

HONG KONG ARTS ADMINISTRATORS ASSOCIATION

ANNUAL GENERAL MEETING 2017-2018

CHAIRMAN'S REPORT:

1. STAFFING

With the support from ADC's year grant and funding of Arts Administration Internship Scheme, the Association now has a total of 3 full-time and 1 part-time staff members, including Ms Theresa TSANG (Manager), Ms Wendy LAM (Assistant Manager), Ms Vincy YIP (Management Trainee) and Mr Ian HO (Part-time Administrative Assistant). This year, the Association worked closely with different educational institutes, about 10 interns were recruited to assist in various events.

2. FUNDING

In the year under review, Hong Kong Arts Development Council (ADC) approved the Association's Three-year grant from 2016 to 2019. The Third-Year grant on 2018-2019 was \$848,000, while it was \$800,000, for 2017-2018. Also, the Association has continued to successfully apply ADC 5th Arts Administration Internship for 2018-2019, with an amount of \$171,900, in order to support one year of salary for our Management Trainee. Furthermore, the Association received a grant of \$274,000 from ADC for a series of practical Arts Administrations Workshops – Essential Guide to Effective Arts Management: Law, Marketing, Finances and Project Management. The programme was successfully held from Jun to Aug 2018, targeting for current arts administrators, independent producers and freelance arts practitioners. Furthermore, the Association keep on seeking more funding resources, such as The Home Affairs Bureau (HAB).

Recently, the HAB financially supported a Summit-Plus programme "Executive Seminar on Arts Leadership", which our Association partnered with renowned US cultural leadership institution National Arts Strategies. Also, HAB will support a coming new programme "Essential Guide to Smart Touring", made up of 4 specially curated classes and interactive workshops so that participants could learn all facets of practical knowledge of tour management from a roster of seasoned arts professional.

3. MEMBERSHIP

Membership now stands at 284 individual members (as of Jan 2019) and 10 corporate members, including Chung Ying Theatre, Hong Kong Arts Centre, Hong Kong Arts Festival, Hong Kong Ballet, Hong Kong Chinese Orchestra, Hong Kong Dance Company, Hong Kong Philharmonic, Tai Kwun, Youth Square and Zuni Icosahedron. Members are with a diverse profile covering various sizes of arts groups/ institutions with practitioners of various experiences ranging from CEO to younger administrators, as well as students, across local and overseas. Currently, we have 433 registered volunteers from university students to executives from different disciplines, who want to get involved and gain experience in arts administration.

4. ACTIVITIES OF THE PAST GRANT YEAR

4.1 TALKS AND WORKSHOPS

A series of talks and workshops were organized to support members' and practitioners' continuing education and development, covering various topics and areas, such as data-driven marketing techniques and managing customers in cultural venues.

During 2017-2018, we continued the *Meet the Arts Leaders Series*, which featured outstanding leaders from different art forms. In Mar 2018, we invited a veteran arts administrator, Mr Kin Bun Chan (*Company Consultant, Hong Kong Repertory Theatre*) to share his working experience, observation on changes of theatre and the prospect of Cantonese theatre. On top of that, we invited Ms Mary Lou Aleskie from US (*Director of Hopkins Center for the Arts at Dartmouth College & Chair of the International Society for the Performing Arts (ISPA)*) to provide some insights about how to build the connections for the achievement of artistic and career goals. Also, ISPA fellows joined us and opened a constructive dialogue on expanding the overseas network and capturing opportunities.

Also, we held several networking events – *Arty Hour*, targeting administrators of varied experience in the field, the talks and workshops had proven useful to, and had been well received by, attendees and fellow arts administrators. We will reformat the *Arty Hour* into *Arts Social!*. The new series will be hosted by a seasoned arts manager each time at a casual setting and sharing gathered will form materials for HKAAA's advocacy and lobby efforts. We also organize practical skill workshops, arts management talks and cultural tours, in order to encourage arts administrators to expand their knowledge and network.

4.2 ESSENTIAL GUIDE TO EFFECTIVE ARTS MANAGEMENT: LAW, MARKETING, FINANCES AND PROJECT MANAGEMENT

Co-curated by Mr Paul Tam and Dr Patrick Mok, the course was successfully held from June to August 2018, with an aim to provide professional training in order to support the development and networking of local arts administrators. The course included a mix of interactive workshops, exercises, active sharing among participants, real-life case studies and a field trip, which covered essential topics and issues that arts administrators and artists may encounter in the creative process, project planning and implementation of a cultural project. The four modules of *Essential Guide to Effective Arts Management* are as below:

- Module 1: Management of Cultural Projects
- Module 2: Content and Digital Marketing for the Arts
- Module 3: Legal Issues and Law for the Arts
- Module 4: Budgeting and Project Financing

4.3 EXECUTIVE SEMINAR ON ARTS LEADERSHIP

Co-presented with NAS, the Executive Seminar on Arts Leadership (ESAL) was successfully held on 6 – 7 November 2018 at The Harbourview, Wan Chai. ESAL was an innovative and tailor-designed leadership program, providing an actionable, skills-based and immersive training for cultural executives, in terms of strategy, fundraising, financial management, marketing and more. Over its intensive two-day programme, 29 participants have gained expert industry knowledge, with powerful professional network, which may raise their career in arts and culture strategy to the next level.

4.4 CULTURAL LEADERSHIP SUMMIT 2018

The *Cultural Leadership Summit 2018 – Arts Touring & Cultural Tourism: New Markets, New Audiences, New Strategies* was held successfully on 8 – 9 November of 2018 at the Hong Kong Academy for Performing Arts, in partnership with West Kowloon Cultural District Authority, Consulate General of Canada, Hong Kong, Hong Kong Arts Centre and U.S. Consulate General Hong Kong and Macau. We invited over 30 professionals from Hong Kong and overseas in the arts and creative industry to join us in discussion. The two-day symposium, with talks, workshops, round-table discussions and networking sessions, attracted more than 400 participants attended, from young arts administrators to CEOs, representatives from government and consulates.

2019 Cultural Leadership Summit would be the 10th edition and we aim to discuss a timely topic “Arts, Technology and Innovation”. To make the Summit more accessible and practical for participants, the new format from 2019 will be a full-day conference preceded by practical workshop series on various digital and technological topics two days prior to the full-day conference, in order to provide more in-depth knowledge learning and interactive exchange. The Summit is tentatively scheduled in Sep to Oct of 2019. Please stay tuned..

4.5 HONG KONG ARTS ADMINISTRATORS ASSOCIATION RECRUITMENT DAY

The Association strives to support the advancement of a flourishing arts scene by establishing a network connecting arts administrators in local and neighbour areas. To link the shortages of different levels of work in the arts field with demands to arts jobs, HKAAA organized the annual Recruitment Day on 6 Oct 2018 in this grant year and will continue to provide this as a free platform for arts organizations. The previous Recruitment Day with on-site interview and career talks at HKICC Lee Shau Kee School of Creativity has been a great success and attracted over 400 attendance from different backgrounds. It not only drew an excellent public response but also invited a number of notable guest speakers from diverse art groups to join the career talks, with an aim to enhance public interest and understanding towards the art field. In 2019, we will include new features such as one-on-one career advice sessions between seasoned arts managers and job seekers as well as the networking sessions.

4.6 SCHOOLS AND INSTITUTIONAL TALKS

The Association was invited by different schools and institutions in Hong Kong to present on themes related to arts administration, including Education University of Hong Kong, College of International Education of Baptist University, and Hong Kong Young Friends of Hong Kong Arts Festival.

5. COMMUNICATIONS

The Association has been communicating with our practitioners through our website, Facebook, Instagram and e-newsletter. Our website and Facebook page are particularly popular with much useful information such as job postings, arts news, funding resources, featured events and research article for practitioner's usage. In the past one year, the number of subscribers on Facebook stood at over 13,500 and monthly visitors to our website about 20,000. We have built partnership with over 70 different arts groups, large and small, to offer benefits to our members.

6. POLICY ADVOCACY

HKAAA representatives meet government official regularly to discuss the circumstances of the local arts scene, including the need of training of arts administrators and some of the challenges of arts administrators, such as low salary and a huge workload. Some of the government officials we have met for in-depth discussions recently include officials from Home Affairs Bureau and Commerce and Economic Development Bureau. We had made some sound suggestions on how the government could play a bigger and better role in fostering cultural tourism. Also, we met representatives from the Leisure and Cultural Services Department (LCSD), to discuss the upgrading plans of the existing Tai Po Civic Centre. Our Association continuously serves as a strategic partner and advisory body for the HKSAR government.

Moreover, HKAAA believes that Hong Kong's arts and culture will benefit greatly from more Research and Development and that we are well poised to contribute to such growth due to its professional knowledge, connections with both academic institutions and arts organizations, and its commitment to evidence-based advocacy for the betterment of the sector.

7. BOARD

On behalf of the Association, I would like to express my gratitude to our board members for their dedication and contribution for the past year. One of our board members Ms Eve Tam, Chief Curator, Hong Kong Museum of Art would like to resign from the board due to the busy preparation of the re-opening of the museum. I would like to express my gratitude for her six years of service to the association.

CONCLUSION

As a small organization with a long history of 34 years, it has always been challenging for the Association to grow and find the best way to serve the need of arts practitioners, with our limited manpower and resources.

The HKAAA will continue to build partnerships and provide a platform for information exchange, organize programmes for professional development for members and arts practitioners in the field and communicate with relevant authorities and parties for the advocacy and development of the arts industry.

Last but not least, I would like to give a heartfelt thanks to all members for their support in the past years and your feedback is most welcomed. Please join us on the Association's our coming *Essential Guide to Smart Touring* in February to March and flagship event *Cultural Leadership Summit 2019*. Looking forward to seeing all of you soon.

Paul Tam

Chairman

12 February 2019