



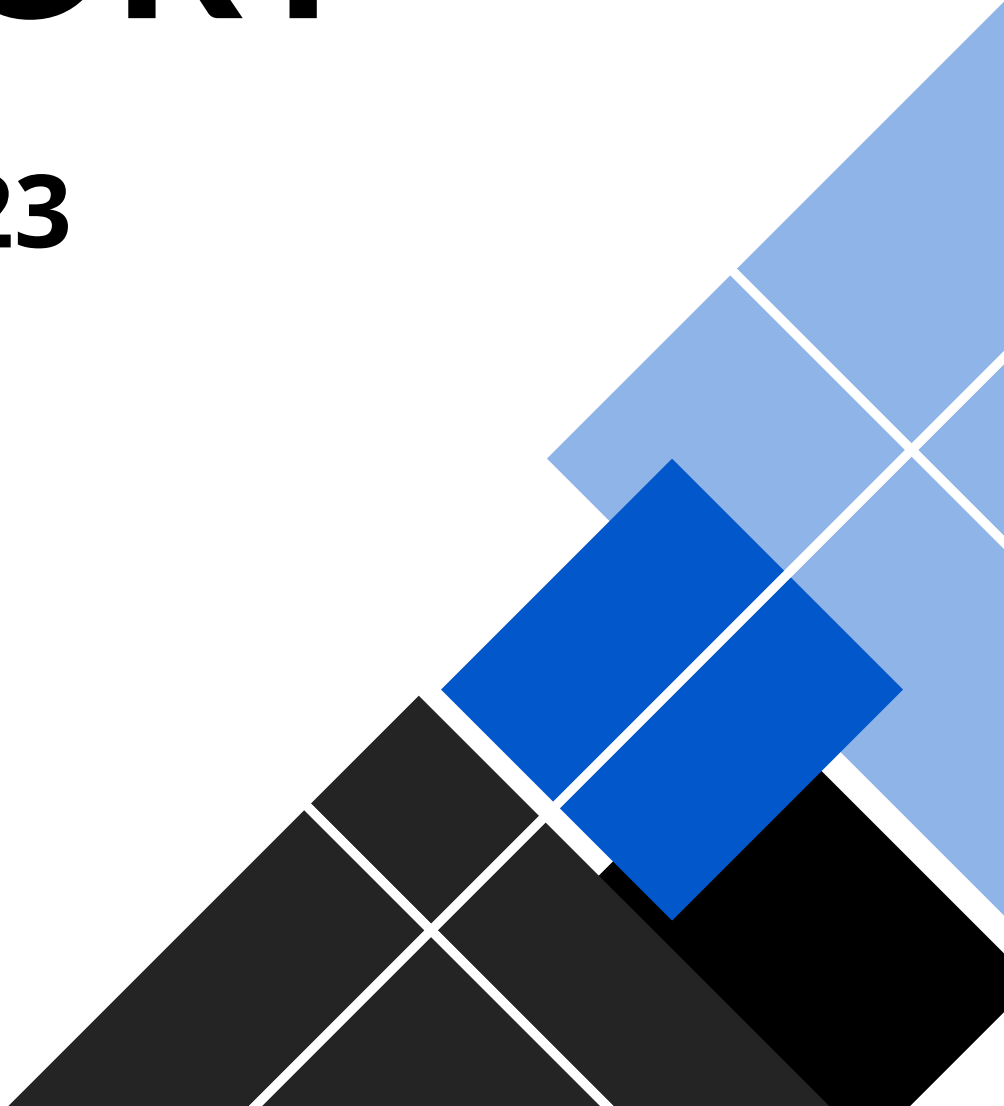
Hong Kong Arts
Administrators Association
香港藝術行政人員協會

Hong Kong Arts Administrators Association

CHAIRMAN'S REPORT

2022-2023

JANUARY 2024






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BOARD & MANAGEMENT

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.

MANAGEMENT OFFICE

With the support of the Hong Kong Arts Development Council (HKADC) Year Grant and Arts Administration Internship Scheme (AAIS), the Association's office consisted of 3 full-time staff and 1 part-time staff last year, in addition to 1 Project Coordinator for the Cultural Leadership Summit 2022 and Essential Guide training course, respectively. We closely collaborated with various educational institutes and hosted 6 interns for internship placements. We sincerely thank everyone for their contribution and support.

The current team comprises Kary Lo as the Manager, Wylie Chan and Jason Lung, both as Officers. The Association is currently seeking a suitable candidate to fill the vacancy of Administrative Assistant. Part-time staff, volunteers, and project staff will be engaged on a need basis to support the various programmes.

FUNDING SUPPORT

GRANT SUPPORT

The Year 2022-2023 was the first year of the **Three-year Year Grant Programme** of **HKADC** with a grant of HK\$881,800. Besides the Year Grant Scheme, we also obtained four other grants, including the **Arts Administration Internship Scheme (AAIS)**, the **Cultural Exchange Grant** from **HKADC**, and the **Special Project** from the **Culture, Sports and Tourism Bureau (CSTB)**. The Association is grateful that we have received a total of more than HK\$2.2 million in grant income to support the whole year's programmes and the Association's operations. Also, during the year, we have received a special subsidy of HK\$19,200 under the Anti-epidemic Fund.

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

DONATIONS AND SPONSORS

We are pleased to receive individual donations in support of our Association's development and operations. Special thanks to the generous sponsorships of the **Australian Consulate-General, Hong Kong** for supporting the Cultural Leadership Summit 2022 and the Delegate Trip 2023 - Australia. **The Hong Kong Economic and Trade Office, Sydney (HKETO)** for supporting the Delegate Trip 2023 - Australia.

BY THE NUMBERS

MEMBERSHIP

For the Year 2022-2023, the Association has attracted many new members to join. For active members, the number has grown positively from last year, 353, to this year, **371** (as of 30 June 2023). The number of Individual memberships and Corporate memberships stands at 196 and 45 respectively. Below is a list of Corporate memberships for reference.

1. 1a space (1a Group Limited)
2. Actors' Family
3. Art Mapping 藝述誌
4. Art of Nature International Co Ltd
5. Artists Cooperation Limited
6. Arts with the Disabled Association Hong Kong
7. Asia Society Hong Kong Center
8. BEYOND Bollywood Limited
9. Chung Ying Theatre Company (HK) Limited
10. City Chamber Orchestra of Hong Kong
11. Crafts On Peel Limited
12. Drama Gallery
13. Elsyung Consulting Limited
14. Hong Kong Art Gallery Association
15. Hong Kong Arts Administrators Association Ltd
16. Hong Kong Arts Centre
17. Hong Kong Arts Festival
18. Hong Kong Ballet
19. Hong Kong Chinese Orchestra
20. Hong Kong Dance Company Limited
21. Hong Kong Dance Federation Limited 香港舞蹈總會
22. Hong Kong Institute of Vocational Education (Kwun Tong)
23. Hong Kong International Photo Festival
24. Hong Kong New Music Limited
25. Hong Kong Virtuoso Chorus
26. In-heritage Philharmonic
27. Jumbo Kids Company Limited (大細路劇團)
28. MA in Cultural Management, CUHK
29. Magnetic Asia Limited (Clockenflap Music & Arts Festival)
30. Materialise Limited 形賦有限公司
31. New Art Wave Limited
32. One Month One Art Ltd.
33. Spicy Fish Cultural Production Limited
34. Spring-Time Experimental Theatre
35. Tai Kwun
36. The Absolutely Fabulous Theatre Connection Co. Ltd
37. The Hong Kong Philharmonic Society Limited
38. The Hong Kong Philharmonic Society Ltd.
39. The Office of the Arts Administrator, The Chinese University of Hong Kong
40. Toolbox Percussion Limited
41. West Kowloon Cultural District Authority
42. Yat Po Singers
43. Youth Square
44. Zuni Icosahedron
45. 國際演藝評論家協會 (香港分會) 有限公司

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 2022 to June 2023, more than 329,685 page-view visitors were visiting our website. It serves as a significant platform for the public to obtain arts-related information. Our website is also an important channel for arts organisations to post their recruitment ads. More than 800 job ads were posted on our Job Market (as of June 2023) on our website during the year, with a total of 66,979 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 16,777 Facebook subscribers. The page has also reached around 120,864 Facebook users, the general public who view the news articles and activities 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, reaching 2,191 (as of June 2022), and are expected to rise progressively. The total reach has increased by 17.7% compared to last year.

The Association has also actively engaged diverse partners, including Hong Kong Arts Centre for 28th ifva, XCEPT for FutureTense Exhibition 2023, and more.

PROGRAMMES

CULTURAL LEADERSHIP SUMMIT 2022

International Cultural Exchange

Date: 17-19 August 2022

Format: Hybrid Event

Number of Participants: 262

Overall Registration: 1701

Overall Attendance: 1466

Attendance Rate: 86%

Participants from Hong Kong: 91%

Participants serving the arts sector: 90%

Venue: Seminar Hall, Xiqu Centre, West Kowloon Cultural District and live-streamed online

Language: Mainly conducted in English, non-English sessions with simultaneous interpretation through Zoom

Event Page: <https://www.hkaaa.org.hk/cultural-leadership-summit-2022>



Themed "International Cultural Exchange," CLS 2022, held in August 2022, gathered 26 arts leaders and professionals from Hong Kong, Mainland China, Singapore, Australia, Canada, and Italy. The summit provided a platform for discussions on how art practitioners can adapt to the changes and challenges brought forth during the pandemic, fostering international exchange through various formats that transcend geographical barriers.

In addition to retaining webinars this year, the Association partially resumed physical networking sessions by organising an Opening Reception on the first day, allowing some participants to attend the event face-to-face. The Summit included 6 Workshops and a virtual Symposium covering topics such as Enriching with Residencies, Festival in Town, Arts Digitally, Mainland China Market, Co-Production, International Engagement, Cultural Exchange, and more.

We extend our our thanks to our esteemed speakers and moderators who graciously shared their valuable insights. We also would like to express our sincere appreciation to the Culture, Sports, and Tourism Bureau and other valuable partners and all the participants for their enthusiastic support and active involvement in this summit.

PROGRAMMES

ESSENTIAL GUIDE TO EFFECTIVE ARTS MANAGEMENT 2023

4 Physical Workshops on Arts Administration in Practice

Date: 7 Feb 2023 - 28 Feb 2023

Format: Physical Workshop

Number of Participants: 119

Overall Registration: 170

Overall Attendance: 161

Attendance Rate: 95%

Event page: https://www.hkaaa.org.hk/EG_2023



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 a unique course series for Arts Administrators organised by the Hong Kong Arts Administrators Association. Coming to the 5th edition of Essential Guide, without any financial support, the four-day physical workshop course is designated on 7 -28 February 2023 for arts administrators, independent producers, and freelance arts practitioners to gain new knowledge and enhance practical skills in arts management.

The courses included 4 courses: (1) Promotional Writing & Editorial in Arts Marketing, (2) Create and Engage Potential Audience, (3) Fundamentals of Legal Aspects in Arts Groups, and (4) Budget & Control, featuring essential topics and issues such as event planning, crisis management and ticketing. This course involved 4 experienced speakers and provided participants with an overview of the new ways of marketing, branding promotion, and public relations with online workshops. The insightful sharing sessions and case studies can be the model for developing arts and cultural projects.

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

PROGRAMMES

DELEGATE TRIP 2023 - AUSTRALIA

Date: 10-17 June 2023

Participants: 24, including 18 delegates, 4 HKAAA Board members, and 2 HKAAA staff members



The Association organised a delegation trip to Sydney and Melbourne from 10-17 June 2023, consisting of 18 seasoned local arts managers. The trip aimed to strengthen ties with the Australian arts community, promote Hong Kong as a cultural exchange hub, and foster collaborations between the two regions.

The carefully curated program included attending captivating performances by contemporary artists from Australia and New Zealand, exploring prominent art venues in Sydney and Melbourne, and participating in the APAM Gathering at RISING, alongside the renowned RISING Festival in Melbourne. Discussions circled around crucial themes such as sustainability, collaboration, and independence in the arts and cultural industries. As the largest delegation group at the event, the Association delegation actively engaged in networking events, forging connections with both local and international arts practitioners.

We would like to express our sincere gratitude to all the organisations and units that supported us on the journey, especially HKADC, HKETO Sydney, the Australian Consulate General in Hong Kong, and APAM. We also thank the delegates for their enthusiastic engagement and participation.

PROGRAMMES

ARTY HOUR WITH TISA HO

To re-engage the industry with business returns to normal, the Association organised Arty Hour with Tisa Ho for the members in November 2022. The event featured a special guest, Ms. Tisa Ho, the Executive Director of the Hong Kong Arts Festival. This gathering provided a relaxed setting for members to unite, exchange thoughts, and share their creative ideas. Attendees also had the opportunity to appreciate the solo exhibition titled "Squaring the Circle" by Peng Jian, which was showcased at the venue.

Most importantly, the event served as a farewell party to express our deep appreciation for Tisa's exceptional dedication to her role in the arts sector and her unwavering support of the Association over the years.



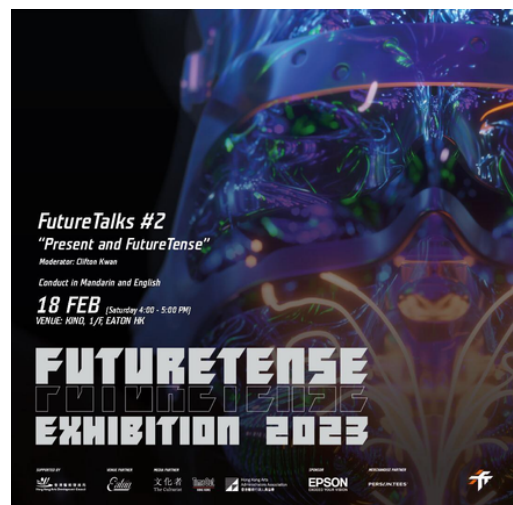
PROGRAMMES

CULTURAL TOUR

The Cultural Tour Series has always been a significant event for participants to gain an insider's view of the industry and connect with other members who share similar interests, thereby expanding their network.

We organised one cultural tour to the FutureTense Exhibition 2023, offering a guided visit to encourage participants to establish connections with the collection and develop a deeper understanding of the boundless possibilities of art and technology. In February 2023, we gathered 10 of our members for this enriching experience. I would like to express my gratitude to XCEPT for the invitation and the thought-provoking tour.

We extend our sincere gratitude to the supporting organisations, including HKADC, HKETO Sydney, Australian Consulate General Hong Kong, and APAM, for their invaluable assistance in facilitating this meaningful connection and exploring collaborative opportunities.



PROGRAMMES

SCHOOL & INSTITUTION PRESENTATIONS, VISITS

From July 2021 to June 2022, the Association held 1 career talk and joined 1 career fair, including an invitation from the Office of Student Affairs at Lingnan University for a talk on "Career as an Arts Administrator".

In the talk, we provided an overview of the careers in arts management, discussed the various roles and responsibilities of arts managers, and highlighted the current issues and trends influencing arts management professionals. These talks and schemes were highly successful.

Through these engagements, we aimed to enhance students' understanding of arts administration in Hong Kong. I would like to express my gratitude to the institutions for inviting us and providing opportunities for the Association to promote the best arts administration practice. The Association will continue to organise more career talks in the near future.



ADVOCACY



Throughout the year, the Association has actively engaged with relevant authorities, arts and culture bodies, and other stakeholders to advocate for the development of arts and culture at local, regional, and international levels. We participated in industrial meetings with key government bodies such as the Hong Kong Arts Development Council (HKADC) and the Culture, Sports, and Tourism Bureau (CSTB). We stay informed about local and regional cultural developments while closely monitoring relevant policies.

In response to the government's restrictions on seating capacity in cultural and performing arts venues during the COVID-19 pandemic, the Association, in collaboration with four other associations—The Alliance of Theatre Professionals of Hong Kong, Hong Kong Federation of Drama Societies, Hong Kong Theatre Arts Practitioners Union, and Hong Kong Association of Theatre Technicians and Scenographers—vehemently urged the government to fully reopen full seating in cultural and performing arts venues to meet industry demands.

LOOKING AHEAD

The year 2022/23 marked a significant period of resurgence and reconnection for our organization. We seized the opportunity to resume in-person engagements, fostering a renewed sense of community and shared purpose.

While virtual engagement became prevalent, the inherent preference for physical interactions prevailed. In response, we successfully reinstated our programmes, including the Essential Guide, in physical formats. This allowed for valuable face-to-face engagements that revitalized the core of our mission.

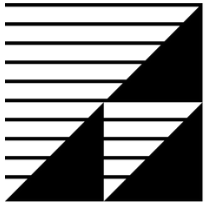
A noteworthy accomplishment during the year was the great success of the leading of a delegation to Australia, deepening collaborations with APAM and connecting with the vibrant arts scene. The delegation trip served to expand our global network and advanced our mission of international cultural exchange.

Looking ahead, the Association is committed to continuing the cultural exchange initiative. Initial ideas include participating in prominent events such as the Edinburgh International Festival, CINARS, PAMS, and more, further expanding our global cultural connections. In 2025, the Association proudly marks a significant milestone—the 40th Anniversary of its establishment. We look forward to joining hands with the sector to celebrate this important year.

Additionally, the Association actively seeks partnerships with local institutions to enhance our training programmes. We are exploring certification endorsement from potential partnering institutions for courses we offered. We strive to stay connected with the industry, dismantling relevant and up-to-date information to our members. Moreover, we plan to introduce a Cultural Tour of the Greater Bay Area (GBA) as an extension to the Essential Guide programme, exploring market potential, venue status, and fostering collaborations between Hong Kong and GBA arts organizations.

I would like to take this opportunity to thank our members for their continuous support. We look forward to seeing you at future events.

Chairman
Vennie Ho
05 Jan 2024



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More About Us

Hong Kong Arts Administrators Association's mission is to promote good arts administration practice through advocacy, professional development, communication, networking support and collaboration amongst arts managers and other stakeholders; and to serve as a platform and representative voice in order to support the advancement of a flourishing arts scene, bringing social and economic benefits to all sectors of society in Hong Kong



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