

Community Cultural Ambassador Scheme

2026 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 2026. Selected artists and arts groups will conduct performing arts in public spaces across different districts through outreach activities in 2026.

Applicants should be registered local non-profit-making performing arts groups or 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 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 other activities such as workshops, excerpts from full performances, demonstrations, talks, exhibitions, and more.

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) or obtained at the Audience Building Office. The deadline for application is noon on May 6 (Tuesday).

A briefing session on the scheme will be held at 3pm on April 8 (Tuesday) at Room AC1, 4/F, Administration Building of the Hong Kong Cultural Centre, to introduce interested individuals and arts groups to 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 amabl@lcsd.gov.hk, or visit the Audience Building Office website.