

2021 Community Cultural Ambassador Scheme opens for applications

The Leisure and Cultural Services Department is inviting proposals from local performing artists and arts groups for the 2021 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 year 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 2021 CCAS:
 - (a) Caring for family and parent-child relationships; or
 - (b) Promoting social inclusion or encouraging persons with different abilities to participate in arts; or
- (2) Audience-building/arts education activities that are designed for the general public.

Each proposal should cover one performing art form, such as Chinese opera/operatic singing, dance, music, theatrical arts (including drama, mime, magic and puppetry) and multi-arts, or more than one performing art form. Proposed projects may include a performance, lecture, demonstration, episodic performance or exhibition activity, or a combination of these activities.

The application form for the scheme can be downloaded from the webpage of the Audience Building Office (ABO) at www.lcsd.gov.hk/ab or can be obtained by mail and fax from the ABO. The deadline for applications is noon on April 27 (Monday).

For enquiries on the scheme, please call 2591 1611 or email amab1@lcsd.gov.hk, or visit www.lcsd.gov.hk/CE/CulturalService/ab/en/ccas2021guide.php.