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Legislative Council Panel on Information Technology and Broadcasting

Retention of the Non-Civil Service Position of Secretary-General of the Film Development Council

11 May 2009

Policy

- To create maintain an environment conducive to the long term and healthy development of the local film industry
- To maintain Hong Kong's status as a major film producing centre, and enhance Hong Kong's position as a film trading and service hub in the Asia-Pacific Region

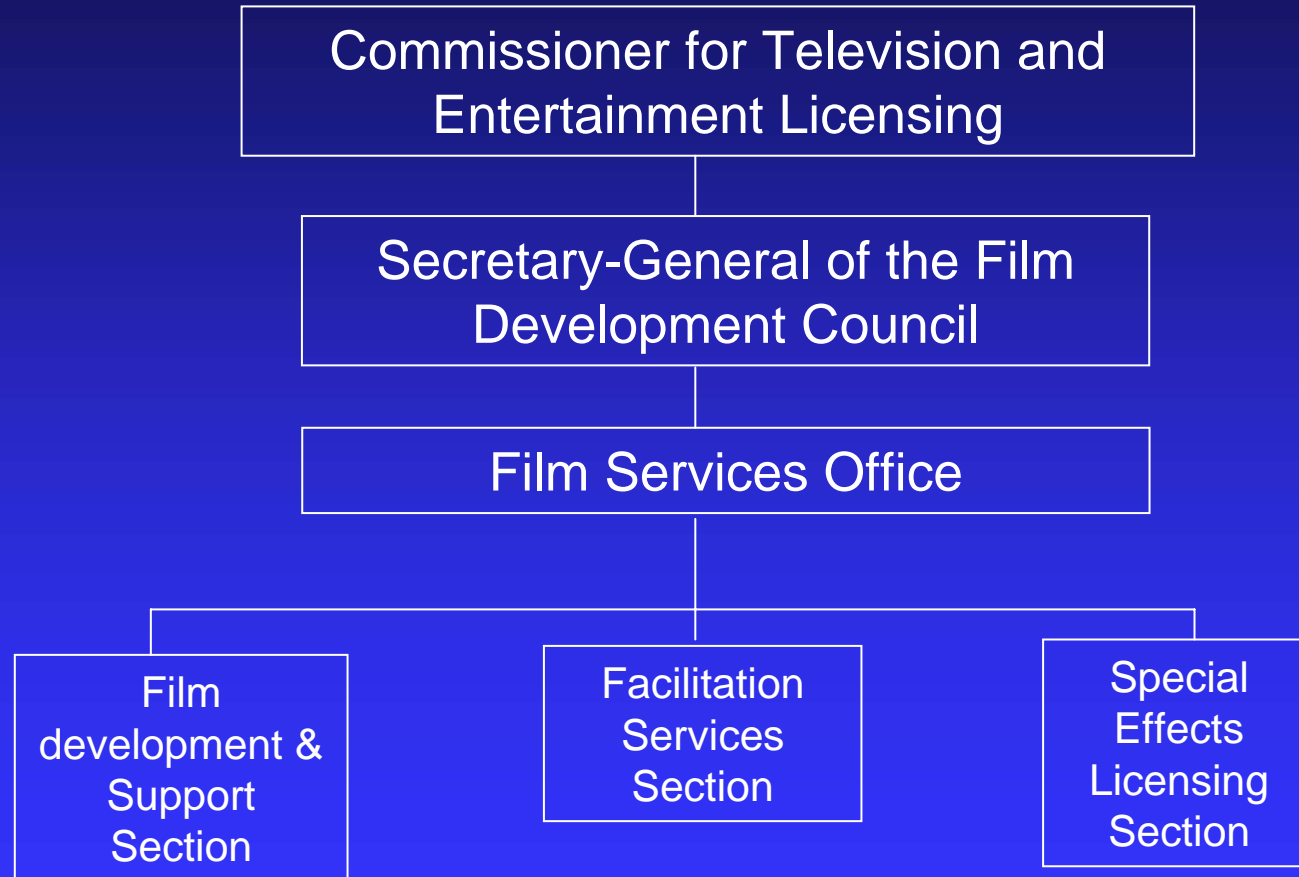
Background

- In his 1997 Policy Address, the Chief Executive pledged to promote the Hong Kong film industry
- The Film Services Office (FSO) was established in April 1998 under the Television and Entertainment Licensing Authority
- The Chief Executive announced further measures to promote the film industry in his 2006 Policy Address
- The Film Development Council (FDC) established in April 2007 to advise the Secretary for Commerce and Economic Development on the policy and strategy for the promotion of the long and short term development of the local film industry

Background

- The Finance Committee approved on 6 July 2007 the creation of the position SG/FDC for a period of two years
- The SG/FDC position was filled through open recruitment
- The position will lapse on 16 November 2009
- Propose to extend the position for a period of two year

Organisation



Support Measures

- Setting up a Film Financing Infrastructure
- Supporting Projects Conducive to Long-term Development of Local Film Industry
- Strengthening Training & Enhancing Professional Skills
- Protection of Intellectual Property Rights
- Provision of Post-Production Facilities
- Exploring the Mainland Market
- Enhancing International Status and Image of the Local Film Industry
- Strengthening Support for Location Filming

Film Development Fund

- Film Development Fund (the Fund) was established in 1999 to support projects that are conducive to the long-term development of the local film industry
- The Government injected \$300 million to the fund in 2007 and expanded its scope to finance the production of small-to-medium budget films. This is aimed to encourage more commercial investment film productions, create a mass of film activities and employment opportunities, and assist the film industry to revitalise and develop further
- Since the injection of \$300 million , the fund has
 - Processed 19 applications for film productions, 12 applications were approved. Total amount of funding approved is \$33 million.
 - 25 applications of other film-related projects were approved, with a funding exceeding \$40 million

Major Responsibilities of SG/FDC

- Provide support to the FDC and its Vetting Committee and Panel of Examiners set up for FDC
- Assist FDC and Government in formulating strategies and action plans for the development of the Hong Kong film industry
- Promotion of Hong Kong film locally and abroad
- Administration and management of public funds that promote the development of the film industry

CreateHK

- Propose to establish a dedicated office – Create HK - under Commerce and Economic Development Bureau
- The Film Services Office will be redeployed to CreateHK along with SG/FDC position
- The proposal has received ESC's recommendation and will be submitted to FC for Approval on 22 May.

THANK YOU !