

2020 Community Cultural Ambassador Scheme calls for applications

The Leisure and Cultural Services Department is inviting proposals from local performing artists and arts groups for the 2020 Community Cultural Ambassador Scheme (CCAS) with a view to working with selected performing artists and arts groups to organise outreach arts activities for the general public or particular community groups to bring arts into the community.

Applicants should be registered local non-profit-making performing arts groups or ensembles of artists that have been active in the past three years and possess actual experience in public performance of a high standard. Applicants may submit one proposal for one of the following types of activities:

- (1) Special topics of the 2020 CCAS:
 - (a) Promoting participation of persons with different abilities in performing arts; or
 - (b) Social inclusion; or
- (2) Audience-building/arts education activities that are designed for the general public.

The proposal should cover one or more performing art forms, such as Chinese opera/operatic singing, dance, music, theatrical arts (including drama, mime, magic and puppetry) and multi-arts. Proposed projects may include performance, workshops, lectures, demonstration, episodic performance or exhibitions or a combination of these activities.

The application guide and the form for the scheme can be downloaded from the webpage of the Audience Building Office (ABO) www.lcsd.gov.hk/ab and are available at the enquiry counters of the department's performance venues, or can be obtained by mail and fax from the ABO. The deadline for applications is noon on April 25 (Thursday).

A briefing session on applications for the scheme will be held at 3pm on April 2 (Tuesday) at Room AC2, 4/F, Administration Building of the Hong Kong Cultural Centre. Registration for the briefing session can be made by email to amab2@lcsd.gov.hk or by phone on 2591 1618.

For enquiries on the scheme, please call 2591 1628 or email to amab3@lcsd.gov.hk, or visit www.lcsd.gov.hk/CE/CulturalService/ab/en/ccas2020guide.php.