

Administrators Association

香港藝術行政人員協會

BOARD & MANAGEMENT

ADMINISTRATIVE TEAM

The Association's Management Office consists of 3 full-time staff members and 1 part-time officer supported under the Hong Kong Arts Development Council (HKADC) Year Grant and Arts Administration Internship Scheme. Two Project Officers were engaged during the year to support the Cultural Leadership Summit and Essential Guide training course.

There were several changes in the management team. Wendy Lam (former Manager), Wing Chan (former Deputy Manager), Kelly Duen (former Assistant Manager), Stephanie Lee (former Arts Administration Officer) and Maggie Lee (former Officer) have proceeded to the next stage of their career in 2022. Bonita Ho joined as Manager since November 2022 to replace Wendy Lam. Recruitment is under process to fill the vancany of Assitant Manager and Officer.

This year, we have worked closely with educational institutes, including CUHK, EdU and HKBUCIE, and received 6 interns for internship placement. We sincerely thank our partners for their contribution and support.

BOARD OF DIRECTORS

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 2021–2022 is the third 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, Support Scheme for Arts & Cultural Sector from HKADC, and Special Project from Culture, Sports and Tourism Bureau (CSTB). The Association is grateful that we have received a total of more than HK\$2.8 million grant income to support the whole year's programmes and the Association's operations, an increase of about HK\$1 million from last year. In addition, we have received a special grant of HK\$176,000 under the Anti-pandemic Relief Scheme, supporting the Association's work during this challenging time.

On behalf of the Association, I would like to express my sincere gratitude to all the 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 2021-2022, the Association has attracted many new members to join. The number of Individual members and Corporate members stand at 234 and 32 repectively. Below is a list of Corprate members for reference.

- la space (la Group Limited)
- Actors' Family
- Artists Cooperation Limited
- Asia Society Hong Kong Center
- Arts with the Disabled Association Hong Kong
- Clockenflap
- Crafts On Peel Limited
- Drama Gallery
- Hong Kong Arts Centre
- Hong Kong Arts Festival
- Hong Kong Art Gallery Association
- Hong Kong Ballet
- Hong Kong Chinese Orchestra
- Hong Kong Dance Company
- Hong Kong Dance Federation
- Hong Kong Design Institute & Hong Kong Institute of Vocational Education (Lee Wai Lee)

- Hong Kong International Photo Festival
- Hong Kong Virtuoso Chorus
- In-heritage Philharmonic
- Jumbo Kids Company
- MA in Cultural Management, CUHK
- One Month One Art
- Spring-Time Experimental Theatre
- The Absolutely Fabulous Theatre Connection Co. Ltd
- The Hong Kong Philharmonic Society Limited
- The Jockey Club CPS Limited (Tai Kwun)
- The Office of the Arts Administrator, The Chinese University of Hong Kong
- Toolbox Percussion
- West Kowloon Cultural District Authority
- Yat Po Singers
- Youth Square
- Zuni Icosahedron

In this coming year, we will continue to work on the development of international engagements. Building partnerships with international organizations, such as the 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.

BY THE NUMBERS

COMMUNITY ENGAGEMENT

The Association's official website is one of the most popular information channels in the local arts arena. From July 2021 to June 2022, there were more than 403,208 page-view visiting our website. We are glad that the number of page-view has been continuously growing after being struck by COVID-19. It 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 800 job ads 2022) posted on our website during the year, with a total of 135,553 page-view (as of June 2022).

Our social media channels also allow arts practitioners to circulate the Association's shared information. The Association's Facebook page (@hkaaa) has become increasingly influential amongst practitioners, with a total of 16,822 Facebook subscribers. The page has also reached around 298,000(+213.2%) Facebook users, the general public who view the news articles and activities sharing circulated regularly. On the other hand, the Association's Instagram account (@hkaaa.org.hk) communicates with potential audiences and provides activity notices and instant updates. The account followers have progressively increased and reached 1,862 (as of June 2022) and are expected to rise progressively. The total reach has increased by 187.1% compared to last year.

The Association has also actively engaged different partners, including Hong Kong Tade Development Council for MarketingPulse, DesignInspire, and more.

2021/22 CHALLENGES

THE HITTING OF THE 5TH WAVE

from July 2020 to June 2021, the Association shifted almost all events online. With the easing situation, the Association decided to resume physical events in the year 2021-2022. However, the 5th wave pandemic hit in the middle of the preparation stage. The abrupt shift of activities have brought about challenges on programming, budgeting and operation.

Although we have been more familiarized ourselves with organizing online events, the sudden change from physical to online mode doubled the cost and preparation works to our projects and events. We had to cope with the additional cost involve in shifting from physical to online, making the financial a real challenge.

While organizing an array of online activities, the Association is still exploring the best approach to archive and release the recorded videos. We believe these videos are precious resources and we are trying our best to make these videos available for our members exclusively in the future.

Having experienced another year of organising online events, the Association is still looking forward to holding physical activities, especially in networking and cultural experiences, and we hope to resume physical events fully to provide better experiences to our members and the public.

CULTURAL LEADERSHIP SUMMIT 2021

With the easing of COVID-19 in hong Kong is 2021, the annual Cultural Leadership Summit 2021 was held in hybrid for the first time. During the pandemic, the Association has recognised the fast changing values and new working modes, thus has the Summit themed "Velue Creation in the Changing Game". Through the three-day digital programme with a physical opening reception, we gathered 26 arts leaders and professionals from Germany, Hong Kong, Singapore, Taiwan and the United States to discuss and respond to the key trends and issues of recent arts development, aligned to the growing use of uncoventional methods.

Although the pandemic struck the industry hard, we are glad to have attracted more than 340 attendees joining us, with more than 1580 attendance in total. The Summit included 6 Workshops, 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.





CULTURAL LEADERSHIP SUMMIT 2021 PRE-SUMMIT & SPIN-OFF EVENT



The Cultural Leadership Summit 2021 Pre-Summit Programme was filmed as a short video interviewing 5 artists from different sectors, to initiate discussion of the relationship between Hong Kong people and arts.



We have also organized a spin-off event in hybrid mode gathering 7 speakers to give an overview on how the industry operates under the COVID situation in presenting cultural event using new technology such as 5G networks. Speakers shared their experience on optaining supporting schemes for using steof-the-art technologies.

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.

Concerning the pandemic situation in Hong Kong during 2021/22, we manage to organize 2 cultural tours to the Via North Point Festival and to Central Market with strict limit to the tour capacity. We gathered 12 of our members in September 2021 to visit North Point and 10 members in October 2021 to visit Central Market. Here I would like to thank Hong Kong Arts Centre and The Central Market Revitalization Project respectively for the invitation and the thought-provoking experience.





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 and 1 workshop from the series, themed "Adapting to Engage Young Audiences", "Performing With & For the Diasporic Communties" and "The Futures of 'Live' Performance", were successfully held during this financial year, with over 140 participants attending. The series of talks and workshops aims 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.







COVID-19 PAGE UPDATES

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



- · Hong Kong Arts Development Council Support Scheme for Arts & Cultural Secto
- · 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

OUTREACH

SCHOOL & INSTITUTIONS PRESENTATION, VISITS

From July 2021 to June 2022, the Association has held 5 career talks, and joined 1 career fair 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

ESSENTIAL GUIDE TO EFFECTIVE ARTS MANAGEMENT 2022

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 Association. Coming to the 4th edition, without any financial support, the eight-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 two modules: (1) Arts Management Essentials, and (2) Be a Culturepreneur: Arts Governance, featuring essential topics and issues such as content creation, digital distribution and budgetting. This course has provided participants with an overview of the new ways of art's leadership, legal concerns as well as public coporate governance. The insightful sharing sessions and case studies can be the model for developing arts and cultural projects. The 9 units and Essential Guide PLUS involved 9 experienced speakers, with over 279 attendees and over 1,000 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.



PROFESSIONAL TRAINING

HKAAA CAREER FAIR 2022

Following the success of the first Career Fair in 2021, we continue to provide the recruitment platform for arts practitioners. The HKAAA Career Fair 2022 was successfully held on 17-18 June 2022, as the second 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 9 participating arts organizations, we have received over 176 attendances for the whole event.

We are glad to have experienced arts managers and administrators 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.





CONCLUSION

ESTABLISHING NEW CONNECTIONS

The year 2021/22 has been a year full of challenges and compromise. The unpredictable changes and inevitable shift of modes that brought about by the 5th Wave have created challenges, but also opportunities to the arts and cultural industry. We are more aspire to have physical touches than ever.

With continuous effort to reconnect with overseas arts leaders and organizations, as well as to establish new interactions, our Association will expand our group to carry out international cultural exchange. In the coming year, we will be leading a delegation to Australia, with a view to enhance the connections between local arts industry and overseas organizations.

I would like to take this opportunity to thank our members for the continuous support. We look forward to see you all in more future events and to forster more collaborations.

Chairman Vennie Ho 15 Dec 2022

Event

CULTURAL LEADERSHIP SUMMIT 2021

25-27 August 2021

Ms Betty Au, Chief Manager (Arts Capacity Development Funding Scheme) of Home Affairs Bureau, The Hong Kong Special Administrative Region Government

Mr Corey Andrew Barr, Director of Art Central Hong Kong

Ms Cherry Chan, Chairperson of Renaissance Foundation

Mr Kenny Chen, Seasoned Arts Administrator

Dr Celina Chin, Executive Director of Hong Kong Chinese Orchestra and Board Member of Hong Kong Arts Administrators Association

Mr James Chong, Founder & CEO of Rolling Books

Ms Rosa Daniel, Chief Executive Officer, National Arts Council (Singapore)

Mr Benedikt Fohr, Chief Executive of Hong Kong Philharmonic Orchestra

Mr Kenneth Fok, JP, Chairman of Culture Action and Vice President of the Sports Federation & Olympic Committee of Hong Kong, China

Mr Christoph Franke, Creative Producer of Digital Concert Hall at Berliner Philharmoniker

Ms Tisa Ho, Executive Director of Hong Kong Arts Festival and Board Chair of International Society for the Performing Arts

Prof Isaac Leung, Assistant Professor of the Faculty of Arts of the Chinese University of Hong Kong and Board Director of Hong Kong Jewish Film Festival

Mr Ian Leung, Programme Manager of Hong Kong Arts Centre

Ms Cerise Lim Jacob, Founder of White Snake Project

Mr Bryant Lu, Vice Chairman of Ronald Lu & Partners

Dr Patrick Mok, Assistant Professor of the Hang Seng University of Hong Kong and Vice Chairman of Hong Kong Arts Administrators Association

Ms Annike Pong, Founder & Executive Director of Music Children Foundation

Dr David Tsui, Executive Director of Hong Kong Dance Company and Honorary Treasurer of Hong Kong Arts Administrators Association

Dr Henrietta Tsui-Leung, Founder of Ora-Ora

Mr Septime Webre, Artistic Director of Hong Kong Ballet

Dr Roland Witzel, Policy Officer, German Federal Government Commissioner for Culture and the Media

Mr Dennis Wu, Associate Marketing Director of Hong Kong Arts Festival

Ms Winnie Yip, Executive Manager of Charities (Grant Making - Arts, Culture, Heritage and Talent Development) of The Hong Kong Jockey Club Charities Trust

Ms Mandy Yiu, Executive Director of Actors' Family and Board Member of Hong Kong Arts Administrators Association

Mr Yuen Cheuk Wa, Associate Dean of the School of Theatre and Entertainment Arts and Head of Media Design & Technology, The Hong Kong Academy for Performing Arts

Event

CULTURAL LEADERSHIP SUMMIT 2021: SPIN-OFF EVENT

10 November 2021

Mr Phoebus Chan, Founder and Executive Director of PA House Asia Ltd.

Mr Michael Chen, General Manager, Enterprise Solution & Support, Business Markets, SmarTone

Mr Ivan Lam, Director of Strategy, Hong Kong Applied Science and Technology Research Institute

Ms Jess Mak, Senior Vice President of Enterprise Market Hutchison Telecommunications (Hong Kong) Limited

Mr Wilson Tang, Co-founder of POPTICKET

Mr Sidney Tsan, Head of Market & Competition Division of the Office of the Communications Authority of The Hong Kong Special Administrative Region Government

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

EVENTIDE CONVERSATIONS TALK #3: ADAPTING TO ENGAGE YOUNG AUDIENCES

28 September 2021

Ms Lynn Yau, Chief Executive Officer of The Absolutely Fabulous Theatre Connection (AFTEC)

Ms Sasha Zahra, Associate Director of Windmill Theatre

Ms Tamara Harrison, Head of Children, Families and Creative Learning of Sydney Opera House

EVENTIDE CONVERSATIONS WORKSHOP PART I: THE FUTURES OF 'LIVE' PERFORMANCE7&14 September 2021

Mr Jacob Boehme, Multi-disciplinary Theatre Maker and Choreographer and Director, First Nations Programs, Carriageworks

Mr Jeff Khan

CEO & Artistic Director of Performance Space, Sydney

Ms Michelle Rocha, Head of Touring of Manchester International Festival

Mr Kee Hong Low, Head of Theatre, Performing Arts, West Kowloon Cultural District Authority

EVENTIDE CONVERSATIONS TALK #4: PERFORMING WITH & FOR THE DIASPORIC COMMUNTIES 23 November 2021

Mr Raghav Handa, Choreographer and Performer

Ms Pui Yan (Eliza) Li, Cantonese Opera Performer

Ms Joanne Kee, Executive Producer, Riverside's National Theatre of Parramatta

Event

CULTURAL TOUR

Guided Tour to Via North Point Festival 28 September 2021

Exclusive Guided Tour to Central Market 30 October 2021

LATE-NIGHT ART TALK: THE FUTURE OF THE ORCHESTRA AND COMMUNITY ENGAGEMENT 21 March 202

Mr Benedikt Foht, Chief Executive of Hong Kong Philharmonic Orchestra

Mr Mark Pemberton, Chief Executive of Association of British Orchestra

Mr Anselm Rose, General Manager of Rundfunk Orchestra Chöre Berlin & Managing Partner of Deutscher Orchestertag

ESSENTIAL GUIDE TO EFFECTIVE ARTS MANAGEMENT

Ms Paula Yang, Head of Growth, NDN Group (HK) Limited	30 March 2022
Ms Kary Hon, Director of Development, Hong Kong Philharmonic Orchestra	6 April 2022
Mr Alex Fan, Honorary Legal Counsel, Hong Kong Arts Administrators Association	13 April 2022
Ms Gladys Wong, Independent Producer	19 April 2022
Prof Tseng Sun Man, Professor of Practice in Music Management, CUHK	
Mr Tang Yiu Ming, Seasoned Arts Administrator	26 April 2022
Ms Samantha Suen FCG HKFCG(PE), Part-time Lecturer, Hong Kong Metropolitan University / Past President & former Chief Executive, The Hong Kong Chartered Governance Institute	10 May 2022
Mr Alex Fan, Honorary Legal Counsel, Hong Kong Arts Administrators Association	18 May 2022
Mr Ricky Lam, Partner, DHR Global	31 May 2022
Dr Sampson Wong, Hong Kong-based Urbanist, Artist, Independent Curator	

MEMBERS FOCUS MEETING GROUP

On the Set-up of the Culture, Sports and Tourism Bureau

30 May 2022

Event

CAREER FAIR 2022

17-18 June 2022

CV Clinic

Ms Alexandra Choa Tan, Director of FR[A]MEWORKS

Career Coaching

Ms Vicky Wong, Arts Career Curator of EPC ART SEARCH

Invited by Office of Students Affairs, Lingnan University

Arts Admin 101 Talks

Ms Connie Lam

Executive Director of Hong Kong Arts Centre, Board Member of Hong Kong Arts Administrators Association and Chairperson of Passoverdance

Ms Jen Lam

Artistic Director of Riceballers

Ms Kearen Pang

Actress, Playwright and Director

Mr Paul Tam

Executive Director of Performing Arts, West Kowloon Cultural District Authority and Board Member of Hong Kong Arts Administrators Association

Ms Tinny Cheng

Arts & Cultural Journalist, Founder of The Culturist, Director of Tai Yip Art Bookshop in Central and Curator

SCHOOLS AND INSTITUTIONS PRESENTATION, VISITS

SCHOOLS AND INSTITUTIONS I RESENTATION,	<u> </u>
EdU Mentorship Programme Invited by Career Development Section, Student Affairs Office, The Education University of Hong Kong	Year 2021 - 2022
About Hong Kong Arts Administrators Association	18 November 2021
Invited by Career Centre, Hong Kong Baptist University	
About Hong Kong Arts Administrators Association Invited by Career Development Service, Student Affairs Office, The Education University of Hong Kong	5 January 2022
Study and Career Opportunities in Arts & Cultural Industry Invited by Student Development Centre, College of International Education Hong Kong Baptist University	17 March 2022 ,
Career in Art Invited by Career Development Sector, The Education University of Hong Kong	24 March 2022
HSUHK Hybrid Careers Fair 2022 Invited by Student Affairs Office, The Hang Seng University of Hong Kong	28 March 2022
How to Start Your Career in Arts Administration	21 April 2022

HKAAA ENQUIRY

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