

(Translation)

**The Administration's Response
to the Submission of Mr LAU Shing-hon**

Mr LAU Shing-hon, a guest lecturer of the Department of Cinema and Television, Hong Kong Baptist University, sent a submission to the Commerce, Industry and Technology Bureau via the Legislative Council Secretariat on 4 May 2007. He put forward three proposals on the eligibility and assessment criteria for funding film productions under the Film Development Fund (FDF) and the promotion of film literacy. Below is the Administration's response.

(a) To establish a Young Film Directors Scheme

Mr LAU proposes to establish under the FDF a Young Film Directors Scheme which offers three \$3 million projects each year. Eligible directors may apply for funding under the Scheme for the purpose of debut film directing.

The Administration's response: One of the main objectives of the FDF with an expanded scope is to fund the production of small-to-medium budget commercial films. The relevant eligibility criteria allow novice directors to partner with producers or film companies with a proven track record to apply for funding for film production. This provides opportunities for young or novice directors to produce films and helps train director talents.

In addition, the Hong Kong Arts Development Council has launched a scheme to provide novice filmmakers and independent filmmakers with funding support of up to \$300,000. Upon completion of the production, successful applicants can carry out promotion activities such as public exhibition and distribution. This scheme provides opportunities for novice filmmakers to gain film directing experience, which is in line with the proposal of Mr LAU.

The newly established Film Development Council (FDC) will formulate a strategy for the development of the film industry, including measures to nurture film talents. We will forward Mr LAU's proposal to the FDC for reference.

- (b) To provide internships to tertiary students or graduates majoring in cinema and television studies

Mr LAU proposes that, in order to strengthen the nurturing of new talents, all film productions funded by the Government should provide at least three internship places to tertiary students or graduates majoring in cinema and television studies with reasonable salary and training. This will encourage the elites of the local film industry to pass on their valuable experience to the young generation.

The Administration's response: Currently, the film industry spares no efforts to train new talents. They often collaborate with educational organizations to do this in various forms (e.g., training courses and workshops). The FDC will formulate a strategy for the development of the film industry. We will forward Mr LAU's proposal to the FDC for reference.

- (c) To provide mass media courses in primary and secondary schools

Mr LAU proposes to provide mass media courses in primary and secondary schools. The curriculum should include analysis and appreciation of movies, television programmes, advertisements, newspapers and magazines, so as to enhance the interest in and appreciation of Hong Kong films by the local audience.

The Administration's response: Enhancement of the public interest in and appreciation of films is conducive to the long-term development of the Hong Kong film industry. The terms of reference of the FDC include advising the Secretary for Commerce, Industry and Technology (Secretary for Commerce and Economic Development with effect from 1 July 2007) on the promotion of film literacy in the community. We will forward Mr LAU's proposal to the FDC so that the FDC can make reference to it when formulating a strategy for the development the film industry.

Communications and Technology Branch
Commerce, Industry and Technology Bureau

June 2007