

CONTROLLING OFFICER'S REPLY

HAB138

(Question Serial No. 1561)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): (-) Not Specified

Programme: (1) Recreation and Sports

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Home Affairs

Question:

It is mentioned in Matters Requiring Special Attention in 2021-22 under this Programme that the Leisure and Cultural Services Department (LCSD) will “produce a series of videos introducing popular sports to be uploaded to the new LCSD Edutainment Channel to arouse public interest”. In this connection, please advise this Committee of:

- a. the Government’s estimated expenditure on operating the LCSD Edutainment Channel in 2021-22;
- b. the Government’s estimated expenditure on operating the LCSD Edutainment Channel in the coming 3 years;
- c. the person(s) or department(s) or organisation(s) responsible for operating the LCSD Edutainment Channel.

Asked by: Hon LAU Kwok-fan (LegCo internal reference no.: 23)

Reply:

The Leisure and Cultural Services Department (LCSD) rolled out a new service in December 2020 and launched the LCSD Edutainment Channel, a one-stop online platform. By integrating existing online resources as well as updating and producing new content, the platform seeks to provide members of the public access to arts, cultural, sports and recreation programmes and enhance their interest in these disciplines any time from the comfort of their homes amid the pandemic. The LCSD also launched 101 Academy on the online platform to provide a systematic introduction to basic knowledge in culture, arts, science, recreation and sports as well as horticulture to members of the public. The “Vis-à-vis +01” series under 101 Academy brings online interactive experience to the public through museum virtual tours, online sports training, and interactive guided tours of accessible parks.

It is expected that this new online platform will function as an instrument to bring sports and cultural resources to members of the public anytime and anywhere, and promote recreation, sports, culture and arts in a more effective manner.

In 2021-22, the estimated expenditure for operating the LCSD Edutainment Channel is about \$24 million. Another \$15 million has been earmarked for interactive sports training programmes on which about 10 000 viewers are expected to enrol.

The LCSD Edutainment Channel is managed and operated by the LCSD. Regarding the estimated expenditure for operating the LCSD Edutainment Channel in the coming 3 years, the LCSD will take into account public feedback on the programmes of the Channel in deciding the resources to be allocated in the future.

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