

2015  
CULTURAL  
LEADERSHIP  
SUMMIT  
文化領袖  
論壇

10/11 JUNE

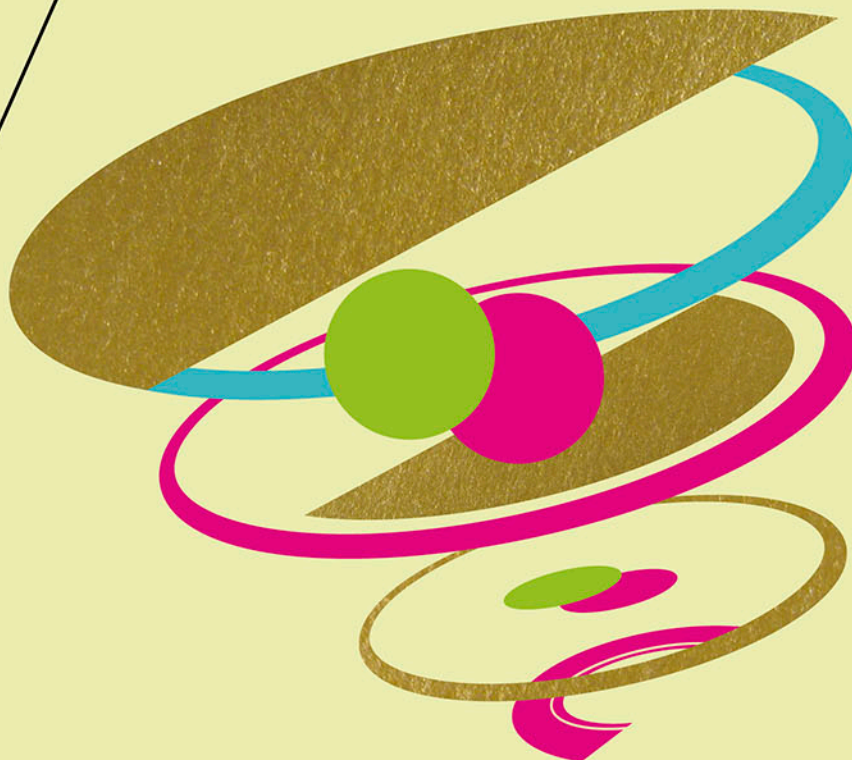
Ko Shan Theatre New Wing  
高山劇場新翼

HKAAA

30<sup>th</sup>

ANNIVERSARY

香港藝術行政人員協會  
30週年



# RAISING FOR OUR FUTURE

Arts Funding and Philanthropy in Hong Kong  
邁向將來：香港的藝術贊助與籌募

Jointly Presented by 合辦



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



康樂及文化事務署  
Leisure and Cultural  
Services Department

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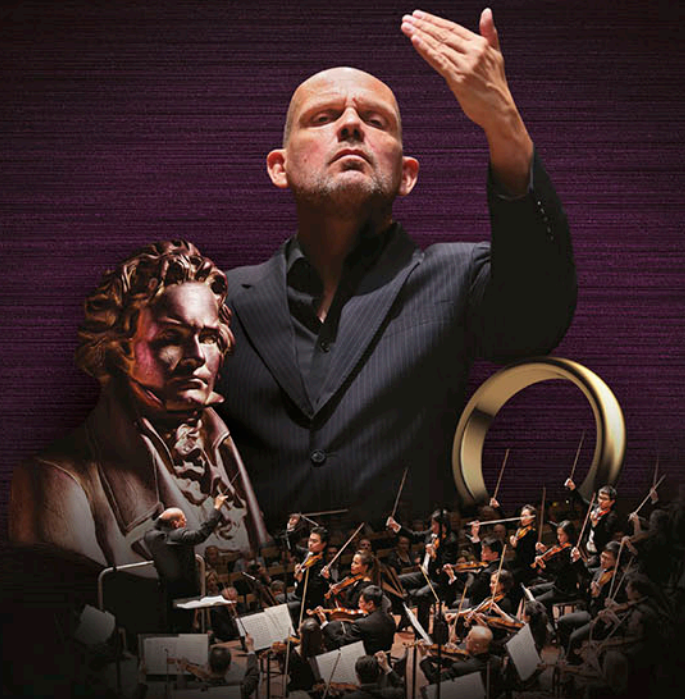


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conductor

CHRISTOPH  
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梵志登 Jaap van Zweden  
音樂總監 Music Director





# 邁向將來：香港的藝術贊助與籌募

Box office, public funding and private donations/sponsorships represent the 3 financial lifelines to any performing arts organization or artist. Hong Kong, with its own unique course of arts development, has seen its arts industry focused on the first two legs until recent years when the rapid development of the arts and culture is outpacing the increases in public funding and box office revenue. More focus, therefore, has been given to raising private funds by organizations of all sizes from WKCD to cultural SMEs in order to cater to their own artistic and financial needs and sustain their growths.

Cultural Leadership Summit is HKAAA's annual major event. With different themes every year, the HKAAA pursues excellence and professionalism in the practice of arts administrators. 2015 marks the 30th Anniversary of the HKAAA. With the theme "Raising for our Future: Arts Funding and Philanthropy in Hong Kong", this year's Cultural Leadership Summit aims to develop an enterprising culture in which the artistic visions of the organization or individual is placed at the very heart of their business model and ethos in order to attract the highest level of support from private giving and businesses.

The two-day symposium, with talks, workshops, round-table discussions and networking sessions, will focus on developing the skills of individuals and organizations seeking to fundraise from the private sector, individual donors as well as their own boards through knowledge-exchange, resources and thought leadership. To help further understand the issues and identify the way forward for arts practitioners operating within Hong Kong's unique environment, the Summit will bring together some of the best minds in the practice of fundraising for the arts and culture from the city and overseas. The Funders / Collaborators Platform is a new initiative this year to connect arts groups and potential funders and collaborators. The Platform is open to all arts practitioners for free.

The Summit will benefit CEOs, trustees of arts organizations big and small, as well as anyone who is tasked with raising funds for the future of their arts.

票房、公共資助及私人捐獻或贊助，是所有表演藝術團體和藝術工作者賴以生存的三個財政來源。香港的藝術發展素來倚重票房及公共資助的支持，然而，近年此兩項財政來源的增長已追不上藝術文化發展的速度。因此，不論公司規模，大至西九文化區管理局，小至各中小藝文機構，對於獲取資源的焦點均轉而傾向私人資助的籌募，以回應藝團的藝術取向及資金需求，持續發展。

文化領袖論壇是本會的年度重點活動，歷年來探討不同議題，促進行業邁向卓越及專業發展。適逢本會成立30週年，2015文化領袖論壇以「邁向將來：香港的藝術贊助與籌募」為題，鼓勵藝團或藝術家，建立以其藝術展望作為營運模式本位和思維核心的公司文化，以尋求私人捐獻或商業贊助的最大支持。

為期兩天之論壇將設講座、工作坊、圓桌討論及交流環節，透過知識交流，就領導資源和理念流向作分享，集中建構組織與獨立藝術工作者向私人企業、獨立贊助人及藝團董事會籌募資助的技巧。為更深入了解香港獨特藝文生態的前景和相關議題，論壇將邀請多位本地及海外從事藝術文化籌款工作的行政人員演講。此外，今年特設「贊助機構／合作夥伴平台」，免費開放予藝術工作者參與，以促進藝團或藝術家與撥款機構或支持藝術的私人企業的聯繫。

「2015文化領袖論壇」將讓大小藝團董事、藝術行政管理人員、業內人士及其他從事藝術文化籌款工作的人士獲益不少。



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## Welcome Message

## 歡迎辭

On behalf of the Hong Kong Arts Administrators Association, welcome to the annual Cultural Leadership Summit – “Raising for our Future: Arts Funding and Philanthropy in Hong Kong”.

Raising public and private funds is essential to sustain arts organizations’ growths. How do the arts sector attract the highest level of support from private giving and businesses as well as public funding sources? I believe the workshops and discussions in this Summit will provide us with insights in devising new funding models for the arts in the future.

2015 marks the 30th anniversary of the HKAAA as well as the 6th edition of this Summit. For the past 30 years, the HKAAA has been in the vanguard of promoting the arts and cultural sector through advocacy, professional development, communication, networking support and forging collaborations amongst arts managers and other stakeholders.

We are happy to co-present the Summit with Leisure and Cultural Services Department at the recently-renovated Ko Shan Theatre New Wing.

Allow me to take this opportunity to thank our partners – British Council, West Kowloon Cultural District Authority, Hong Kong Arts Development Council and Australian Consulate-General Hong Kong, as well as all the speakers, moderators, collaborators, and volunteers, whose support made this annual event of the arts sector possible.

Last but not least, thank you to all the participants for joining us at the Cultural Leadership Summit.

**Mr Paul TAM**

**Chairman, Hong Kong Arts Administrators Association**

我謹代表香港藝術行政人員協會歡迎大家參加第六屆文化領袖論壇——「邁向將來：香港的藝術贊助與籌募」。

公眾與私人資助的籌募對藝術機構的發展尤為重要，藝術界如何取得私人、商界和公眾資助機構的最大支持？相信接下來兩天的討論定能讓大家在製定籌募策略上有所啟發。

2015年標誌著年度文化領袖論壇舉行的第六個年頭，更是香港藝術行政人員協會的三十週年紀念。在過去的三十年，為藝術行政人員及藝術從業員提供培訓及專業發展的機會和溝通及交流的平台，代表業界提出倡議，並促進藝術行政人員及藝術從業員的合作機會。

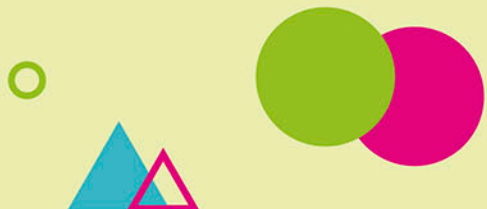
今年我們很高興與康樂及文化事務署合作，也很榮幸在新落成的高山劇場新翼第一次舉辦大型論壇。

容我藉此機會感謝這次論壇的伙伴機構——香港英國文化協會，西九文化區管理局，香港藝術發展局和澳洲駐香港總領事館；以及一眾講者、主持、合作伙伴和義工等。有賴您們的慷慨支持及參與，文化領袖論壇得以發展為連結藝文界的年度盛事。

最後，感謝每位參與2015文化領袖論壇的人士，讓我們的討論更為豐富。

**譚兆民先生**

**香港藝術行政人員協會主席**



Day 1 | 10.6.2015 Wed 星期三

# Ko Shan Theatre New Wing 高山劇場新翼

Language: mainly in English & Cantonese; with simultaneous interpretation in English, Cantonese and Mandarin at Auditorium Stalls.

語言：英語及廣東話為主；演藝廳堂座設英語、廣東話及普通話即時傳譯服務。

1000  
1030  
**Registration** Foyer  
登記 大堂

1030  
1045  
**Welcoming Remarks and Opening Ceremony** Auditorium  
歡迎辭及開幕典禮 演藝廳

## Officiating Guest 主禮嘉賓

**Ms Florence HUI, SBS, JP**

許曉暉女士, SBS, JP

Under Secretary for Home Affairs, HKSAR  
香港特別行政區民政事務局副局长

## Welcoming Remarks 歡迎辭

**Mr Paul TAM**

譚兆民先生

Chairman, Hong Kong Arts Administrators Association /  
Executive Director, Hong Kong Ballet  
香港藝術行政人員協會主席 / 香港芭蕾舞團行政總監

1045  
1145  
**Opening Plenary - New Thinking, New Funding** Auditorium  
開幕專題 - 藝術贊助新思維 演藝廳

The ever-changing ecology of the arts sector demands innovative minds. Arts executives will discuss the future trend of the arts funding models. 要時刻適應不斷變化的藝術生態，我們需要創新的思維。資深藝術管理人將一同討論藝術資助模式的未來發展趨勢。

## Panellists 講者

**Sir Vernon ELLIS**

文龍爵士

Chair, British Council  
(United Kingdom)  
英國文化協會主席 (英國)

**Mr Michael LYNCH CBE AM**

連納智先生 CBE AM

Chief Executive Officer,  
West Kowloon Cultural District Authority  
西九文化區管理局行政總裁

## Moderator 主持

**Mr Paul TAM**

譚兆民先生

Chairman, Hong Kong Arts Administrators Association /  
Executive Director, Hong Kong Ballet  
香港藝術行政人員協會主席 / 香港芭蕾舞團行政總監

1145  
1200  
**Break**  
小休

1200  
1330  
**Keynote - Building an Entrepreneurial 'Mixed Economy' Funding Model** Auditorium  
專題 - 構建企業「混合經濟」募資模式 演藝廳

An entrepreneurial 'mixed economy' funding model combines a clear 'mission' or public purpose, with some public funding and growing levels of partnership, enterprise and innovation. The British Council has revenues of £850m with only 20% of which is public grant, and describes itself as an "Entrepreneurial Public Service". Sir Vernon Ellis has much to share on what this means in practice.

採用「混合經濟」募資模式的企業以服務公眾為使命，善用公眾資助，傾向以夥伴形式與其他機構合作推出計劃，並不斷創新企業經營模式。英國文化協會以「公共服務企業」為本位，協會8.5億英鎊盈利之中只有20%來自公眾資助；文龍爵士將分享此募資模式的理念。

## Speaker 講者

**Sir Vernon ELLIS**

文龍爵士

Chair, British Council (United Kingdom)  
英國文化協會主席 (英國)

## Respondents 回應

**Mr Leong CHEUNG**

張亮先生

Executive Director, Charities and Community,  
The Hong Kong Jockey Club  
香港賽馬會慈善及社區事務執行總監

**Ms Winsome CHOW**

周蕙心女士

Veteran Arts Administrator  
資深藝術行政人員

## Moderator 主持

**Mr Robert NESS**

黎柏德先生

Director, British Council Hong Kong  
香港英國文化協會總監

1330  
1500  
**Lunch** 3/F, New Wing  
午膳 新翼三樓

1430  
1500  
**Guided Tour of Ko Shan Theatre New Wing**  
[pre-registration required]  
高山劇場新翼導賞團 [須預早登記]

1500  
1630 **The Academy 1 Workshops [concurrent sessions]**  
The Academy 1 工作坊 [同時進行]

**Fundraising: What is an Effective Board**  
藝術籌募：董事會的果效

Auditorium  
演藝廳

Sir Vernon Ellis holds a number of board roles at different arts institutions as well as managerial posts at philanthropy committees, his rich experience and insights would surely help us to understand the close relation between the organization and the board, as well as how the board impacts on the fundraising strategies.

文龍爵士為不同藝術機構的董事會成員，並於不同慈善委員會擔任管理層。關於藝術機構與董事會之密切關係，以及董事會可如何在籌募策略上貢獻藝術，他豐富的經驗和見解定讓參加者獲益不少。

**Speaker 講者**

**Sir Vernon ELLIS**

文龍爵士

Chair, British Council (United Kingdom)  
英國文化協會主席 (英國)

**Facilitator 主持**

**Ms Penni HALL**

Penni Hall女士

Head, Administration, M+,  
West Kowloon Cultural District Authority  
西九文化區管理局 M+ 行政主管

**Branding Management for Artists and Arts Groups**  
品牌管理：藝術家和藝術團體

Function Room  
活動室

With her expertise in public relations and communications and solid experience of offering consultancy services to arts institutions, Ms Rachel Catanach has much to offer on how branding management works for arts causes.

曹蔚明女士為專業公共關係及傳訊管理人員，並擁有為藝術機構提供諮詢服務的豐富經驗。曹女士將講述藝術家和藝術團體可如何管理及建立品牌，以及其重要性。

**Speaker 講者**

**Ms Rachel CATANACH**

曹蔚明女士

Managing Director, FleishmanHillard in Hong Kong  
香港FleishmanHillard常務董事

**Facilitator 主持**

**Mr Raymond WONG**

黃國威先生

Managing Director,  
City Contemporary Dance Company  
城市當代舞蹈團行政總監

1430  
1730

**Funders / Collaborators Platform**  
贊助機構 / 合作夥伴平台

Singing Practice Rooms  
排唱室

The Funders / Collaborators Platform is a free event for public. It connects arts groups and potential funders and collaborators and helps arts practitioners to know more about different funding and collaboration schemes.

「贊助機構 / 合作夥伴平台」免費開放予公眾參與。藝團或藝術家可直接跟撥款機構或支持藝術的私人企業交流，了解各項資助、撥款或合作計劃的可能性。

1630  
1700 **Networking & Coffee Break**  
交流及小休

Exhibition Gallery  
展覽廳

1700  
1830 **Plenary - Best Practices in Hong Kong**  
專題 - 香港募資範例

Auditorium  
演藝廳

Drawing from exemplary works from the arts sector and the non-arts sector, the discussion will illuminate ideas of fundraising and donation from a broad perspective.

以藝術界及非藝術界之籌募範例作引子，此環節將從宏觀的角度探討籌募與捐助的成功要素。

**Non-Arts Sector Representatives 非藝術機構代表**

**Prof Bernadette TSUI**

徐詠璇教授

Executive Director of HKU Foundation, Director of Development & Alumni Affairs Office and Honorary Professor of Practice, Faculty of Social Sciences, The University of Hong Kong  
香港大學教研發展基金總監、發展及校友事務部總監及社會科學學院名譽實務教授

**Ms Fiona WAT**

屈紫薇女士

Founder, Dialogue Experience Silence / Silence le Cabaret  
對話體驗·無聲 / 藝宴坊創始人

**Moderator 主持**

**Ms Flora YU**

余潔儀女士

Board Member, Hong Kong Arts Administrators Association / Development Director, Hong Kong Arts Festival  
香港藝術行政人員協會董事局成員 / 香港藝術節發展總監

**Arts Sector Representatives 藝術機構代表**

**Ms S. Alice MONG**

孟淑娟女士

Executive Director, Asia Society Hong Kong Center  
亞洲協會香港中心行政總監

**Dr Lars NITVE**

李立偉博士

Executive Director, M+, West Kowloon Cultural District Authority  
西九文化區管理局 M+ 行政總監

**Mrs Marissa FUNG SHAW**

邵馮詠愛女士

Trustee, Asian Cultural Council  
亞洲文化協會理事會成員

**Ms Lynn FC YAU**

邱歡智女士

Chief Executive Officer (Planning & Arts Learning), The Absolutely Fabulous Theatre Connection  
誇啲啲藝術集匯行政總裁(策劃及藝術學習)



Day 2 | 11.6.2015 Thur 星期四

# Ko Shan Theatre New Wing 高山劇場新翼

Language: mainly in English & Cantonese; with simultaneous interpretation in English, Cantonese and Mandarin at Auditorium Stalls.

語言：英語及廣東話為主；演藝廳堂座設英語、廣東話及普通話即時傳譯服務。

0900  
0930 **Registration** Foyer  
登記 大堂

0930  
1100 **Keynote - Support for the Arts: Working to Increase Private Sector Support for the Arts** Auditorium  
專題 - 如何鼓勵私人機構贊助藝術發展 演藝廳

As a new initiative, Creative Partnerships Australia aims at increasing business, philanthropic and social investment in the arts, creative and cultural sectors. Ms Fiona Menzies will share with us the idea of matched funding programme for the arts and other means of encouraging private sector's investment in the arts.

Creative Partnerships Australia旨在增加商界、社會及慈善機構對藝術、創意及文化界別的支持。Fiona Menzies女士將分享資助配套計劃的理念和其他鼓勵私營企業投資藝術發展的方法。

## Speaker 講者

**Ms Fiona MENZIES**

**Fiona Menzies女士**

Chief Executive Officer,  
Creative Partnerships Australia (Australia)  
Creative Partnerships Australia  
行政總裁 (澳洲)

## Respondents 回應

**Mr Jay FORSTER**

**Jay Forster先生**

Co-Founder & Artistic Director,  
Clockenflap  
Clockenflap 聯合創辦人及藝術總監

**Ms Tisa HO**

**何嘉坤女士**

Executive Director,  
Hong Kong Arts Festival  
香港藝術節行政總監

## Moderator 主持

**Prof TSENG Sun-man, JP**

**鄭新文教授, JP**

Co-Programme Leader, EMA (AME),  
The Hong Kong Institute of Education  
香港教育學院藝術管理與文化企業行政人員  
文學碩士聯席課程總監

1100  
1130 **Networking & Coffee Break** Exhibition Gallery  
交流及小休 展覽廳

1130  
1300 **Keynote - How to Solicit Fund for New Start-ups in the Arts** Auditorium  
專題 - 新創藝術機構該如何徵集資金 演藝廳

Mr Colin Goh has plenty to share with his experience in transforming the Old Parliament House building into The Arts House at the Old Parliament, one of the most sustainable arts centers in Singapore. He will also stimulate thoughts by sharing his vision in managing the RICE Company, a non-profit organization newly established in Singapore.

吳漢林先生會分享將新加坡舊國會大廈改造成舊國會大廈藝術之家的經驗。舊國會大廈藝術之家自創立以可持續發展經濟模式經營，現為新加坡發展最為穩固的藝術中心之一。吳先生亦將分享他領導新加坡新創建的非牟利組織 The RICE Company Limited 的經驗。

## Speaker 講者

**Mr Colin GOH**

**吳漢林先生**

Chief Executive Officer,  
The RICE Company Limited (Singapore)  
The RICE Company Limited 行政總裁 (新加坡)

## Respondent 回應

**Ms Ada WONG, JP**

**黃英琦太平紳士**

Founder and Hon Chief Executive,  
Hong Kong Institute of Contemporary Culture  
香港當代文化中心創辦人及總監

## Moderator 主持

**Mr Benny CHIA, BBS**

**謝俊興先生, BBS**

Vice-chairman, Hong Kong Arts Administrators  
Association / Director, Hong Kong Fringe Club  
香港藝術行政人員協會副主席 / 香港藝穗會總監

1300  
1400 **Lunch** 3/F, New Wing  
午膳 新翼三樓



1400  
1530 **The Academy 2 Workshops [concurrent sessions]**  
The Academy 2 工作坊 [同時進行]

**Building the Development and Fundraising Capacity of an Arts Organisation**  
建構藝術組織的發展和籌款能力

Auditorium  
演藝廳

Aside seeking to increase private support for the arts, Ms Fiona Menzies will talk about the equally significant role of the arts organizations in the issue by cultivating their capacities.

除了尋求增加私人機構對藝術的支持，Fiona Menzies女士將講解如何提升藝術機構的募資能力。

**Speaker 講者**

**Ms Fiona MENZIES**  
Fiona Menzies女士

Chief Executive Officer,  
Creative Partnerships Australia (Australia)  
Creative Partnerships Australia 行政總裁 (澳洲)

**Facilitator 主持**

**Ms Winona CHAN**  
陳慧明女士

General Manager,  
Hong Kong Arts Administrators Association  
香港藝術行政人員協會總經理

**Arts in Alternative Spaces: Management of Heritage Buildings through Arts Projects**  
另類藝術空間：以藝術企劃管理歷史建築

Function Room  
活動室

Mr Colin Goh's effort in conserving the 200-year-old Parliament House won the "Best Conservation Award" by the Urban Redevelopment Authority, Singapore. More and more arts spaces are emerging in Hong Kong with heritage sites being transformed. Mr Goh will share with us how heritage sites could be rejuvenated via arts projects.

吳漢林先生榮獲新加坡市區重建局所頒的「最佳保育獎」，以表揚他在保育有200年歷史的舊國會大廈上的貢獻。近年香港越來越多歷史建築物被改造成藝術空間。吳先生將分享透過藝術項目活化古蹟的經驗。

**Speaker 講者**

**Mr Colin GOH**  
吳漢林先生

Chief Executive Officer,  
The RICE Company Limited (Singapore)  
The RICE Company Limited 行政總裁 (新加坡)

**Facilitator 主持**

**Mr Alex TAM**  
譚學能先生

Centre Executive, kaitak, Centre for Research and Development in Visual Arts, Academy of Visual Arts, Hong Kong Baptist University  
香港浸會大學視覺藝術院「啟德」視覺藝術研究與發展中心主任

1430  
1730 **Funders / Collaborators Platform**  
贊助機構 / 合作夥伴平台

Singing Practice Rooms  
排唱室

The Funders / Collaborators Platform is a free event for public. It connects arts groups and potential funders and collaborators and helps arts practitioners to know more about different funding and collaboration schemes.

「贊助機構 / 合作夥伴平台」免費開放予公眾參與。藝團或藝術家可直接跟撥款機構或支持藝術的私人企業交流，了解各項資助、撥款或合作計劃的可能性。

1530  
1600 **Networking & Coffee Break**  
交流及小休

Exhibition Gallery  
展覽廳



1600  
1730 **Roundtable - Arts Funding and Philanthropy in Hong Kong in 2017**  
圓桌討論 - 2017香港的藝術贊助與籌募

Auditorium  
演藝廳

Hear the arts leaders of Hong Kong out to learn more about future arts funding and its policy, as well as how to build a healthy arts ecology for arts organisations of all sizes in Hong Kong.

來自不同機構的香港藝文領袖將一同探討未來的藝術資助政策，以及如何建構健全的藝術生態環境，讓不同藝術機構攜手促進香港藝文發展。

**Moderator 主持**

**Dr Oliver CHOU**  
周光葵博士

Senior Writer,  
South China Morning Post  
南華早報資深作家

**Panellists 講者**

**Ms Ribble CHUNG**  
鍾小梅女士

Board Member, Hong Kong Arts Administrators Association / Council Member, Chairman of Arts Promotion Committee and Arts Administration Group, Hong Kong Arts Development Council  
香港藝術行政人員協會董事局成員 / 香港藝術發展局大會委員、藝術推廣委員會及藝術行政組主席

**Ms Tisa HO**  
何嘉坤女士

Executive Director,  
Hong Kong Arts Festival  
香港藝術節行政總監

**Mr Michael MACLEOD**  
麥高德先生

Chief Executive, Hong Kong Philharmonic Orchestra  
香港管弦樂團行政總裁

**Ms Bonny WONG**  
黃寶兒女士

Director, Chief Executive Officer's Office,  
West Kowloon Cultural District Authority  
西九文化區管理局行政總裁辦公室總監

**Ms Ada WONG, JP**  
黃英琦太平紳士

Founder and Hon Chief Executive, Hong Kong Institute of Contemporary Culture  
香港當代文化中心  
創辦人及總監

**Ms Mandy YIU**  
姚潤敏女士

Executive Director, Actors' Family / Chair, The Alliance of Theatre Professionals of Hong Kong  
演劇家行政總監 / 香港專業戲劇人同盟會長

1730  
1800 **Closing Remarks**  
總結

Auditorium  
演藝廳



考古研究  
Archaeological  
Studies



文化旅遊與永續發展  
Cultural Tourism and  
Sustainable Development

# Cultural Heritage Management Programme



Tel: 3762 0073 Fax: 2214 1870

Email: [henry.chan@hkuspace.hku.hk](mailto:henry.chan@hkuspace.hku.hk)

<http://hkuspace.hku.hk/prog/postgrad-dip-cultural-heritage-management>

*Programme starts every year in September*



**HKUSPACE**

香港大學專業進修學院  
HKU School of Professional and Continuing Education

建築遺產保護  
Built Heritage  
Conservation



博物館學及演譯法  
Museology and  
Interpretation



## Ms Rachel CATANACH

曹蔚明女士



Managing Director,  
FleishmanHillard  
in Hong Kong  
香港FleishmanHillard  
常務董事

Rachel Catanach is Senior Vice President, Senior Partner and Managing Director of FleishmanHillard's Hong Kong office. She has over 25 years' experience advising senior public and private sector clients in Asia Pacific on branding, reputation management, financial communications and crisis / issues management.

Rachel started her communications career as a business journalist and at in-house public relations positions in New Zealand before joining the consultancy ranks. A well-rounded counselor, she has advised senior clients across the government, financial, technology, hospitality and luxury sectors, consulting on branding strategy, executive profiling, high-profile merger and acquisition activities, private equity deals, sensitive issues management, initial public offerings, reputation management strategies, and strategic events.

Rachel was appointed Chairman of the Council of Public Relations of Hong Kong in June 2013. She is a regular commentator on branding and reputation management issues and speaker at industry conferences. In 2014, she was awarded Public Affairs Asia's Gold Standard Award for Professional Excellence (Consultancy). In that year she also received a Sabre Award from the Holmes Report for Persuasive Content. In 2010, she received FleishmanHillard's prestigious John D. Graham Award, which is given to counselors who demonstrate outstanding leadership and exemplify the firm's values.

Rachel has a passionate interest in the arts both as a performer and supporter. A violinist by training, she performs in the Hong Kong SAR Philharmonic Orchestra's regular charity concerts and has provided pro bono support to a number of arts organisations including Hong Kong Ballet, Para Site, and Premiere Performances of Hong Kong.

Rachel Catanach 是香港 FleishmanHillard 的常務董事、高級副總裁兼高級合夥人。她擁有超過二十五年為公營及私營客戶在品牌建立、聲譽管理、財經傳訊及危機管理提供建議的經驗。

Rachel 在加入公關諮詢行業前，曾於新西蘭擔任財經記者及企業內部公關。身為一位全面的顧問，她曾與不同資深客戶合作，範疇包括政府、財經、科技、酒店及奢侈品行業，為他們在品牌策略、行政人員形象建立、重要的合併收購活動、私募股權交易、危機管理、公司上市、聲譽管理策略及活動策劃等各方面提供意見。

Rachel 於2013年6月獲委任為香港公關顧問公司協會會長，並經常在業界會議上發表對於品牌管理及聲譽管理的看法。她於2014年獲得 Public Affairs Asia 所頒發的 Gold Standard Award for Professional Excellence (Consultancy)。同年，她亦榮獲 The Holmes Report for Persuasive Content 的 Sabre Award 獎項。在2010年，她獲得 FleishmanHillard 頒發極具代表性的 John D. Graham Award。此獎是以表揚展示卓越領導才能及公司價值的顧問。

作為表演者及愛好者，Rachel 對藝術抱持濃烈興趣及熱情。Rachel 曾受專業的小提琴訓練，不時於香港愛樂團的慈善演奏會上演奏，並義務支持香港芭蕾舞團、Para Site 藝術空間及飛躍演奏香港等不同的藝術機構。

## Ms Winona CHAN

陳慧明女士



General Manager,  
Hong Kong Arts  
Administrators Association

香港藝術行政人員協會  
總經理

Winona has over 14 years' experience in arts administration and management and several years' working experience in commercial sector where she has been trained to have strong business sense and a strategic mindset. She joined HKAAA as Senior Manager in July 2013 and has been appointed as its General Manager, effective October 2013. HKAAA's annual audience has increased from 24,000 to over 75,000 within her first 1.5 years' leadership.

She is responsible for the overall operation and management of HKAAA as well as the planning and implementation of programmes, e.g. Cultural Leadership Summit (2014 & 2015), Recruitment Day, 2015 arts leadership talk series, etc. She initiated and launched the first ever arts administration recruitment day in Hong Kong with huge success and has also been invited to various conferences in HK and overseas to share about the works of HKAAA and HK arts development.

She rejoined the Hong Kong Arts Centre in 2010 as Manager, Executive Director's Office and was responsible for operations, development, corporate governance, external affairs, venue related projects, policy, etc. She supported the successful establishment and development of The FRIENDS of the HKAC and its management thereafter and built its Volunteer Docent Team. In 2007, she coordinated the HKAC 30th Anniversary Fundraising Dinner.

She has also previously worked for University Grants Committee, Ernst & Young, Hong Kong Arts Development Council, TVB, and Sun Hung Kei Properties where she supported the launch of hotel projects at the West Kowloon and in Shanghai. She was a soprano soloist and school choir member who won numerous awards for her alma mater.

陳慧明於2013年7月加入香港藝術行政人員協會出任高級經理一職，同年10月獲升任為協會總經理。擁有逾14年藝術行政管理經驗，並曾在商界工作數年，造就她的商業觸角及策略性思維。在她加入協會後，協會每年服務的人數由過去的24,000人大幅提升至現時超過75,000人。

陳氏負責協會整體日常運作和管理，以及構思和執行重點計劃，包括2014及2015文化領袖論壇、招聘日、2015藝術領袖講座等。提出並成功舉辦香港首個藝術行政招聘日，亦獲邀到不同本港及海外會議，分享協會的工作及香港藝術發展。

2010年重返香港藝術中心出任總幹事辦公室經理一職，主要負責營運、發展、機構管治、對外事務、場地相關項目、政策等工作。負責The FRIENDS of the Hong Kong Arts Centre成立及日後發展，並建立中心的導賞義工團隊。曾於2007年擔任香港藝術中心三十週年籌款晚宴統籌人。

曾服務大學資助委員會、安永會計師事務所、香港藝術發展局、電視廣播有限公司、以及新鴻基地產(西九及上海的酒店項目)等。在學時，她是一位女高音獨唱，亦是合唱團員，為母校贏得多個獎項。



Mr Leong Cheung joined The Hong Kong Jockey Club as the Executive Director, Charities and Community in 2014.

Mr Cheung has an MBA from Harvard Business School and a Bachelor of Business Administration from the Chinese University of Hong Kong (CUHK). He joined Bain Capital in 2008 and was their Operating Partner. Prior to that, he was Managing Director of Global Sourcing & Supply Chain at Esquel Group, the founder and CEO of an education related Internet venture, CampusAll, in Mainland China, and a senior consultant at the Boston Consulting Group.

Mr Cheung started working on charities and community-related work while at Esquel. He helped the firm set up an education foundation in Xinjiang in 2002, building schools and libraries in the rural areas. He is currently Chairman and CEO of RunOurCity, an innovative social enterprise he co-founded with the aim of transforming life through running. He has been an honorary advisor and director of Social Ventures Hong Kong, a pioneer venture philanthropic fund, since its inception in 2007. Mr Cheung also serves on the council and court of Lingnan University as a member and Deputy Chair, and the Quality Migrant Admission Scheme as a member. He is an adjunct professor at both Hong Kong Polytechnic University and CUHK.

張亮先生於二〇一四年加入香港賽馬會，擔任慈善及社區事務執行總監。

張先生是哈佛大學商學院工商管理學碩士，亦擁有香港中文大學工商管理學學士資格。他於二〇〇八年加盟貝恩資本 (Bain Capital)，並成為該公司的合伙人。在加盟貝恩資本之前，張先生曾擔任溢達集團 (Esquel Group) 全球採購及供應鏈部門的董事總經理、國內互聯網企業全校網 (CampusAll) 創辦人兼行政總裁，以及波士頓顧問集團 (Boston Consulting Group) 高級顧問。

張亮先生任職溢達集團期間，已開始從事與慈善及社區有關的工作，並曾協助該公司於二〇〇二年在新疆成立教育基金，用以資助農村地區興建學校及圖書館。張先生亦是創新社會企業全城街馬 (RunOurCity) 創辦人之一，並兼任主席及行政總裁，該企業的宗旨是藉跑步為生命帶來正面改變。此外，自香港社會創投基金 (Social Ventures Hong Kong) 於二〇〇七年成立以來，張先生一直為該先驅民間社企基金擔任名譽顧問及董事，同時亦是嶺南大學校董會及諮議會成員兼副主席、香港政府優秀人才入境計劃諮詢委員會成員，以及香港理工大學及香港中文大學的兼任教授。

## Mr Leong CHEUNG 張亮先生



Executive Director,  
Charities and Community,  
The Hong Kong Jockey Club

香港賽馬會慈善及  
社區事務執行總監

## Mr Benny CHIA, BBS 謝俊興先生, BBS



Vice-chairman,  
Hong Kong Arts  
Administrators Association /

Director,  
Hong Kong Fringe Club

香港藝術行政人員協會副主席 /  
香港藝穗會總監

Benny is the founder and director of the Fringe Club in Hong Kong. He started the Fringe Festival in 1983. Sixteen years later, he created the City Festival, an urban culture festival that provides a platform for community engagement, cultural discourse and international exchange. And by initiating a programme called Spotlight City, he has built networks with artists and cultural leaders in some 20 cities, from Vienna to Singapore, Ho Chi Minh City to Penang.

In his years as Artistic Director of the Fringe Club, Benny has scripted and produced dance theatre pieces, "Living History" shows and dramatizations of famous court cases; produced big-band jazz shows for the main stage at the Shanghai World Expo; and curated many art exhibitions, notably for the Hong Kong pavilion at the Venice Biennale.

He is a founding member of Hong Kong Arts Development Council, the Hong Kong International Film Festival, and the Hong Kong Arts Administrators Association. Currently, he serves on several arts boards.

Honours he has received include the Bronze Bauhinia Star from the HKSAR Government, the Badge of Honour from the former Hong Kong Government, Best Arts Promoter from the Artists' Guild, and Hero of Hong Kong from *Time Out Magazine*.

謝俊興為香港藝穗會創辦人及總監，並於1983年創立香港藝穗節。16年後他創辦乙城節，目的為建立一個社區參與，文化論述及國際文化交流的平台。他亦發起「焦點城市」計劃，與20多個城市建立藝術家及文化領袖的交流平台；這計劃從維也納、新加坡伸展至胡志明市、檳城等地。

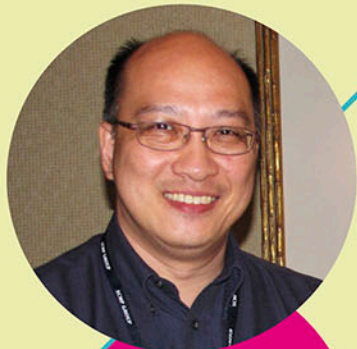
在任香港藝穗會藝術總監期間，謝俊興創作並監製舞蹈劇場作品及「Living History」演出，將著名法庭案件化作舞台劇演出，為上海世界博覽會主舞台製作爵士樂大樂隊演出，並策劃多個藝術展覽，其中包括威尼斯雙年展香港館之展覽。

他是香港藝術發展局、香港國際電影節及香港藝術行政人員協會的創辦成員；現為多個藝術機構的董事會成員。

謝俊興曾獲香港特區政府的銅紫荊星章、前港英政府榮譽勳章、香港藝術家聯盟藝術推廣年獎及 *Time Out* 雜誌的「香港英雄」等榮譽及獎項。

## Dr Oliver CHOU

周光葵博士



Senior Writer,  
South China Morning Post  
《南華早報》資深作家

Oliver Chou studied music history at the University of Hawaii under Professors Daniel Kwok and Barbara Smith and obtained a PhD at HKU. He now divides his time and interests between journalism and academic research and teaching.

He is a senior writer at the South China Morning Post, and an Honorary Research Fellow at HKU Journalism and Media Centre, a music columnist at Yazhou Zhoukan (Asiaweek), and a presenter at RTHK Radio 4. He also serves on advisory panels for the government and cultural institutions such as Hong Kong Book Fair and Hong Kong Arts Development Council.

He is the author of five books. The History of Central Philharmonic Orchestra (1956-1996) was named one of 10 best books of the year upon publication. Its mainland edition, with the title Ode to Phoenix, was one of the National Best 100 Books of 2013.

Also in 2013, the Joint Publishing (H.K.) published his biography of Hong Kong Chinese Orchestra maestro Yan Huichang. A year later, a mainland edition was launched at the Xi'an Conservatory of Music officiated by Professor Zhao Jiping, the school's president and concurrently chairman of the Chinese Musicians Association.

Last year, he published the 40th Anniversary Book of Hong Kong Philharmonic Orchestra and to host a special programme on the 40th anniversary of RTHK Radio 4. In addition, he was a guest speaker at the China Conservatory of Music in Beijing and Hong Kong Institute of Education on music and history.

In 2010, he received a commendation from the Home Affairs Bureau for "making outstanding contributions to the development of arts and cultural activities."

周光葵，香港大學中國音樂史博士，現任香港《南華早報》資深作家、香港大學新聞及傳媒研究中心名譽研究員、《亞洲週刊》音樂評論主持、香港藝術發展局音樂審批員，亦兼任政府、香港電台、香港書展等文化機構顧問，同時於大專院校研究和教授音樂史。

他的著作包括香港三聯書店出版《中央樂團史1956-1996》，面世後即獲選為全年十大好書之一。2013年以書名《鳳凰詠》在北京發行，成為全國年度100佳圖書之一。同年香港出版《一位指揮家的誕生--閻惠昌傳》，簡體字版翌年夏於西安音樂學院首發，由院長兼中國音樂家協會主席趙季平教授主禮。

2014年以中英文為香港管弦樂團撰寫四十年誌慶特刊，亦為香港電台主持第四台四十週年特輯，也獲邀到北京中國音樂學院、香港教育學院等進行講學。

2010年香港民政事務局就其「積極推進文化藝術活動的發展，貢獻良多」，授予嘉許狀。

Winsome Chow is a senior arts administrator of Hong Kong. She has recently retired from the Leisure and Cultural Services Department (LCSD) of Hong Kong SAR Government where she was responsible for the management of 14 performing arts centres and the performing arts programmes.

Her career path was marked by a number of festivals and celebration events such as the Hong Kong International Film Festival, the Festival of Asian Arts, the opening festival of the Hong Kong Cultural Centre, the New Vision Arts Festival, World Cultures Festival and the International Arts Carnival.

She also has solid experience in facility planning and corporate development. Major projects that she handled included the 2006 Hong Kong Congress of the International Society for the Performing Arts, the Venue Partnership Scheme of the LCSD, the planning and opening of Yaumatei Theatre and Ko Shan Theatre Annex.

Winsome graduated from the Chinese University of Hong Kong with a Bachelor of Social Sciences degree. She obtained a Distinction honour in the Certificate Programme in Arts Administration of the University of Hong Kong and a Master degree on Human Resources Management and Development of the University of Leicester, UK. She also completed a Senior Executive Programme of the London Business School.

周蕙心是本港資深的藝術行政人員。退休前於香港特別行政區政府的康樂及文化事務署工作，負責管理14個表演場地及一系列的演藝節目。

她曾參與籌辦多個藝術節和誌慶活動，如香港國際電影節、亞洲藝術節、香港文化中心開幕活動、新視野藝術節、世界文化藝術節以及國際綜藝合家歡等。

在場地管理及企業發展方面，周蕙心擁有豐富經驗，曾負責的項目包括國際演藝協會的2006年香港會議、康樂及文化事務署的場地伙伴計劃、油麻地戲院及高山劇場新翼的策劃和開幕等。

周氏畢業於香港中文大學，取得社會科學學士。她亦於香港大學藝術行政管理文憑課程獲優異成績，及於英國 University of Leicester 取得人力資源管理及發展課程碩士，並完成 London Business School 的高級管理課程。

## Ms Winsome CHOW 周蕙心女士



Veteran Arts Administrator  
資深藝術行政人員

## Ms Ribble CHUNG 鍾小梅女士



Board Member,  
Hong Kong Arts Administrators  
Association / Council Member, Chairman  
of Arts Promotion Committee and Arts  
Administration Group, Hong Kong Arts  
Development Council

香港藝術行政人員協會董事局成員 /  
香港藝術發展局大會委員、藝術推  
廣委員會及藝術行政組主席

Ribble is the head of The Office of the Arts Administrator and manager of the Sir Run Run Shaw Hall of The Chinese University of Hong Kong. She is an experienced arts administrator and produced many performances in Hong Kong and overseas. She is the Council member, Chairman of Arts Promotion Committee and Arts Administration Group of The Hong Kong Arts Development Council. She is the committee member of the Community arts of the Audience Building Office, and Programme Development committee of Leisure and Cultural Services Department. She is the chairman of Art Peak and DanceArt Hong Kong and the board member of the Actors' Family and the International Association of Theatre Critics (Hong Kong).

現為香港中文大學藝術行政主任辦公室的藝術行政主任及邵逸夫堂經理。具有豐富的藝術行政經驗，曾於本地及海外策劃及製作不同的表演藝術節目。現為香港藝術發展局委員、藝術推廣委員會及藝術行政組主席。並出任康樂及文化事務署觀眾拓展辦事處社區藝術小組、節目發展委員會之委員。同時為動藝舞蹈團、藝堅峰劇團之董事會主席，演戲家族及國際演藝評論家協會（香港分會）董事局成員。



## Mr Jay FORSTER

Jay Forster先生



Co-Founder &  
Artistic Director,  
Clockenflap

Clockenflap聯合創辦人  
及藝術總監

With over 20 years within the creative industry and co-founder of Clockenflap Music & Arts Festival, Jay Forster is a visionary talent – pioneering conceptual and engaging solutions for corporate clients and within the arts.

Founding Salon de Pigeon in 2000, a multi-media design studio offering creative solutions for both local and international brands, Jay has worked on a diverse range of projects with a particular focus on the event industry. Past clients have included: Hennessy, Lane Crawford, Pedder Red, Reebok, Smirnoff and W Hotel.

Whilst music has certainly been a key driver in the rapid expansion of the festival (from 1,500 attendees in 2008 to 45,000 in 2014) – it's the lesser-told but equally significant visual arts, which give Clockenflap, its unique identity. The festival's visual arts vision is to nurture local talent and assist in the production of large-scale installations, and as the festival expands, so too does the visual arts programme – seeking to invite a greater number of internationally acclaimed artists.

As a painter and mixed-media artist, Jay has participated in a variety of exhibitions in Hong Kong. These include the Evisu sponsored Cube, Yum!art, Andox Departure, 450 SQ.FT, Embassy's Aperio Yo, and Catflap. In 2014, Jay was selected as the artist and curator of Art Beat – an Absolut sponsored art meets music event.

As an independent filmmaker, Jay has been invited to screen his short films at I Shot Hong Kong, Videotage & IFVA's Home Movies, Moonlight Movies, and IDN & Videotage's RecROOM. Jay was invited to screen Shift at The Prague Fringe Festival.

Jay is currently studying a Master's Degree in Sociology at The University of Hong Kong.

Jay Forster 先生是 Clockenflap 音樂及藝術節的聯合創辦人，從事創意工業至今20年，在藝術創作或企業宣傳上，Jay 均以理念先行，開拓創意計劃。

Jay 在2000年創立多媒體設計工作室 Salon de Pigeon，為本地和國際品牌製作創意項目。他曾涉足多個範疇的工作，並專注於活動統籌事業。曾合作的品牌包括軒尼詩、連卡佛、PedderRed、Reebok、Smirnoff 和 W 酒店。

音樂演出固然是 Clockenflap 發展迅速的主要因素(藝術節觀眾人數由2008年的1,500人增長至2014年的45,000人)，然而較少人留意的視覺藝術項目亦是不可或缺的重要環節，且更能突顯 Clockenflap 的獨特性。Clockenflap 銳意培育本地視覺藝術人才，支援大型藝術裝置製作。Clockenflap 的視覺藝術項目亦隨着藝術節的規模擴張，Jay 期望能邀得更多國際知名藝術家參與。

作為畫家和多媒體藝術家，Jay 曾參與香港多個不同展覽，包括 Evisu 贊助的 Cube、Yum!art、Andox Departure、450 SQ.FT、Embassy's Aperio Yo 以及 Catflap。2014年，Jay 獲選為 Absolut 贊助的藝術及音樂活動“Art Beat”的藝術家和策展人。

作為獨立電影工作者，Jay 的短片曾獲邀於 I Shot Hong Kong、Videotage & IFVA 的 Home Movies、Moonlight Movies 及 IDN & Videotage 的 RecROOM 播映。他的作品 Shift 更獲邀參展布拉格藝術節。

Jay 現於香港大學攻讀社會學碩士課程。





## Sir Vernon ELLIS 文龍爵士

Sir Vernon Ellis is Chair of the British Council, the UK's International Cultural Relations Organisation. Prior to taking up this appointment in 2010, he was at Accenture for 40 years, the leading business and information technology consulting organisation, where he was International Chairman. He is very much involved in the arts, particularly music. He was Chairman of the English National Opera and is now its President. He is also the Chairman of the National Opera Studio and was a Trustee of the Royal College of Music for six years. Through the work of his own Foundation, he supports a wide range of arts organisations and hosts around 90 concerts a year at his home in London. He is also Chairman of Martin Randall Travel, the leading cultural tours company, and of One Medicare, a company providing primary healthcare services within the NHS. He is a Non-Executive Director of FTI Consulting Inc. He was knighted in 2011 for services to music and in 2012 was appointed Chairman of the Arts and Media Honours Committee and a member of the overall Honours Committee and the Philanthropy Committee.

文龍爵士自2010年起出任英國文化協會主席。此前，他曾於業務流程和資訊技術諮詢機構埃森哲 (Accenture) 服務40年，並為公司國際主席。文龍爵士積極參與藝術事務，尤其熱衷於音樂。他曾為英國國家歌劇院的主席，現擔任總裁一職。同時，文龍爵士是英國國家歌劇研習中心的主席，亦曾任皇家音樂學院的受託人達六年。透過他自己的基金會，他支持多類型藝術機構發展，更每年在倫敦舉辦約90場音樂會。文龍爵士也是文化旅遊公司 Martin Randall Travel 和國民保健署 (NHS) 公眾醫療服務公司 One Medicare 的主席。他亦是全球性商業諮詢公司 FTI Consulting Inc 的非執行董事。他在2011年受勳為爵士，表揚他在音樂上的貢獻，並於2012年被任命為英國 Arts and Media Honours Committee 主席和英國 Honours Committee 及 Philanthropy Committee 的成員。



Chair,  
British Council  
(United Kingdom)  
英國文化協會主席 (英國)

## Mr Colin GOH 吳漢林先生



Chief Executive Officer,  
The RICE Company Limited  
(Singapore)

The RICE Company Limited  
行政總裁 (新加坡)

Mr Colin Goh embarked on his journey of promoting and raising funds for the Arts and its communities since 1991, starting as Associate Producer of various musicals and arts festivals in Singapore.

Colin believes that arts must be shared with the other communities around the world. With the inspiring pilot of Spotlight Singapore in Hong Kong, over 5,000 artists have benefited from this international exchange and supported by the business communities.

To develop the giving culture, Colin initiated 3 community funds to support the endeavors of young and aspiring artists from and into Singapore: The Business Times Budding Artists Fund, The International Young Artists Exchange Fund and The SING50 Fund.

In 2003, Colin was appointed as the CEO of The Old Parliament House Limited to restore and develop Singapore's 200-year-old government building into an arts and culture centre. The project won the "Best Conservation Award" by the Urban Redevelopment Authority, Singapore.

In 2014, he started an independent non-profit organization: THE RICE COMPANY LIMITED, devoted to harnessing the creative potentiality of its community for the communities. The company currently manages a 10,000 sq ft arts space, The Little Arts Academy - providing free arts training for underprivileged children. It also raised SGD\$3.5 million and converted a 15,000 sq ft car park space into an arts and creative space for youths.

Colin currently serves on several arts boards and committees as well as school advisory panels.

吳漢林先生自1991年起投身藝術籌募事業，曾參與新加坡多個藝術節及音樂劇製作。

吳先生深信文化交流有助藝術發展，在香港推行的「照亮新加坡」先導計劃讓超過5,000名藝術家得到商界支持和海外交流的機會，Colin先後成立三個社區基金——The Business Times Budding Artists Fund, The International Young Artists Exchange Fund 和 The SING50 Fund，支持本土及海外年輕藝術家在新加坡的藝術發展。

2003年，吳先生獲委任為舊國會大廈有限公司的行政總裁，負責重新規劃並發展新加坡有200年歷史的政府建築物，將之打造成藝術文化中心，企劃更獲新加坡市區重建局頒發「最佳保育獎」嘉許。

吳先生在2014年創立非牟利獨立機構 The RICE Company Limited，透過管理藝術教育項目及培育藝術空間，以藝術連結社群。The RICE Company Limited 現時管理一個近萬平方呎的藝術空間 The Little Arts Academy，為弱勢兒童提供免費藝術課程。同年更籌得350萬新加坡元，將1萬5千平方呎的停車場改造成青年藝術創意空間。

吳先生身兼多個藝術機構的董事局成員及委員會成員，並為學校諮詢委員會成員。

### Ms Penni HALL Penni Hall女士



Head, Administration,  
M+, West Kowloon Cultural  
District Authority  
西九文化區管理局  
M+行政主管

Originally from Melbourne, Australia, Penni Hall has had a career in arts administration for over 15 years across a number of cultural forms. Since 2012, she has been Head of Administration for M+, the museum for visual culture as part of the ambitious West Kowloon Cultural District.

After beginning her career in Melbourne, in 2006 she moved to London where she worked for the National Theatre for 6 years, 3 of these as General Manager for the Discover Programme, the National's public engagement programme. After moving to Hong Kong in 2012 she took up her role with M+ to be part of the team taking on the challenge of creating a world-class museum for Hong Kong. With a main focus of acting as a bridge between the museum and other Authority departments, her role covers a variety of areas that support both the short-term needs and strategic planning of M+.

Each role being central to supporting the primary vision of the organisation has given her extensive knowledge into what makes an effective cultural organisation with an agility to understand and communicate the needs of both the creative and non-creative teams, which she hopes can contribute both to M+ and the broader Hong Kong cultural landscape.

Penni Hall 來自澳洲墨爾本，在2012年上任為西九文化區視覺文化博物館 M+ 行政主管。Penni 有超過15年藝術行政工作經驗，工作範疇涉及多種藝術形式。

2006年 Penni 移居倫敦，於英國國家劇院服務達6年，其中3年出任公眾參與企劃總經理，負責 Discover Programme。2012年 Penni 移居香港，加入 M+ 的團隊，致力在香港將 M+ 建構成世界頂尖的博物館。她擔當 M+ 與機構其他部門之間的橋樑，同時支援 M+ 的短期項目和策略規劃。

Penni 在其過往服務過的機構中都擔當重要的崗位，對於實踐機構理念舉足輕重，明白到文化機構中，創意及非創意部門間靈活溝通及互相了解的重要性，她期望以其工作經驗和見識，為 M+ 及香港文化發展作出貢獻。

Executive Director of the Hong Kong Arts Festival (HKAF) since 2006, Tisa extended the scale and scope of HKAF programming to include large scale and site specific work. From 2009, HKAF also produced and published commissioned original works, some subsequently touring outside Hong Kong. HKAF has consistently achieved over 95% attendance presenting about 140 performances of classic as well as contemporary works over five weeks in February and March each year.

Previous work includes policy and infrastructure planning, including brief development for Singapore's Esplanade and oversight of government owned venues; marketing and curatorial responsibilities for the Singapore Arts Festival; and management of the Singapore Symphony Orchestra and Victoria Concert Hall during which she helped to set up the Alliance of Asia-Pacific Region Orchestras and the Singapore International Piano Festival.

Tisa is an Art Advisor for Arts Administration with the Hong Kong Art Development Council; Board Member of the HK International Literary Festival, the Association of Asia and Pacific Arts Festivals, and The International Society for Performing Arts. She chairs the International Advisory Committee of the Tong Yeong Concert Hall, S. Korea, was facilitator of the Inaugural Cultural Leaders' Lab in Singapore and on the International Faculty of the Accademia Teatro alla Scala in Milan, Italy.

自2006年出任香港藝術節行政總監以來，何嘉坤女士將香港藝術節的規模和範疇擴展至大型演藝及在地創作，並從2009年開始製作和發佈委約原創作品，部分作品其後更於香港以外的地方巡迴公演。香港藝術節於每年二月至三月的五個星期內上演約140部傳統及當代作品，入座率持續保持百分之九十五以上。

何女士在藝術界的履歷包括行政及基建發展、新加坡 Esplanade 濱海藝術中心的發展工作及政府擁有表演場地的管理、新加坡藝術節節目宣傳和策劃。她出任新加坡交響樂團及維多利亞音樂廳經理期間，促進成立亞太區樂團聯盟及創辦新加坡國際鋼琴音樂節。

何女士現為香港藝術發展局藝術行政組成員、香港國際文學節董事局成員、亞洲表演藝術節聯盟董事局成員及國際表演藝術協會董事局成員。她目前為南韓統營音樂廳國際顧問委員會主席，並為新加坡領導力實驗室計劃的推動者，以及任教於意大利米蘭的 Accademia Teatro alla Scala。

### Ms Tisa HO 何嘉坤女士



Executive Director,  
Hong Kong Arts Festival  
香港藝術節  
行政總監