

Community Cultural Ambassador Scheme 2022 calls for applications

The Leisure and Cultural Services Department is inviting proposals from local performing artists and arts groups for the Community Cultural Ambassador Scheme (CCAS) 2022. The selected artists and arts groups will organise outreach arts activities to be performed in different districts in Hong Kong next year to bring arts to the general public.

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. Each applicant may submit one proposal for one of the following types of activities:

- (1) Special topics of the CCAS 2022:
 - (a) Holistic wellness in the new normal under the pandemic; or
 - (b) Interpersonal relationships in the community; or
- (2) Audience-building/arts education activities that are designed for the general public.

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

The application guide and form for the scheme are available at the webpage of the Audience Building Office at www.abo.gov.hk or can be obtained by mail and fax. The deadline for application is noon on April 26 (Monday).

For enquiries on the scheme, please call 2591 1611, email amab1@lcsd.gov.hk, or visit the website of the Audience Building Office.