We are pleased to receive individual donations in supporting our Association's development and operations. Special thanks to the generous sponsorships of the **National Foundation for Australia-China Relations** for supporting the **Eventide Conversations** series, co-presented with the Australian Performing Arts Market (APAM).

# By the Numbers

## Membership

For Year 2020-2021, the Association has attracted new members to join through various activities, with a **membership number** now standing at **247** and **10 Corporate Members** including: *Asia Society Hong Kong Center, Crafts On Peel Limited, Hong Kong Arts Centre, Hong Kong Arts Festival, Hong Kong Ballet, Hong Kong Chinese Orchestra, Hong Kong Dance Company, Hong Kong Philharmonic Orchestra, Tai Kwun, Youth Square* and *Zuni Icosahedron* (as of June 2021).

In this coming year, we are hoping for a growth in international engagements. Building partnership with international organizations, such as *Australian Performing Arts Market (APAM), International Society for the Performing Arts (ISPA)* and *Classical:NEXT*, will benefit the long-term development of the Association and expand the membership figure.

## Community Engagement

The Association's platform is one of the most popular information channels in the local arts arena. From July 2020 to June 2021, there were more than 360,000 page-views visiting the site. We are glad that the page-view has retrieved after struck by the COVID-19 and the platform serves as an important channel for the public to obtain arts-related information. Our website is also an important channel for arts organizations to post their recruitment ads. There were more than 500 job ads posted on our website (as in June 2021).

The Association has also actively engaged different partners, including Hong Kong Design Centre for the BoDW CityProg, and so on.

# 2020/21 Challenges

## From offline to online

Considering the unpredictable pandemic situation and the imposed social distancing policies, from July 2020 to June 2021, the Association shifted almost all events online and managed to organize 1 physical cultural tour with limited capacity. The huge shift of activities have brought about challenges on programming, budgeting and operation.

Although the online mode of activities constrained the communications between participants, we have invested on digital tools and platforms, optimized their benefits and provided as much networking elements to some of our online events, in order to foster the thought exchange among participants.

Apart from the challenges faced regarding programming, equipment rental, technical support, and online platform licensing have added extra cost to our projects and events. We had to shift expenses and rebalance the financial account so as to sustain the programmes.

While organizing an array of online activities have familiarized ourselves to online event operations, the Association is still exploring the best approach to archive and release the recorded videos. We believe these videos are precious resources but are still pending for the best circumstances to categorize which would serve as public resources and the other members exclusive.

Having experienced an entire year of online events, the Association understands that physical activities will be essential in networking and cultural experiences, and we hope to resume physical events progressively to provide better experiences to our members and the public.

# Advocacy & Networking

## Cultural Leadership Summit 2020

The annual Cultural Leadership Summit 2020 was held online for the first time, in view of the COVID-19 situation in Hong Kong. Prior to the pandemic, the Association has recognised the essentiality of collaborations between arts and technology, thus has the Summit themed "**Leveraging Technology for Growth**". We are glad to have Ms Heidi Lee, the Executive Director of Hong Kong Ballet, to work together with Dr Patrick Mok, Vice Chairman of HKAAA as the programme Curators. Through three-day digital programme, we gathered 27 arts leaders and professionals from Australia, Hong Kong, Singapore, Taiwan, the United Kingdom and the United States to discuss and respond to the key trends and issues of arts and technological development, aligned to the ongoing pandemic situation.

Although the pandemic struck the industry hard, we are glad to have attracted more than 430 attendees joining us, with more than 1800 attendance in total. The Summit included 6 Workshops, 4 Meet the Speaker sessions, TECH Showcase and virtual Symposium. Topics covered include *theatre design and technology, audience engagement and database, incorporate big data in marketing, art creation with technology, technology policy and art development forecasting*, and so on.



# Advocacy & Networking

## Cultural Tour

The Cultural Tour Series has always been an important event for the participants to explore the industry from an insider's view, as well as meeting participants with similar interests, expanding one's network.

Regrettably, concerning the pandemic situation in Hong Kong during 2020/21, we could only manage to organize 1 cultural tour to the **Microwave International New Media Arts Festival: SHARP CHRONICLES**, with strict limit to the tour capacity. We gathered 13 of our members in November 2020 to visit the new media arts exhibition with Ms. Joel Kwong. Here I would like to thank Microwave international New Media Arts Festival for the invitation and the thought-provoking experience.





# Advocacy & Networking

## Eventide Conversations

Following the huge success of HKAAA's "Late-night Art Talk Series" and APAM's "WIRE" series, HKAAA and Australian Performing Arts Market (APAM) jointly present "Eventide Conversations", a virtual cultural exchange between Hong Kong and Australia. 2 talks from the series, themed "Arts Advocacy - We are Essential" and "Artist Residencies: New Models", were successfully held during this financial year, with over 80 participants attending. The series of talks and workshops continued until November 2021, aiming to open dialogues, encourage engagement and facilitate knowledge exchange between arts and cultural leaders around the world. We have explored new and emerging strategic challenges facing artists and arts organizations in the wake of Covid-19, and access the best thinking from both locations. Participants will apply shared concepts and frameworks as they rebuild and re-energise post-COVID.

I hereby would like to thank all the speakers, moderators, curators and APAM for their great effort, contributing to the success of this series. We would also like to show our sincere gratitude towards the generous support from the National Foundation for Australia-China Relations for this series. The Association also aim to coordinate more international conversations, providing opportunities for artists and practitioners to exchange thoughts in the future.





# Advocacy & Networking

## COVID-19 Page

Responding to the pandemic outbreak, the association has started a COVID-19 page from January 2021 to serve as an information hub on related local and international funding supports and resources. We also believe the articles shared will be useful information in facilitating the planning during this difficult period of pandemic. The Association will continue to provide updates on related resources and information, providing support to the industry to surmount the adversities.

### COVID-19 Resources



#### Local Grants :

- Hong Kong Arts Development Council - Support Scheme for Arts & Cultural Sector
- Create Hong Kong - Cinemas Subsidy Scheme
- Education Bureau - Relief Grant for School Instructors of Learning / Interest Classes
- The Innovation and Technology Commission - the Distance Business (D-Biz) Programme
- Film Development Fund
- HKSAR Government - Employment Support Scheme (Expired)
- West Kowloon Cultural District Authority - Arts Relief Scheme 2020 (Expired)

#### Extended Readings from Global:

- Advisory Board for the Arts - Benchmarks on Finishing 2021 and Reopening
- Andrew Recinos - From Lockdown to Full Capacity, Opening Up Down Under
- National Endowment for the Arts - Receive Funds from American Rescue Plan to Help Save Organizations and Jobs in the Arts Sector
- Americans for the Arts - Coronavirus (COVID-19) Resource and Response Center
- Actors' Equity Association - COVID-19 Information for Producers

# Advocacy & Networking

## Website Revamp & Member Zone

To further enhance and expand benefits and resources available to our members, the Association has further refined the website and had made a few significant advancements.

Apart from the existing *Chairman's Report*, *Annual General Meeting* and *Cultural Column* documents that are exclusively accessible to our members, the Association has further expanded the Member Zone and included *webinar replays* and the *Strategic Review 2021-2026*. We hope that through progressively inputting more benefits for our members, the Association could provide fruitful membership experiences to our loyalty members, bridging them to the arts and cultural industry. The Association will continue to explore and input resources and benefits exclusively for our members.

### Cultural Leadership Summit 2020

HKAAA organized a one-day spin-off event on Nov 4 2020. We are delighted to have Mr. Paul Chan, Co-fo Sampson Wong, Hong Kong-based urbanist, artist and independent curator and Mr. Edward Lam, Artist I

In the first webinar, Paul, Ian and Sampson hosted a discussion on the role of city and the immersion of effort in reviving arts during the last 8 months of Coronavirus outbreak.

Workshop 1A: How Technology is Changing Theatre Design

Speakers :

Byron Hamison, Partner - Acoustics Principal, Charcoalblue

Joe Stanfield, Senior Consultant at Charcoalblue



Workshop 1B: Audience Engagement with Effective Management Tools

Speaker :

Andrew Wang CEO of EngagePlus



### 2021-2026 Strategic Review Report

2021-2026  
STRATEGIC REVIEW REPORT

Hong Kong Arts  
Administrators Association  
香港藝術行政人員協會



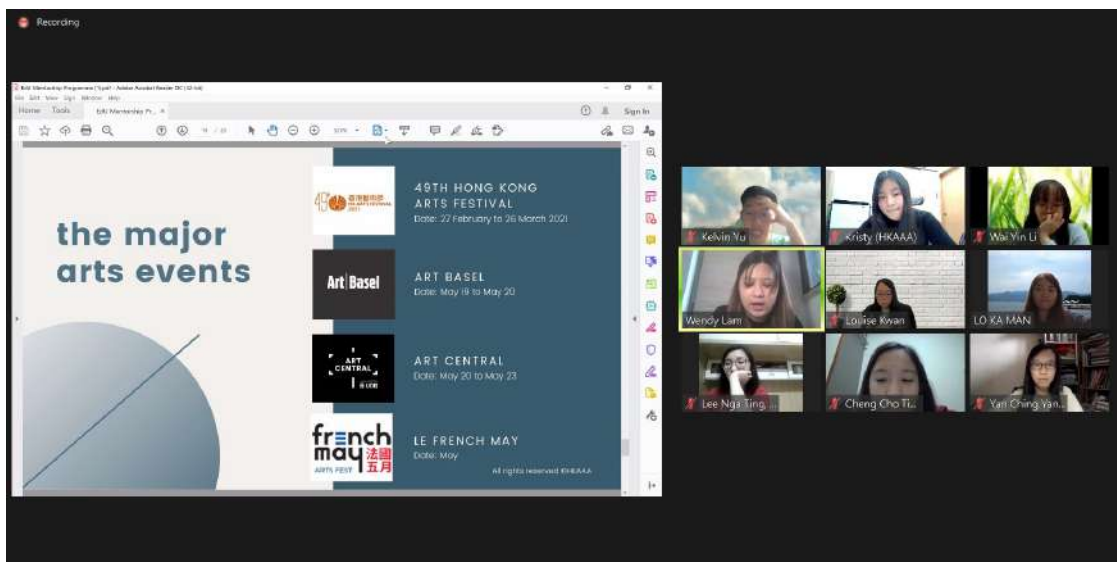
# Outreach

## School & Institutions Presentation, Visits

From July 2020 to June 2021, the Association has held 2 career talks, and joined 3 career fairs and 1 mentorship programme. One example will be an invitation from the *Career Development Sector, The Education University of Hong Kong (EdUHK)*, on the talk "Career as Arts Administrator".

In these talks and schemes, we introduced the overview of the careers in arts management, the types of work that arts managers do, and the current issues and trends affecting arts management professionals. These talks and schemes were very successful.

Through these engagements, we hope to let students learn more about arts administrators in Hong Kong. I would like to express my gratitude to the institutions for inviting us, providing opportunities for the Association to promote good arts administration practice. The Association will continue to organize more career talks in the near future.



# Professional Training

## HKAAA Career Fair 2021

Hindered by the pandemic outbreak, the HKAAA Recruitment Day was brought to a halt in the year 2020. We are glad that in 2021, we could organize again an event for recruitment, by renaming it as the "Career Fair". The HKAAA Career Fair 2021 was successfully held on 22 May 2021, as the first virtual version.

The online event featured Virtual Booths, Job Matching, Career Coaching, CV Clinic and Arts Admin 101 Talks, and many more. With over 50 job vacancies available offered by 10 participating arts organizations, we have received over 213 attendances for the whole event.

We are glad to have experienced arts managers in the Arts Admin Talks 101 to share with our participants about the knowledge and skills, as well as the trajectory into this competitive industry. The career coaching and CV clinic sessions were also beneficial to students who are seeking for guidances for their future pathways upon graduations. We thank all the speakers for their contribution in facilitating the great success of this meaningful event.

In response to the demands towards arts administrators in the job market, this Career Fair also served as a platform for visitors to directly communicate with representatives from different arts groups and meet the HR at realtime through the chat function from the virtual platform.



# Professional Training

## Essential Guide to Effective Arts Management

Due to the rapid development in the arts and cultural sectors, there is a huge demand for well-designed arts administration courses in Hong Kong. Essential Guide was first launched in 2018 and is the unique course for Arts Administrators that organized by the Hong Kong Arts Administrators Association. Coming to the 3rd edition of Essential Guide, with the support of the Hong Kong Arts Development Council, the twelve-day course is designated for arts administrators, independent producers, freelance arts practitioners to gain new knowledge and enhance practical skills in arts management.

The courses included three modules: (1) Art & Law, (2) e-Marketing & Public Relations, and (3) Cultural Programme Development, featuring essential topics and issues such as event planning, crisis management and ticketing. This course has provided participants with an overview of the new ways of marketing, branding promotion as well as public relations with online workshops. The insightful sharing sessions and case studies can be the model for developing arts and cultural projects. The 12 units and 2 focus groups involved 12 experienced speakers, with over 180 attendees and over 1810 attendance in total.

Thank you all the speakers for their effort in facilitating the excellence and professionalism in the practice of arts administration. The Association will continue to organize professional training courses with the aim to flourish the arts and cultural scene.



# Conclusion

## FLOURISHING THE SCENE

The year 2020/21 has been a year full of virtual events. The vast changes and shift of modes have brought about by the pandemic have created adversities, but also opportunities to our arts and cultural industry. With lots of arts and cultural venues established in Hong Kong and in the recent and coming years, our Association will continue gather art leaders to discuss crucial topics about the industry, as well as bridging the arts practitioners with different stakeholders. We are committed to flourish our arts and cultural scene, and will endeavor to strengthen our communications with training support for the arts sectors.

Last but not least, I would like to thank all the members for continuously supporting and participating in the Association's work. Looking ahead, we will continue our endeavour to overcome future challenges, enhancing the value of our scene.

Chairman  
Vennie Ho  
16 Dec 2021



# Highlights

## Event

### Cultural Leadership Summit 2020

26-28 August 2020

**Mr Winton Au**, Founder of One Month One Art

**Mr Timothy Calnin**, Director of Tai Kwun Arts

**Mr Jason Chiu**, Founder & CEO of Cherrypicks

**Mr Tung-Yen Chou**, Artistic Director of Very Mainstream Studio and Very Theatre Company

**Mr Chris Denby**, Founder and Chief Executive Officer of Advisory Board for the Arts

**Ms Jane Finnis**, CEO of Culture24

**Mr Byron Harrison**, Partner - Acoustics Principal at Charcoalblue

**Mr Kingsley Jayasekera**, General Manager, Marketing & Customer Experience West Kowloon Cultural District Authority

**Mr Erin Koppel**, Senior Vice President, Consulting of Tessitura Network

**Ms Anita Lam**, Co-founder and Curator of The Collective

**Ms Lena Lee**, Board Member of HKAAA and Arts Specialist of Arts with the Disabled Association of Hong Kong

**Mr Gaybird Leung**, Multidisciplinary Artist, Composer and Electronic Musician (Hong Kong)

**Mr Albin Lix**, Founder and Managing Director of Digital Business Lab

**Mr Jeffrey Shaw**, Professor of Media Art (AR/VR) at City University of Hong Kong

**Mr Kevin Sher**, President and General Manager of Asia Pacific of Blackbaud

**Mr Joe Stansfield**, Senior Consultant at Charcoalblue

**Mr Andy Stokes**, Co-founder and Technical Director of The Collective

**Mr Paul Tan**, Deputy Chief Executive Officer at National Arts Council

**Mr Wilson Tang**, Co-founder of POPTICKET

**Prof. Sun Man Tseng, JP.**, Arts Management Educator and Consultant

**Mr Andrew Wong**, CEO of EngagePlus

**Mr Chi-yung Wong**, Transdisciplinary Artist

**Mr Raymond Wong**, Managing Director of Contemporary Dance Company

**Mr Samson Young**, Multi-disciplinary Artist

**Mr Wilson Yuen**, Founder & CEO of TFI Digital Media Limited

### Cultural Leadership Summit 2020 - Spin-off Event

4 November 2020

**Mr Paul Chan**, Co-founder and CEO of Walk In Hong Kong

**Mr Ian Leung**, Programme Manager of Hong Kong Arts Centre

**Mr Sampson Wong**, Hong Kong-based Urbanist, Artist, Independent Curator

**Mr Edward Lam**, Artistic Director of Edward Lam Dance Theatre

# Highlights

Event	Date
<b>Cultural Tour</b> Microwave International New Media Arts Festival 2020: SHARP CHRONICLES	7 November 2020
<b>Essential Guide to Effective Arts Management</b>	
<b>Mr Alex Fan</b> <i>Honorary Legal Counsel, Hong Kong Arts Administrators Association</i>	15 December 2020
<b>Mr Alex Fan</b> <i>Honorary Legal Counsel, Hong Kong Arts Administrators Association</i>	5 January 2021
<b>Ms Raina Yeung</b> <i>Solicitor</i>	12 January 2021
<b>Mr Kevin Wong</b> <i>Consultant, S.T. Cheng &amp; Co., Solicitors</i>	19 January 2021
<b>Ms Paula Yang</b> <i>General Manager, NDN Group (HK) Limited</i>	26 January 2021
<b>Mr Paul Tam</b> <i>Board Member, Hong Kong Arts Administrators Association / Executive Director, Performing Arts, West Kowloon Cultural District Authority</i>	2 February 2021
<b>Mr Kingsley Jayasekera</b> <i>General Manager, Marketing &amp; Customer Experience, West Kowloon Cultural District Authority</i>	
<b>Ms Helen Ching</b> <i>Part-time Lecturer of School of Communication, Hong Kong Baptist University</i>	23 February 2021
<b>Prof Benny Lim</b> <i>Visiting Scholar at M.A. in Cultural Management Programme, The Chinese University of Hong Kong</i>	2 March 2021
<b>Mr Him Lo</b> <i>Community and Learning Curator, Centre for Heritage Art and Textile</i>	9 March 2021
<b>Mr Alex Cheung</b> <i>Senior Manager (Festivals), Leisure and Cultural Services Department</i>	16 March 2021
<b>Mr Yuri Ng</b> <i>Artistic Director Designate, City Contemporary Dance Company</i>	23 March 2021

# Highlights

Event	Date
<p><b>Eventide Conversations Talk #1: Arts Advocacy - We are Essential</b></p> <hr/> <p><b>Ms Winsome Chow</b> Chief Executive, Hong Kong Arts Development Council (HKADC)</p> <p><b>Ms Merindah Donnelly</b> <i>Executive Producer, BlakDance</i></p> <p><b>Ms Lena Nahlous</b> <i>Executive Director, Diversity Arts Australia (DARTS)</i></p> <p><b>Ms Helen So</b> <i>Lead, Arts &amp; Culture, Our Hong Kong Foundation</i></p> <p><b>Ms Rani Pramesti</b> <i>Program Producer, Theatre Network Australia (TNA)</i></p>	20 April 2021
<p><b>Career Fair 2021</b></p> <hr/> <p><b>Virtual Booths</b> <b>Job Matching</b> <b>CV Clinic</b></p> <p><b>Career Coaching</b> <b>Ms Alexandra Choa Tan</b> <i>Director of FR[A]MED</i></p> <p><b>Arts Admin 101 Talk</b> <b>Ms Sheryl Lee</b> <i>Executive Director of Programming at Haw Par Music Foundation</i> <b>Ms Angela Yu</b> <i>Research &amp; Development Senior Manager, Hong Kong Arts Development Council</i></p>	22 May 2021
<p><b>Eventide Conversations Talk #2: Artist Residencies: New Models</b></p> <hr/> <p><b>Ms Sophie Travers</b> <i>Board Member of Res Artis (Australia) &amp; Director of Collingwood Yards</i></p> <p><b>Ms Josephine Wai</b> <i>Director of Asian Cultural Council Hong Kong</i></p> <p><b>Ms Janice Poon</b> <i>Senior Lecturer (Playwriting and Dramaturgy) and Academic Project Officer (Faculty), School of Drama, The Hong Kong Academy for Performing Arts</i></p>	29 June 2021

# Highlights

Event	Date
<b>Schools and Institutions Presentation, Visits</b>	
<b>Career as Arts Administrator</b> <i>Invited by Career Development Sector, The Education University of Hong Kong (EdUHK)</i>	10 October 2020
<b>Study and Career Opportunities in Arts &amp; Cultural Industry</b> <i>Invited by Student Development Centre, HKBU CIE</i>	25 March 2021
<b>HKSYU Virtual Career Fair 2021</b> <i>Invited by Student Development Centre, HKBU CIE</i>	1-31 March 2021
<b>The HKAPA Virtual Career &amp; Internship Fair 2021</b> <i>Invited by Student Affairs Office, Hong Kong Academy of Performing Arts (HKAPA)</i>	13-14 March 2021
<b>EdUHK Virtual Career Fair 2021</b> <i>Invited by Career Development Section, Student Affairs Office, The Education University of Hong Kong</i>	4-6 May 2021
<b>Mentorship Programme - The Education University of Hong Kong</b> <i>Invited by Career Development Service, Student Affairs Office, The Education University of Hong Kong</i>	25 February 2021

# HKAAA Enquiry

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