

# Analysis of Views for the Public Consultation Exercise on the Proposed Hong Kong Palace Museum (HKPM) Project

## - Report on Findings -

**westKowloon**  
西九文化區



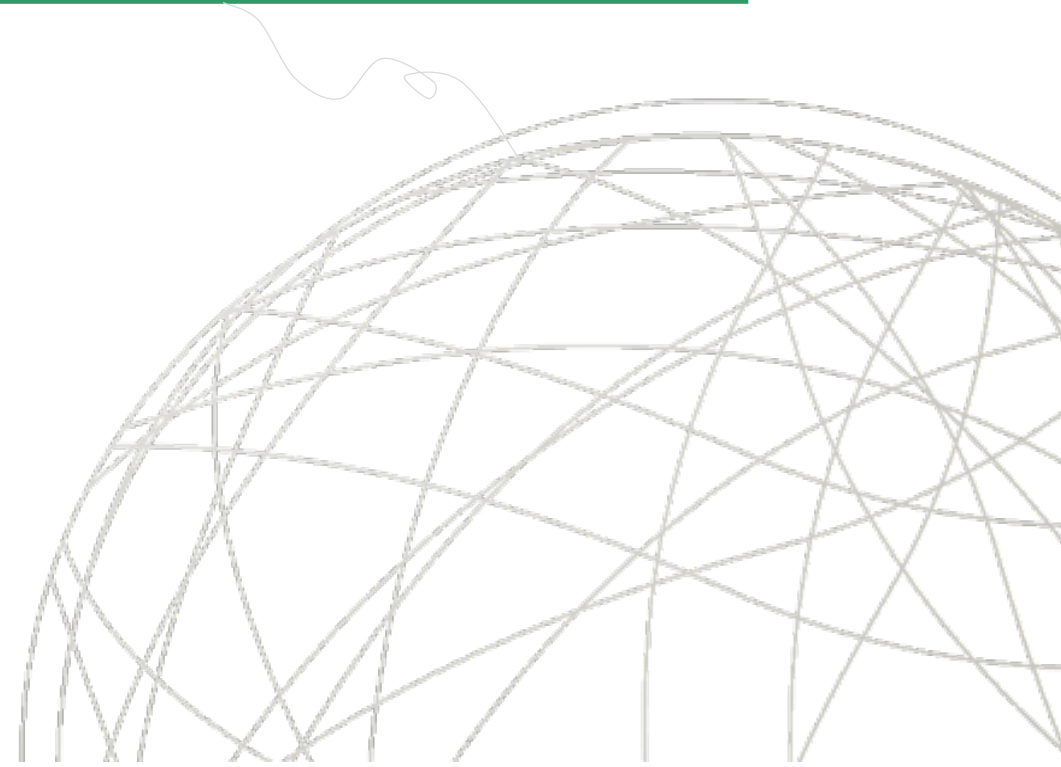
Submitted to  
**West Kowloon Cultural District Authority  
(WKCDA)**

Prepared by  
**Consumer Search Hong Kong Limited**

- 9 May 2017 -

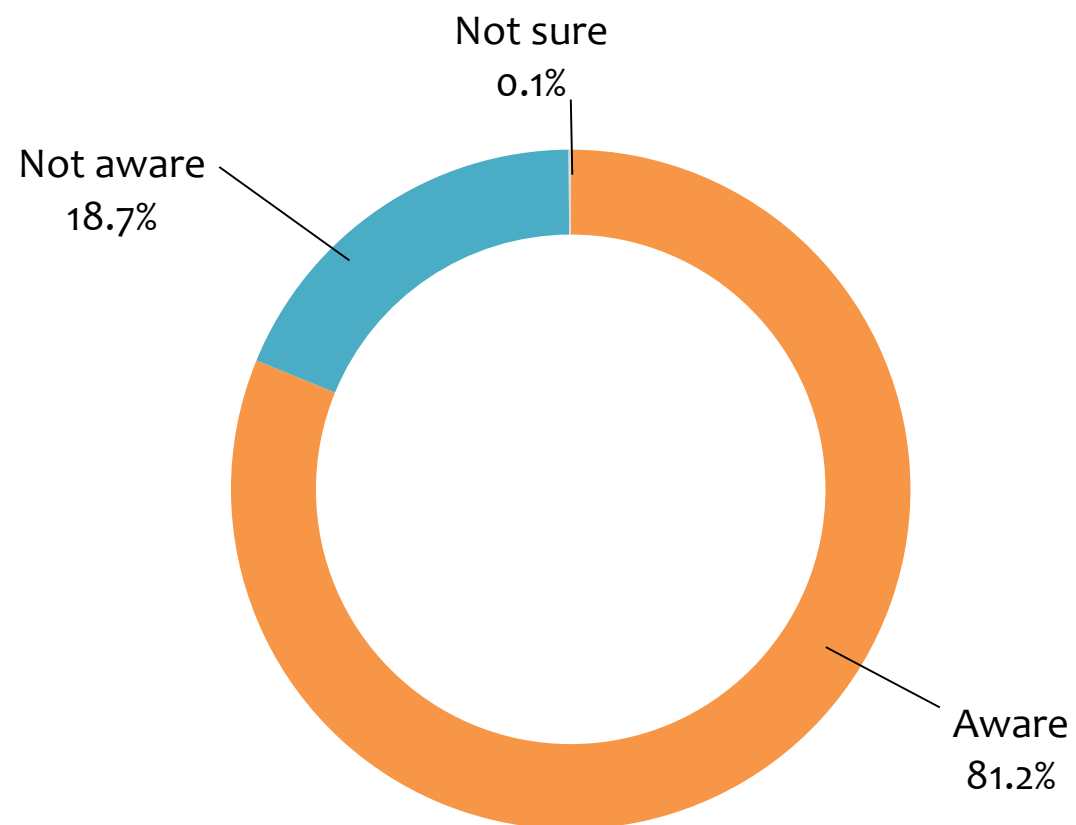
- A combination of quantitative and qualitative analyses of views and opinions received during the public consultation period (i.e. from 11 January to 8 March 2017) was deployed, covering:
  - Quantitative: **Public opinion poll** through on-street face-to-face interviews
  - Qualitative: Consultation activities, including:
    - ✓ **Questionnaires** (i) distributed at the City Gallery in Central where the proposed HKPM project details were on display, and (ii) available via the WKCDA website where the proposed HKPM project details were uploaded
    - ✓ Views expressed at the **consultation meetings/ sessions/ forums** that WKCDA organised or took part in
    - ✓ **Written and other submissions** from the public

# *Quantitative Approach:* **Public Opinion Poll**



- The public opinion poll aimed to **reach out** to more members of the public and collect their views on the proposed HKPM project, with data being **projected to represent the Hong Kong resident population aged 15 or above**
- A total of **1 805 successful interviews** were completed in 18 locations with major traffic junctions, transport hubs and landmarks in Hong Kong between **28 February and 7 March 2017**
- Quota was set to ensure that the enumerated samples could represent an appropriate composition of the target population, with reference to corresponding population statistics as provided by the Census and Statistics Department, including (i) gender, (ii) age, (iii) highest educational attainment and (iv) working status (N=6 143 600 in total)

# General awareness of the proposed HKPM project

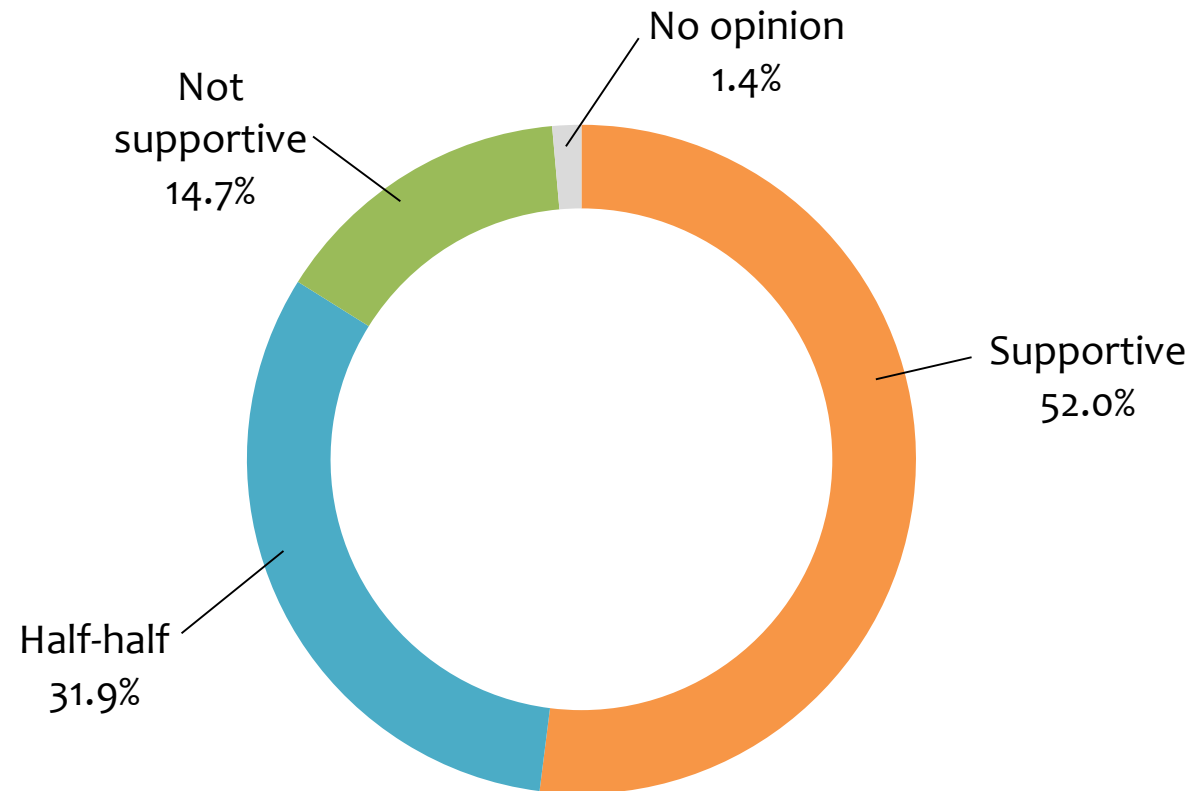


# General awareness of the proposed HKPM project



General awareness of the proposed HKPM project was **high**  
with 81.2% of the general public being  
aware of the proposed project

# Level of support towards the development of the proposed HKPM project



# Level of support towards the development of the proposed HKPM project



## Supporting views towards the proposed HKPM project exceeded opposing views by a big margin:

- About **52.0%** of the general public were supportive of the development of the proposed HKPM
- 14.7% were not supportive
- 31.9% chose half-half
- Only 1.4% had no opinion

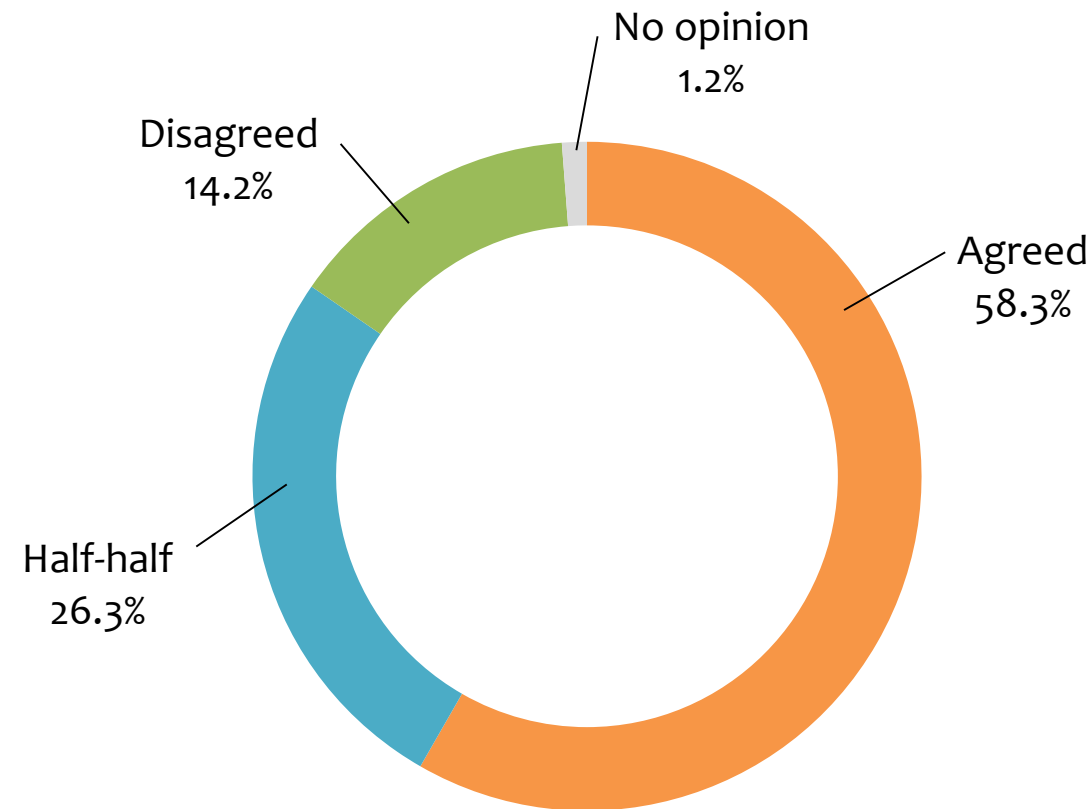


# Reasons for supporting the proposed HKPM project



- Key reasons for those in support of this proposed project (52.0%) are as follows:
  - 25.2% of the general public believed that the proposed HKPM would offer **good educational value** and could **facilitate the learning and understanding of Hong Kong and China as a whole**, particularly the history and culture
  - 8.2% of the general public believed that the proposed HKPM would become a **new attraction** in Hong Kong and **a good place to go for leisure**
  - 7.8% of the general public anticipated that the development of the proposed HKPM would **attract more tourists** to Hong Kong

# Level of agreement with the positive impact of the proposed project on WKCD facilities/ experience

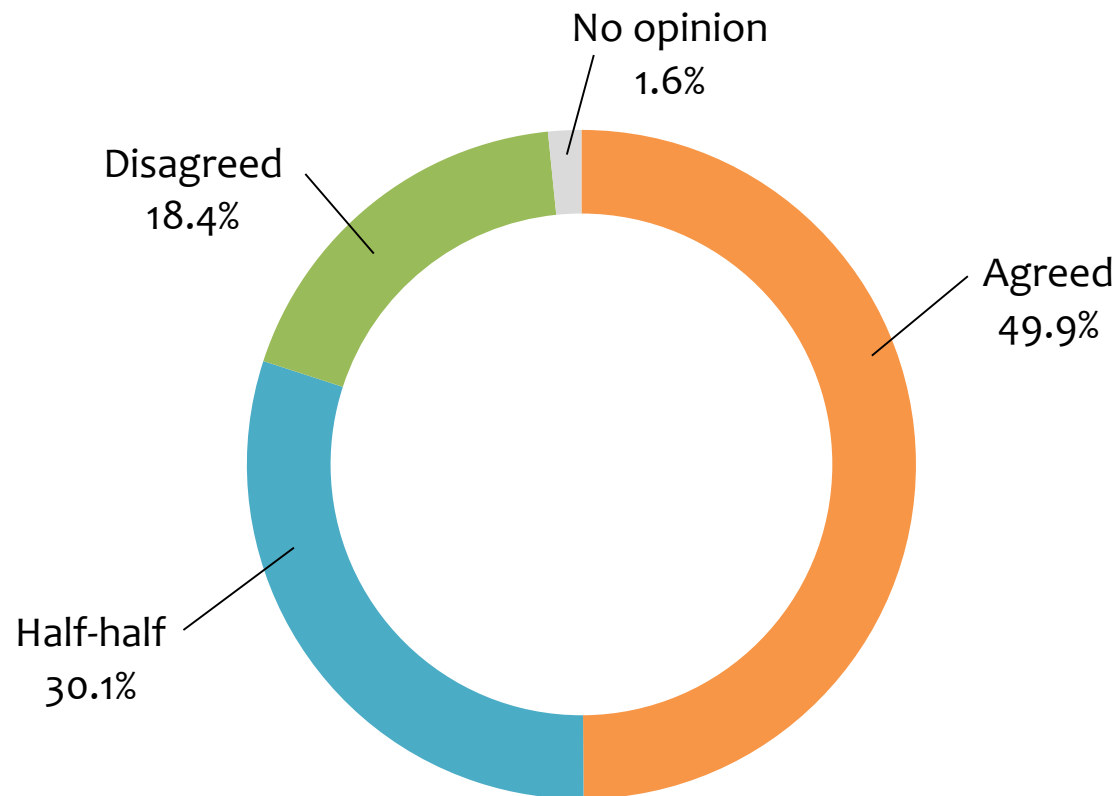


## Level of agreement with the positive impact of the proposed project on WKCD facilities/ experience



**58.3%** of the general public agreed that the proposed HKPM project would provide the WKCD visitors a **more diverse range of cultural facilities and experience**

# Level of agreement with the positive impact of the proposed project on HK as a whole



## Level of agreement with the positive impact of the proposed project on HK as a whole



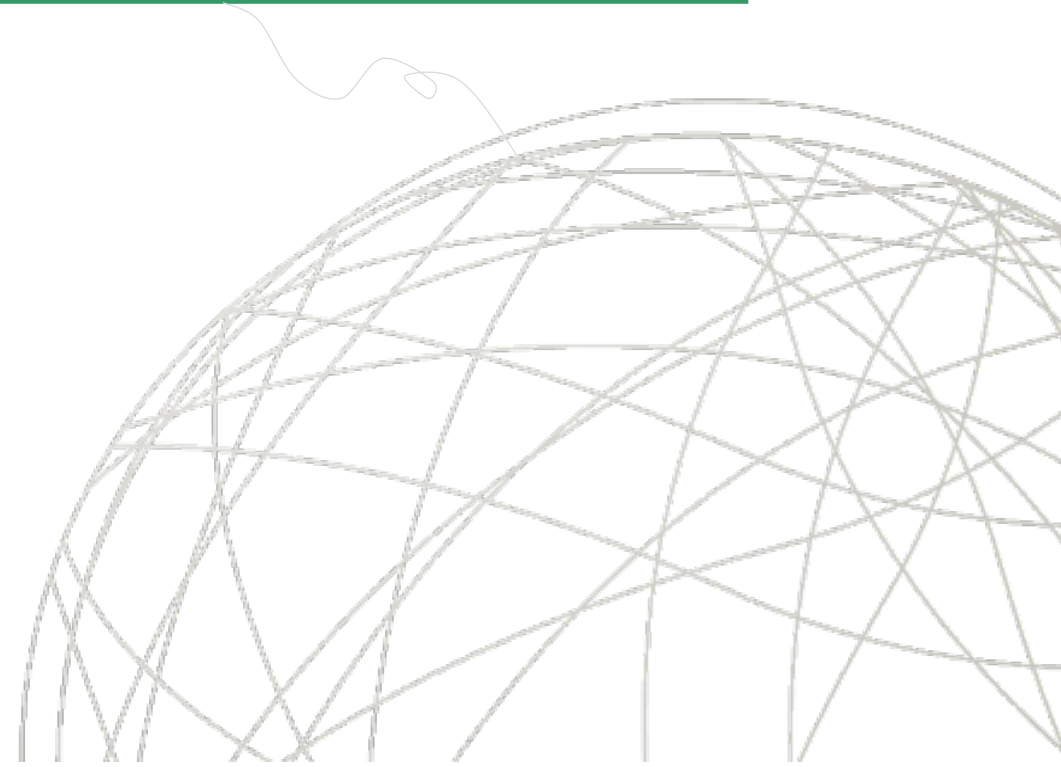
**49.9%** of the general public agreed that the proposed HKPM project would be **beneficial to Hong Kong as a whole, bringing cultural, social and economic benefits**

# Reasons for not supporting the proposed HKPM project



- Key concerns/ reasons for being **not supportive** of the proposed HKPM project (14.7%) :
  - 4.9% of the general public were concerned about the resources being spent in developing the proposed museum
  - 2.4% perceived that there was a lack of public consultation
  - 2.3% expressed that people could simply and easily go to Beijing to visit the Palace Museum if they would like to enjoy the exhibits and artefacts
  - 1.6% stated that there were already a lot of museums in Hong Kong
  - 1.5% doubted the appropriateness of building the proposed HKPM within WKCD

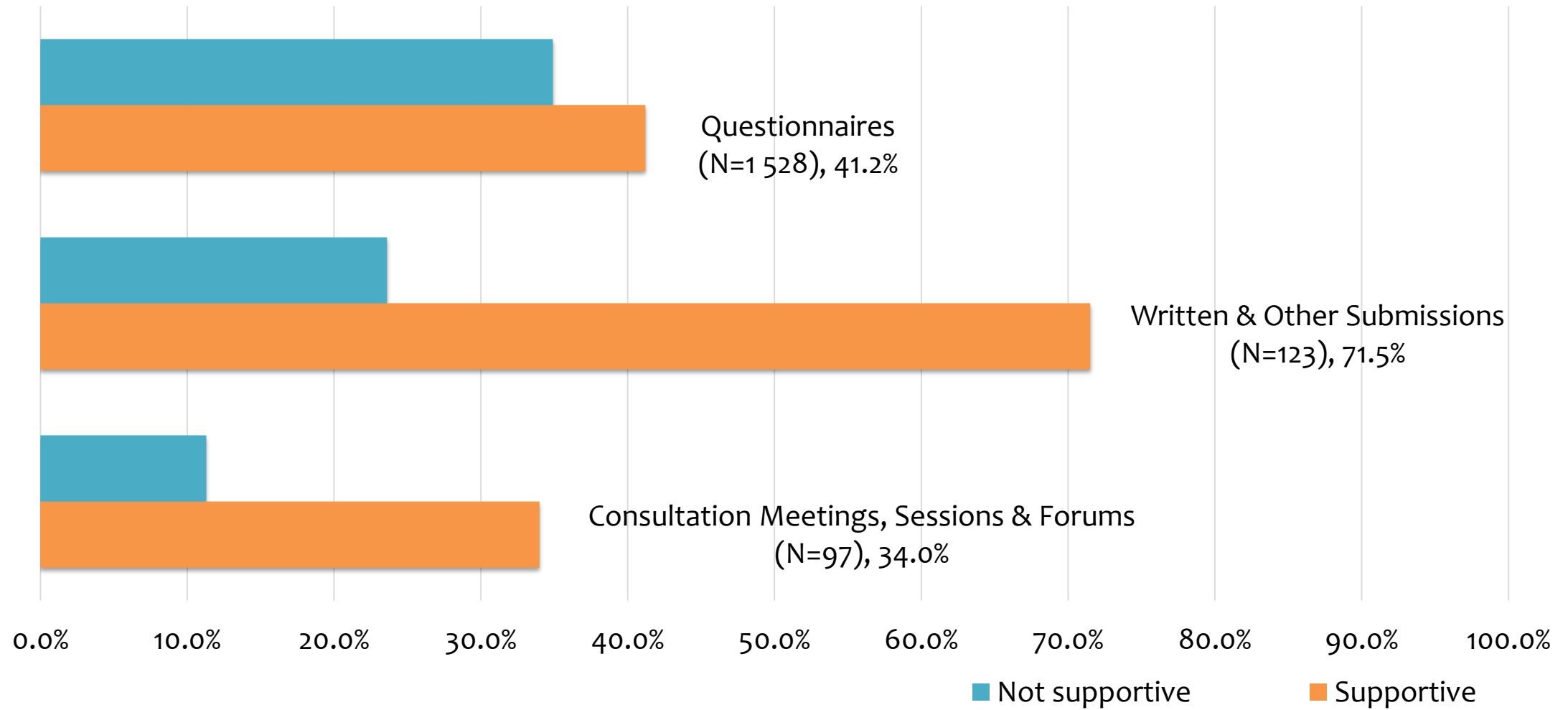
# *Qualitative Approach:* **Consultation Activities**



- During the public consultation period, WKCDA also organised and took part in a range of public consultation activities to involve the public and stakeholders. In particular, the analysis of the in-depth views on the proposed project covered the following:
  - **1 528 valid questionnaires** as obtained at the exhibition on the proposed project at the City Gallery in Central or via its online version on the WKCDA website
  - **Views of 97 participants** of consultation meetings, sessions and forums, including:
    - 2 special meetings of the Consultation Panel
    - 5 consultation sessions with relevant stakeholders
      - ✓ 2 sessions with the Arts and Culture sector
      - ✓ 2 sessions with the professional bodies in the Architectural, Engineering, Landscape, Planning and Surveying sectors
      - ✓ 1 session with the Chairmen and Vice-chairmen of the arts and culture-related committees of the 18 District Councils
    - 1 youth forum organised by the Hong Kong Federation of Youth Groups
    - 1 open forum organised by the International Institute of Management
  - **58 written and other submissions** (encompassing 123 individuals/ associations/ bodies) as received from individuals/ associations/ bodies by email, fax, post and phone, etc.



# Level of support towards the development of the proposed HKPM project



# Level of support towards the development of the proposed HKPM project



Similar to the results of the public opinion poll,  
a **higher proportion of support** for the proposed HKPM  
project was recorded across the other consultation channels

# Reasons for supporting and not supporting the proposed HKPM project



The reasons were similar to those of the public opinion poll

Main *supporting* views were related to:

- Benefits for Hong Kong's **cultural development**
- Better **understanding of the Chinese culture and Chinese history**
- Benefits for Hong Kong's **tourism and economy**

Main *opposing* views were related to:

- Whether the proposed HKPM project had to be **built in WKCD**
- Perceived **lack of transparency and public consultation**
- Whether the proposed HKPM project was **needed**

# Specific views and suggestions on the proposed HKPM project



## Exhibitions and programmes

- More thematic exhibitions that cover different dynasties in terms of the arts, culture, and history
- More collaborations with other museums and collectors to showcase more artefacts

## Facilities

- Exhibition galleries
- Restaurants/ coffee shops that could be subsidised, with reasonable price and perhaps, with a Palace theme
- Activity rooms for education and video sharing, lecture theatres and workshop facilities
- Artwork authentication studios
- Facilities related to artefacts information (e.g. library/ information centre)

# Specific views and suggestions on the proposed HKPM project



## Learning and interpretation support

- Audio guide
- Guided tours including those for visitors with disabilities
- Mobile applications to give detailed description of exhibits and interactive programmes to allow visitors to experience virtual reality

## Learning programmes and activities

- Community engagement programmes, including internship and tours tailored for the public and youth
- Activities/ seminars specially designed for enhancing knowledge of culture and history

# Specific views and suggestions on the proposed HKPM project



## General operation

- Admission fee (free, special rate or special waiver)
- To be managed by professional and local Hong Kong residents
- To be run as an independent, non-profit and self-sufficient organisation
- To have more promotion via various channels
- To collaborate with other government bodies in the provision of exhibitions and education arrangements
  - ✓ To work with the **Leisure and Cultural Services Department** in forming a **curatorial transition team** with its existing curators and a strategic alliance to **drive thematic exhibitions across nearby museums**
  - ✓ To seek support from the **Education Bureau** to explore the opportunity to **integrate antiquities as part of the education curriculum** (e.g. history)
- To consider the following when developing the proposed project:
  - ✓ Process in terms of board composition
  - ✓ Curatorial direction and strategies (e.g. how to attract more youth to visit HKPM)
  - ✓ Arrangements related to transportation, staffing, security, storage, and curatorial and artefacts conservation

# Specific views and suggestions on the proposed HKPM project



## HKPM location

- There were views related to the overall HKPM location **relative to the master layout plan** of WKCD (e.g. having three new facilities of museum, hotel and exhibition halls appeared to be too crowded for the space)

## Interior and exterior design

- Possible options and considerations for interior and exterior design in terms of **material, cost** and **energy efficiency** were raised
  - ✓ The impact of seafront architecture on the artefacts
  - ✓ The connectivity with the rest of the Park in terms of design and layout
  - ✓ Space allocation between each permanent and thematic exhibition hall

Overall,  
the findings of the 8-week public consultation exercise  
indicated that there are **more supporting than opposing**  
views to the proposed HKPM project  
across **different consultation channels**.



# *Questions and Answers*

