

# Community Cultural Ambassador Scheme 2025 calls for applications

The Leisure and Cultural Services Department is inviting proposals from local performing artists and art groups for the Community Cultural Ambassador Scheme (CCAS) 2025. Selected artists and art groups will bring performing arts to public spaces in different districts through outreach activities in 2025.

Applicants should be registered local non-profit-making performing art groups or ensembles of artists that have been active in the performing arts scene in the past year, with experience in public performance. The Department encourages applicants to bring in potential young talents and set the stage for them to shine in community arts.

Each applicant is required to submit one proposal with a brief description of the project theme and content. The proposal should cover one or more of the following five types of performing arts: Chinese opera/operatic singing, dance, music, theatre arts (including drama, mime, magic and puppetry), and multimedia. The proposed projects should mainly feature touring performances, and may include talks, workshops, demonstrations, episodic performances, exhibitions or a combination of these activities.

Applications can be submitted online, by post or by hand to the Audience Building Office (10/F, Queen Elizabeth Stadium, 18 Oi Kwan Road, Wan Chai). Application forms can be downloaded from the Audience Building Office website ([www.abo.gov.hk](http://www.abo.gov.hk)) or obtained at the Audience Building Office. The deadline for application is noon on May 6 (Monday).

A briefing session on the scheme will be held at 3pm on April 9 (Tuesday) at Room AC2, 4/F, Administration Building of the Hong Kong Cultural Centre, to introduce to interested individuals and art groups the application details of the scheme. There will also be experience sharing by previous Community Cultural Ambassadors. For registration details of the briefing session, please visit the Audience Building Office website.

For enquiries on the scheme, please call 2591 1611, email to [amab1@lcsd.gov.hk](mailto:amab1@lcsd.gov.hk), or visit the Audience Building Office website.