

Public Libraries Advisory Committee
Summary of Discussion of the 52nd Meeting Held on 19 March 2025

Business Plan of the Hong Kong Public Libraries (2025-26) (PLAC 1/2025)

1. Members noted the report and made the following suggestions:
 - (a) To set targets for the number of newly registered borrowers and attract more people to utilise library services. Information such as the number of patrons of the day and size of collection was also suggested to be put on display at the library for public information.
 - (b) To step up promotion targeting Ma On Shan residents upon the commissioning of the Hong Kong Public Libraries New Book Centre located at the Amenity Complex in Area 103, Ma On Shan.
 - (c) When promoting thematic collections such as Chinese culture, technology and artificial intelligence to tie in with major events and hot social issues, relevant talks and book exhibitions could be organised to deepen readers' understanding of the topics, add entertaining elements and expand readership.
 - (d) To step up the promotion of books on spiritual healing during Hong Kong Reading Week, with a view to enhancing the resilience of students in coping with adversity through reading.
 - (e) Regarding online publicity and promotion efforts, Members suggested uploading the content of the podcast channel "24/7 Story Pavilion" to other online channels such as YouTube while organising relevant book exhibitions at libraries, with a view to achieving online and offline synergy. Members also suggested collaborating with cultural and reading promotion programmes of Radio Television Hong Kong to extend the reach of library collections and information on activities.
 - (f) To make reference to the seven major marketing trends, namely "She-Economy", "Animal KOL", "Solo Economy", "Halal Market of the ASEAN", "Silver Hair Market", "Generation Z" and "Artificial Intelligence", when developing business plans and publicity and promotion strategies.

- (g) To introduce library services and collections to children and members of the public through different channels, such as providing regular library updates on English media platforms targeting children, displaying books created by young writers and organising activities for them to share their publication stories, with a view to promoting reading and writing. Members also suggested formulating strategies and setting performance indicators regarding online platforms and publicity initiatives to establish the overall development direction and let members of the public understand the image of the HKPL.
- (h) To recruit young avid readers through the “Youth Link” launched by the Home and Youth Affairs Bureau to serve as volunteers in assisting with the organisation of activities and to expand readership. Promotional slogans could also be designed based on the features of the activities so as to attract public attention.
- (i) To set up self-service library stations at Hong Kong International Airport or Hong Kong West Kowloon Station of the High Speed Rail, allowing visitors who are waiting for departure to better understand our city by reading or borrowing books on Hong Kong.

Secretariat of Public Libraries Advisory Committee
September 2025