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**Bio & Policy Statement from
A Nominee for Associate Member Governor
Board of Governors 2018-2019**

Magnus RENFREW
Affiliation: ARTHQ Ltd



Policy Statement

Dear Fellow Members

My candidacy is based on the value of respect for the Club and its excellent Staff; for Hong Kong itself and for the FCC's place and role within it.

Whilst the Club already provides an exceptional resource to its members, I see five ways in which we can better the Club's offerings and further secure its future:

1) Finances

- To focus on leveraging Revenue Generating Opportunities for the Club
- To formulate strategies to increase F&B spending by members through creating focal point opportunities for guest entertainment
- To create opportunities for sale of Hong Kong originated, and FCC branded products through online and onsite retail
- To work with Chambers of Commerce, Commercial Art Galleries, and the Events Industry to increase corporate rental of function rooms
- To work with the Information Services Department, HKCEC and the Hong Kong Events Industry to provide temporary membership packages to visiting journalists
- Paid for off-site Hong Kong Discovery excursions leveraging expertise of membership
- To consider F&B delivery service to both members and non-members

2) Membership Engagement and Activation

- To look at ways to constantly engage with the membership to understand their needs and wants for the Club
- To ask the Membership how the Club could encourage them to direct more of their spending on F&B at the FCC
- To look at ways to foster a greater sense of the FCC as a community and to encourage interactions between each other rather than a linear relationship between membership and the Club itself
- Many members may unwittingly share passions and interests - we should be finding a way for them to find each other - perhaps through an online platform - or through creating sub-interest clubs
- The FCC has alumni members all over the world - this as of yet an untapped resource as a network and could be leveraged
- Leverage the access to expertise that the Membership enjoys in a broad range of fields, for individual members looking for advice or information

- For the Club to use the resource of the expertise of its own membership to help improve the FCC's own offerings: marketing, social media, retail, web design, F&B etc.

3) Increased Engagement with Hong Kong's Cultural Community

- To provide affordable membership to artists, curators, musicians, designers and other creatives as well as journalists to underscore the club's role as a nexus for the exchange of ideas
- To support initiatives such as the Cultural Journalism Campus through venue support. Supporting the next generation of journalists at every level.
- To engage further with Hong Kong's emerging music scene and talent, to give them a platform in Bert's Bar.

4) Increased Engagement with International Visitors to Hong Kong

- Individual Members of the FCC have incredible networks and Hong Kong has a steady stream of extraordinarily talented and interesting people from all sorts of fields coming through. We could do more to leverage these opportunities to add value to our membership.

5) To look into how to provide FCC members with increased benefits

To use our scale of membership to negotiate additional benefits of privileged access or reduced rates with third party providers, which could include:

- Publication Subscriptions
- Junk Hire
- Foot Massage
- Personal Training and Exercise Classes
- Events and Festivals
- Theatre Productions and Concerts
- Selected Retail
- Invitation to Exhibition Private Views at Commercial Art Galleries
- Others as suggested by members

It is my honour to be nominated to stand for election and it would be my privilege to serve the membership community.

Bio

Magnus Renfrew has twenty years' experience in the international art world, the last decade of which have been spent in Asia. Previously, Renfrew served as founding fair director for ART HK: Hong Kong International Art Fair (2007-2012) and Art Basel in Hong Kong (2012-2014). Renfrew has been widely recognized for his contribution by art industry media and has been named twice in ARTREVIEW as one of the 100 most influential people in the international art world. In 2013 he was honoured as a Young Global Leader by the World Economic Forum. In 2016 Renfrew founded the **ARTHQ / Group**, a leading service provider for the art world with offices in Hong Kong and London. In 2017, his book *Uncharted Territory: Culture and Commerce in Hong Kong's Art World* was published by Penguin. Renfrew served on the Hong Kong Arts Development Council (2014-2016) and currently serves as Chair of the Advisory Council for Para Site Art Space in Hong Kong.