

ITEM FOR ESTABLISHMENT SUBCOMMITTEE OF FINANCE COMMITTEE

HEAD 55 – GOVERNMENT SECRETARIAT : COMMERCE AND ECONOMIC DEVELOPMENT BUREAU (COMMUNICATIONS AND TECHNOLOGY BRANCH)

Subhead 000 Operational expenses

Members are invited to recommend to Finance Committee the creation of the following permanent post in the Create Hong Kong of the Communications and Technology Branch of the Commerce and Economic Development Bureau with immediate effect –

1 Senior Principal Executive Officer
(D2) (\$126,500 - \$138,350)

PROBLEM

We need to strengthen support at the directorate level in Create Hong Kong (CreateHK) of the Communications and Technology Branch (CTB) of the Commerce and Economic Development Bureau (CEDB) to enhance the Government's capacity in the formulation and delivery of support services to the creative industries.

PROPOSAL

2. We propose to create a permanent post of Senior Principal Executive Officer (SPEO) (D2) in CreateHK with immediate effect.

/JUSTIFICATION

JUSTIFICATION

Creative industries and present setup of CreateHK

3. Creative industries are important economic drivers for Hong Kong. The Government has identified cultural and creative industries as one of the six economic areas with high growth potential. Based on the latest statistics from the Census and Statistics Department, Hong Kong has around 34 000 cultural and creative industries-related establishments with more than 189 000 practitioners. In 2010, cultural and creative industries contributed value added of nearly \$78 billion to Hong Kong's economy, or about 4.6% of Hong Kong's Gross Domestic Product . This represents a 22.8% increase from 2009 to 2010.

4. In June 2009, the Government set up CreateHK as a dedicated office under CTB of CEDB to provide coordinated support and one-stop services to local creative industries. CreateHK currently has two directorate posts, namely Head of Create Hong Kong (H of CreateHK), which is ranked at D3 and takes charge of CreateHK, and the non-civil service position of Secretary-General of the Film Development Council cum Assistant Head (AH) of CreateHK (SG(FDC)/AH), which is pitched at the equivalent rank of D2 and is dedicated to film-related matters.

5. In submitting to the Establishment Sub-committee of Finance Committee the proposal to establish CreateHK and create a one-rank grade of H of CreateHK vide EC(2009-10)1 in April 2009, we envisaged, and Members noted, that H of CreateHK would be underpinned by two directorate officers or equivalent, i.e. Assistant Head (1) (AH(1)) and SG(FDC)/Assistant Head (2) (SG(FDC)/AH(2)). For the AH(1) post, we indicated that we would consider filling the AH(1) post by redeployment after the establishment of CreateHK. Pending the creation of the AH(1) post (SG(FDC)/AH to be re-titled as SG(FDC)/AH(2) upon the creation of the proposed AH(1) post), H of CreateHK oversees the Industry Support Section, Design Section and Digital Entertainment Section direct on top of his responsibilities of managing Create HK and spearheading the strategy for driving and implementing various measures to support the development of creative industries. An update on the work of CreateHK and the existing organisation chart of CreateHK are at Enclosure 1 and Enclosure 2 respectively.

Encls. 1
& 2

/Rationalising

Rationalising directorate support for H of CreateHK

6. CreateHK has operated for almost three years since June 2009. H of CreateHK is currently heavily involved in the day-to-day management and operation of various funding schemes for creative industries, the housekeeping work of Hong Kong Design Centre (HKDC) and the promotion and publicity activities of CreateHK. Whereas on the filming side, he can share out his workload with his deputy, he has no such recourse for work related to all non-film sectors (design, music, digital entertainment, architecture, advertising, etc.) and has to be held accountable for the delivery of all government services for these creative sectors irrespective of scale or nature. The duties are onerous.

7. As the basic framework for operating the funding schemes and promoting creative industries has largely taken shape, we see a need for H of CreateHK to delegate some of the operational matters to a directorate colleague in order that he can better focus on more strategic issues. For instance, he can develop and fine-tune strategies and the policy framework for the promotion and development of creative industries as elaborated in paragraph 20 below.

8. There is a clear operational need for creating a AH(1) post to assist H of CreateHK to discharge duties as detailed in paragraphs 9 to 17 below.

Supporting the development of creative industries

9. CreateHK is tasked to formulate strategies and plans to promote the development of creative sectors covering advertising, animation, architecture, comics, design, games, music, publishing, television, etc. To this end, a \$300 million CreateSmart Initiative (CSI) was created in 2009 to support a variety of projects which are conducive to the development of creative industries. Some of the CSI-funded projects focus on nurturing talents by supporting local creative talent to participate in international competitions, providing paid internship opportunities as well as sponsoring professional continuing education programmes. Some other projects focus on marketing Hong Kong's creative industries by assisting the industries in organising trade promotion activities in the Mainland and overseas, as well as staging signature creative events in Hong Kong such as the annual Business of Design Week and DETOUR. CreateHK has since its establishment rendered assistance and support to over 150 promotional programmes, which have attracted close to 4 million participants from Hong Kong and more than 50 countries and regions around the world. A detailed account of the past and planned programmes of CreateHK to support the development of creative industries is at Enclosure 1.

10. The proposed AH(1) will assist H of CreateHK in strategising, overseeing and coordinating with both public and private organisations to maximise the effectiveness of various government funding schemes and promotional activities.

Expansion of markets beyond Hong Kong

11. CreateHK needs to strengthen its efforts to help local creative industries to expand their markets beyond Hong Kong, particularly in Mainland China. For this reason, the office has funded exhibitions and seminars held in Wuhan and Hangzhou. Such efforts must not lose steam especially as the Central People's Government has reaffirmed in the 12th National Five-Year Plan support for Hong Kong's strategic policy to develop creative industries, and the Mainland Hong Kong Closer Economic Partnership Arrangement (CEPA) has put in place market liberalisation measures which open up the vast Mainland market to Hong Kong's creative industries. We also see more collaboration opportunities with Taiwan in creative industries.

12. The proposed AH(1) will assist H of CreateHK in engaging industry players and other parties within or outside government, evaluating the needs of creative sectors, and reviewing the effectiveness of the economic collaboration initiatives.

Administering funding schemes

13. CreateHK administers a number of funding schemes for promoting the development of creative industries. These include the CSI as well as the previous DesignSmart Initiative (DSI)-funded Design Business Collaboration Scheme (DBCS) and Design Incubation Programme (DIP)^{Note}. CreateHK vets the funding applications under these schemes, monitors the progress of approved projects, handles disbursement of funding, and provides secretarial support to the CSI Vetting Committee and the DBCS Assessment Panel. CreateHK also monitors the performance of DIP. Since its establishment in June 2009, CreateHK has committed over \$230 million under CSI and DSI for some 250 approved projects (as at end March 2012) out of some 460 funding applications received. H of CreateHK chairs or attends about 50 preparatory or formal meetings of the CSI Vetting Committee and DBCS Assessment Panel a year.

/14.

^{Note} DBCS provides matching grant to encourage small and medium enterprises in using design services while DIP nurtures design start-ups. DSI and CSI have been consolidated with effect from 1 June 2011. Design projects and programmes, except those under the purview of DBCS and DIP, are accepted for funding consideration under the CSI with effect from 1 June 2011.

14. The proposed AH(1) will assist H of CreateHK in overseeing the administration of the funding schemes, providing managerial support to the CSI Vetting Committee and the DBCS Assessment Panel in vetting funding applications, and liaising with the creative sectors to promote the use of CSI. The proposed AH(1) will also be responsible for reviewing and improving the operation of the funding schemes.

Housekeeping the HKDC

15. HKDC has been the Government's major partner in promoting design in Hong Kong and has received Government funding support for its operation since its establishment in 2001. To ensure proper use of public funding and corporate governance of HKDC, H of CreateHK participates in the Board of Directors (the Board) of HKDC and its committees as Government's representative. The Finance Committee of the Legislative Council approved on 13 April 2012 vide FCR(2012-13)3 the proposal to allocate non-recurrent funding of \$133.75 million in total for supporting HKDC's operation from 1 July 2012 to 30 June 2015; and enabling HKDC to organise two design signature events, namely Business of Design Week and Hong Kong Design Centre Awards for three years from 2012 to 2014, and to operate the DIP for admission of 60 additional design start-ups as incubatees as from 1 May 2012.

16. The proposed AH(1) will help share out H of CreateHK's commitment by helping to oversee the housekeeping matters of HKDC, liaise with the Board and senior management of HKDC, and attend the meetings of the Board and its committees as the alternate of H of CreateHK.

Office administration of CreateHK

17. At present, the Administration Section of CreateHK is headed by a non-directorate Senior Executive Officer who reports to H of CreateHK direct. The proposed AH(1) will help oversee the financial and human resource management as well as office administration of CreateHK, the workload of which has increased over time. For instance, the size of the workforce of CreateHK has doubled to over 60 staff since its establishment, comprising various civil service grades and non-civil service contract staff.

/Need

Need for creation of an SPEO post

18. We propose to create a directorate post in CreateHK and to pitch it at an SPEO level as AH(1). An SPEO will bring with him rich experience and skills in terms of programme execution, resource management and administration of funding schemes and support. This also ensures that the proposed AH(1) will have sufficient experience and independence in policy and strategy formulation, engaging senior figures of creative industries, and representing the Government in negotiating with the authorities outside Hong Kong over CEPA and other economic collaboration initiatives.

19. In considering the appropriate ranking of the proposed AH(1) post, we have drawn reference to the current set-up of the Film Services Office (FSO), where SG(FDC)/AH, at an equivalent rank of D2, has been providing dedicated support at directorate level to H of CreateHK in administering the film-related funding schemes and promoting the local film industry. Since the proposed AH(1) post will cover a wide portfolio of creative sectors other than the film side and the workload as well as the level of responsibilities of the proposed AH(1) post are expected to be comparable to that of SG(FDC)/AH, we consider it appropriate to pitch the proposed AH(1) post at D2.

20. With the proposed AH(1) to provide relief for H of CreateHK, the latter would be able to provide better strategic steer to CreateHK's work and to review and improve the effectiveness of various initiatives for the creative industries. For instance, H of CreateHK will be able to provide dedicated focus on setting strategic goals for different initiatives of CreateHK like nurturing creative talents and start-up companies, as well as exploring and expanding local and overseas markets. In this connection, H of CreateHK can devote more attention to manpower assessment, market analysis and identification of new business trends for creative industries. H of CreateHK will also be able to devote more time on strategic issues pertaining to creative industries, such as the longer term options for HKDC to achieve financial sustainability, the sustainable development of the film industry; and how to leverage on the future creative clusters like the InnoCentre and the Former Police Married Quarters on Hollywood Road.

21. Our proposal will help provide a more dedicated focus on how to improve the Government's assistance in promoting and developing the creative industries, thereby benefiting the economy as a whole. It would not be possible to quantify the number of job opportunities envisaged to be created as a result of the creation of the proposed AH(1) post.

Encls. 22. The job description of the proposed AH(1) post and the revised job
3 & 4 description of H of CreateHK are at Enclosure 3 and Enclosure 4 respectively. The
Encl. 5 proposed organisation chart of CreateHK is at Enclosure 5.

Non-directorate Establishment under AH(1)

23. There are 18 non-directorate civil service officers and nine non-civil service contract staff in the Industry Support, Design, Digital Entertainment and Administration sections. The heads of these four sections will report to the proposed AH(1) upon creation of the post.

Alternatives considered

24. When submitting the proposal of establishing CreateHK to the Establishment Sub-committee in 2009, we were then considering that upon the merger of the Office of the Telecommunications Authority (OFTA) and the Broadcasting Division of the Television and Entertainment Licensing Authority (TELA) to form the Office of the Communications Authority, a D2 officer could be spared for redeployment to CreateHK. Having reviewed the workload of OFTA and TELA, however, redeployment is not practicable.

25. We have also carefully examined the existing directorate staffing of CTB (including CreateHK). SG(FDC)/AH is fully stretched in overseeing the specialised function and operation of the FSO of CreateHK, which also serves as the secretariat for FDC and its committees. SG(FDC)/AH assists H of CreateHK in overseeing the administration and promoting the use of the Film Development Fund and the Film Guarantee Fund. Furthermore, SG(FDC)/AH has been playing a key co-ordinating and orchestrating role in liaising closely with members of the film industry locally, in the Mainland and overseas in promoting the continued growth of the local film industry.

26. Looking beyond CreateHK, CTB has two directorate officers at D2 level. Principal Assistant Secretary for Commerce and Economic Development (Communications and Technology)A is fully committed to handling matters relating to broadcasting, analogue switch off, control of obscene and indecent materials, etc. Principal Assistant Secretary for Commerce and Economic Development (Communications and Technology)B is heavily engaged in matters in respect of telecommunications policy. It is operationally not possible for other officers of comparable ranks in CreateHK or CTB to take up the duties of the proposed AH(1). If the SPEO post could not be created, the directorate support would remain inadequate, which would affect the effective and efficient operation of CreateHK and in turn the Government's support for creative industries in the long run.

/FINANCIAL

FINANCIAL IMPLICATIONS

27. The proposed creation of an SPEO post will bring about an additional notional annual salary cost at mid-point of \$1,611,600. The additional full annual average staff cost, including salaries and staff on-cost, is \$2,156,000. CTB will absorb the additional expenditure from within their resources in 2012-13 and will include necessary provision in the Estimates of subsequent years to meet the cost of the proposal.

PUBLIC CONSULTATION

28. We consulted the Legislative Council Panel on Information Technology and Broadcasting on 13 February 2012. Members supported the proposal to create a permanent civil service post of SPEO under CreateHK of CEDB.

BACKGROUND

29. CreateHK was set up in June 2009 under CTB of CEDB. It is a dedicated office which provides coordinated support and one-stop services to local creative industries. It adopts a seven-pronged strategy, which involves nurturing talents, supporting the development of start-up companies, expanding the size of local market, helping creative industries explore outside markets, fostering creative atmosphere within the community, developing creative clusters and promoting Hong Kong as Asia's creative capital.

ESTABLISHMENT CHANGES

30. The establishment changes under Head 55 – Government Secretariat: CEDB(CTB) for the past two years are as follows –

Establishment (Note)	Number of Posts			
	Existing (as at 1 May 2012)	As at 1 April 2012	As at 1 April 2011	As at 1 April 2010 [#]
A	5*	5	5	5
B	22	22	22	22
C	72	72	71	70
Total	99	99	98	97

/Note

Note :

- A – ranks in the directorate pay scale or equivalent.
- B – non-directorate ranks the maximum pay point of which is above MPS point 33 or equivalent.
- C – non-directorate ranks the maximum pay point of which is at or below MPS point 33 or equivalent.
- # – a permanent directorate post, Head of CreateHK (D3) was created upon the establishment of CreateHK on 1 June 2009. 38 non-directorate posts were redeployed from Innovation and Technology Commission, TELA and Office of the Government Chief Information Officer to CreateHK upon its establishment on 1 June 2009.
- * – as at 1 May 2012, there was no unfilled directorate post in CEDB(CTB). The figure does not include the non-civil service position of SG/FDC.

CIVIL SERVICE BUREAU COMMENTS

31. The Civil Service Bureau supports the proposed creation of the SPEO post in CreateHK to enhance its capacity in formulation and delivery of support services to the creative industries save the film sector. The grading and ranking of the proposed post is considered appropriate having regard to the level and scope of responsibilities concerned.

ADVICE OF THE STANDING COMMITTEE ON DIRECTORATE SALARIES AND CONDITIONS OF SERVICE

32. The Standing Committee on Directorate Salaries and Conditions of Service has advised that the grading proposed for the post would be appropriate if the post was to be created.

Commerce and Economic Development Bureau
April 2012

Update on the Work of Create Hong Kong

Create Hong Kong (CreateHK) provides support to the local creative industries based on the seven-pronged strategy¹ formulated by the Government to drive the development of creative industries in Hong Kong. To this end, CreateHK is responsible for, among others, administering funding schemes which support the development of creative industries, supporting incubation programmes for the benefit of local creative start-ups, and offering one-stop support services for the trades.

Funding Schemes Administered by CreateHK

2. The \$300 million CreateSmart Initiative (CSI) aims to provide financial support to initiatives that are conducive to the development and promotion of creative industries. Projects approved under the CSI include those which support small and medium enterprises (SMEs) engaged in creative industries and creative talents to participate in overseas exhibitions and competitions respectively to brand build their services and products.

3. Design-related projects used to be funded under the \$250 million DesignSmart Initiative (DSI). With effect from June 2011, design-related projects have been considered and funded under the CSI, with the exception of those projects funded under the Design-Business Collaboration Scheme (DBCS) of the DSI and the Design Incubation Programme (DIP). We informed the Panel on Information Technology and Broadcasting in May 2011 vide LC Paper No. CB(1)2134/10-11(01) of the consolidation of the DSI and the CSI, which arises from the Government's initiative to rationalise the funding arrangements for creative sectors. Approved design-related projects include conferences, workshops, exhibitions, design competitions and awards, training courses, etc.

4.

¹ The strategies are –

- a. training of local talent;
- b. supporting the development of start-up companies;
- c. developing local market;
- d. expanding Mainland and overseas markets;
- e. fostering a creative atmosphere within the community;
- f. developing creative clusters; and
- g. supporting the organisation of signature events to promote Hong Kong as Asia's creative capital.

4. The \$320 million Film Development Fund (FDF) finances the production of small-to-medium budget films, and provides funding support to the projects which are beneficial to the long-term and healthy development of the film industry. The FDF has continued to play a positive role in providing finance to small-scale film production companies for film production and nurturing film talent. Amongst the 12 film productions financed by FDF since the establishment of CreateHK, six were produced by small-scale film production companies, including independent production houses which do not have their own distribution network. Five directors and one producer took part in the production of feature film for the first time through the support of FDF.

5. Since its establishment in June 2009 up to end March 2012, CreateHK has committed \$352.7 million for 314 approved projects. The number of funding applications received and projects approved, as well as the total funding committed for the approved projects, is set out below –

Funding Scheme	Number of funding applications received	Number of approved projects	Total funding committed for the approved projects (\$ million)
CSI	202	87	171.3
DSI	263	169	61.5
FDF (film-related projects)	61	46	88.5
FDF (film productions)	32	12	31.4
Total	558	314	352.7

Incubation Programmes Supported by CreateHK

6. The DIP, which has been operated at the InnoCentre since early 2006, provides start-up assistance for design SMEs through the provision of office facilities, training for business development, and other assistance such as consultancy services.

7.

7. The Digital Entertainment Incubation-cum-Training Scheme (IncuTrain) was set up by Cyberport with funding support from the Government² in early 2006 to offer office space, support in business development, as well as entrepreneurship and technology training to SMEs and start-ups of the digital entertainment (DE) sector. Riding on the success of IncuTrain, Cyberport has since February 2012 funded the scheme on its own and retitled it as the Cyberport Incubation Programme.

8. Key figures in respect of the two incubation programmes as of end March 2012 are set out below –

Incubation Programmes	Number of Incubatees	Number of Intellectual Property Attained	Number of Awards Attained
DIP	104	62	55
IncuTrain/ Cyberport Incubation Programme	156	103	82
Total	260	165	137

Support for the Local Creative Industries

9. CreateHK has since its establishment rendered assistance and support to over 150 promotional programmes, which have attracted close to 4 million participants from Hong Kong and more than 50 countries and regions. These programmes range from annual signature events, including Entertainment Expo, DETOUR and Business of Design Week, to inaugural events such as Hong Kong Asian-Pop Music Festival, Asia Online Game Awards, Fashion Visionaries, Toys Paradise – Creativity and Toy Culture of Hong Kong and many others.

10. Over the years, Government's funding support provided through CreateHK has directly created some 1 500 job opportunities. Some further 5 000 job opportunities have been indirectly created as a result of the implementation of these projects. More than 1 000 full-time and part-time staff have been engaged by the incubatees of DIP and IncuTrain/Cyberport Incubation Programme during the incubation period. Separately, over 3 000 study and training opportunities have been created as a result of CreateHK's sponsorship or support.

/11.

² IncuTrain was set up with funding support from the Government under the Information and Technology Fund (ITF) and extended in December 2008 with additional funding from the ITF.

11. In general, participants of those programmes sponsored by CreateHK have positive feedback on the programmes. CreateHK will continue to ask sponsorship recipients to carry out participants' satisfaction survey so as to facilitate CreateHK's assessment of the value for money in respect of Government's sponsorship provided.

12. In 2011, CreateHK continued to work with members of the trades in promoting the development of creative industries. In particular, we sponsored programmes that help nurture the next generation of creative talent. We have been vigorously promoting accomplishments of Hong Kong's creative industries to the Mainland, Taiwan as well as abroad and are committed to helping them explore new markets. We are also committed to assisting industry groups in organising major local creative events that attract enterprises, talents and academics related to creative industries from around the world to visit Hong Kong, thereby consolidating the city's status as Asia's creative capital.

Nurturing Talent

13. With the support from the FDF, the one-year full-time Film Professional Training Programme, operated by the Federation of Hong Kong Filmmakers to train up much needed manpower for the local film industry, was successfully completed in the summer of 2011. More than 110 young persons graduated from the Programme, amongst which over 80% have joined the film sector after graduation.

14. The CSI sponsored the development of a teaching kit for the appreciation of architecture in secondary school curriculum; and the launch of the Hong Kong Digital Entertainment Industry New Graduate Support Scheme, which aims at nurturing new talents in animation, comics, digital game and post production and visual effect fields of the digital entertainment sector. Under the graduate support scheme, local digital entertainment companies will provide a one-year full-time employment and on-the-job training for up to 60 graduate trainees.

15. CreateHK also provides financial support to facilitate participation of creative talents and creative works in renowned international competitions, so that our creative talents can gain exposure and recognition abroad, thus raising the profile of Hong Kong's creative industries and that of Hong Kong as a creative capital in the international arena. Designers, creative teams from advertising agencies, artists and producers of featured films, animated films and short films in international competitions who have benefit in this context have attained 85 awards since the establishment of CreateHK in 2009.

/Promotion

Promotion outside Hong Kong

16. CreateHK worked with the industries in organising promotional and business matching activities so as to help the creative sectors tap the fast-growing Mainland market, as well as to facilitate exchanges with their counterparts in Taiwan. In addition to the “Creativity in Business” series held in Dongguan, Wenzhou and Fuzhou in July, August and September 2011 respectively, a large-scale promotional event, “SmartHK”, was first held at Guangzhou in May 2011. Both events helped promote Hong Kong’s expertise in design, branding, marketing and advertising to our potential clients in the Mainland. A delegation formed by Hong Kong designers also attended the 2011 International Design Alliance Congress Taipei held in October.

17. We supported Hong Kong’s participation in major international exhibitions and events to promote our creative industries. For example, a touring exhibition was held at the Angoulême International Comics Festival and Paris in January and February 2011 respectively to showcase the development of Hong Kong comics and to initiate future collaboration between Hong Kong comic artists and European publishers. Hong Kong Pavilion was set up at the Beijing International Book Fair and Frankfurt Book Fair, Taipei International Book Exhibition and the London Book Fair to showcase the creativity and accomplishment of Hong Kong’s publishing and printing sectors.

18. On the film front, we assisted the overseas Hong Kong Economic and Trade Offices in organising Hong Kong Film Festivals in Malaysia, Singapore, New York and Washington DC to promote Hong Kong films in overseas markets. CreateHK collaborated with the Radio, Film and TV Administration of Guangdong Province and Macao Youth Federation in organising the 1st Guangdong Hong Kong Macao Youth Film Festival in January and February 2011 to enhance exchange and collaboration among the younger generation of film directors and producers of Guangdong, Hong Kong and Macau. It served as a platform to provide wider investment network for film projects initiated by young filmmakers in these regions. Through a series of promotional activities such as film shows, seminars and business matching sessions, we aimed to elevate the development of Chinese film industry as a whole. The film show of 20 screenings for 10 selected films conducted in Hong Kong attracted more than 800 young audiences whereas the seminars were attended by 160 members of the film industry from Hong Kong and the Mainland. The business matching sessions involved 65 projects with participation of more than 20 Hong Kong filmmakers.

19. CreateHK led a delegation of Hong Kong filmmakers to attend the Berlinale 2011 held in mid-February 2011, in particular as special guests in the Capital Regions for Cinema event attended by filmmakers from Berlin, Paris, Rome and Madrid. The visit enhanced exchanges between filmmakers in Hong Kong and the European countries.

20. CreateHK collaborated with the Hong Kong Film Development Council (HKFDC) in organising the “Hong Kong Film New Action – Beyond Box Office Symposium” in March 2011 on online film distribution, cross-media collaboration and film investment for the stakeholders of the local film industry and related new media sectors, and guest speakers from the Mainland, Asian region, the United States and Europe to share their experiences and to explore business opportunities.

21. CreateHK participated in the Busan International Film Commission and Industry Showcase in October 2011 and set up a booth to showcase Hong Kong as a choice filming location as well as to update the latest development of the Korea film industry and to meet with potential Korean film crews who intended to conduct location filming in Hong Kong.

22. We collaborated with the HKFDC in organising a delegation visit to Taiwan with a view to facilitating Hong Kong film investors, Hong Kong younger generation film producers and filmmakers to participate in the Golden Horse Film and TV Film Project Promotion with their selected film projects during Taipei Golden Horse Film Festival in November 2011, and to participate in the activities of Golden Horse Awards Ceremony held at the same time as the film festival.

Supporting the organisation of major creative events to promote Hong Kong as Asia’s creative capital

23. The year 2011 saw the organisation of some major creative events for the first time ever in Hong Kong. The hosting of SIGGRAPH Asia 2011 in December attracted more than 7 700 participants from over 50 countries or regions. The Hong Kong Asian-Pop Music Festival held in March and the Asia Online Game Awards held in August are new additions to Hong Kong’s calendar of creative events. Other signature events include Make a Difference Forum 2011 and the response exhibition to The 12th Venice Biennale International Architecture Exhibition in Hong Kong.

CreateHK’s Major Initiatives in 2012

24. The Government has designated 2012 as “Hong Kong Design Year”. A range of design-related events and programmes will be held throughout the year for our local community and visitors. CreateHK will work with the Hong Kong Design Centre (HKDC), i.e. the organiser of “Hong Kong Design Year”, in making use of the platform to showcase Hong Kong’s strengths as a regional design hub, foster the community’s interest in design and celebrate design excellence and talent in Hong Kong.

25. In 2012, CreateHK will also continue to support creative industries on several fronts, as elaborated in the ensuing paragraphs.

Nurturing talent and start-up

26. The DIP has nurtured design start-ups and talent to propel the further development of the design sector. We consider that it is a worthwhile cause and should be extended to support more design start-ups. As HKDC has been Government's strategic partner in promoting design in Hong Kong and has good understanding of the needs of the design community, it stands in a good position to take on the operation of the second phase DIP. With the approval of the Finance Committee of the Legislative Council vide FCR(2012-13)3, HKDC will recruit no less than 60 incubatees within three years starting from May 2012.

Supporting the organisation of signature events

27. CreateHK sponsors the Hong Kong Asian-Pop Music Festival, which was hosted in Hong Kong again in March 2012 and featured music performers and contestants from Hong Kong, the Mainland, Taiwan, Japan, Korea, Malaysia and Singapore. The programme was broadcast in the participating Asian countries and territories and expected to reach out to a total of over 10 million viewers.

28. CreateHK sponsors, under the CSI, the staging of the Hong Kong exhibition of the Hong Kong-Shenzhen Bi-City Biennale of Urbanism and Architecture 2011/2012, which was organised during February to April 2012. A wide range of architectural projects and urban designs will be exhibited with the aim to enriching cultural life in Hong Kong and arouse wider public interests in art, design, architecture, and city development of Hong Kong.

29. Under the CSI's sponsorship, the Avenue of Comic Stars will be set up in Kowloon Park to display the figurines of Hong Kong comics characters and symbols of selected comics artists for two years starting August 2012, with the aims to foster the creative atmosphere in the community, expand the market of Hong Kong comics and promote Hong Kong comics to the Mainland and overseas. The Avenue of Comic Stars is expected to attract over 800 000 visitors.

/Promoting

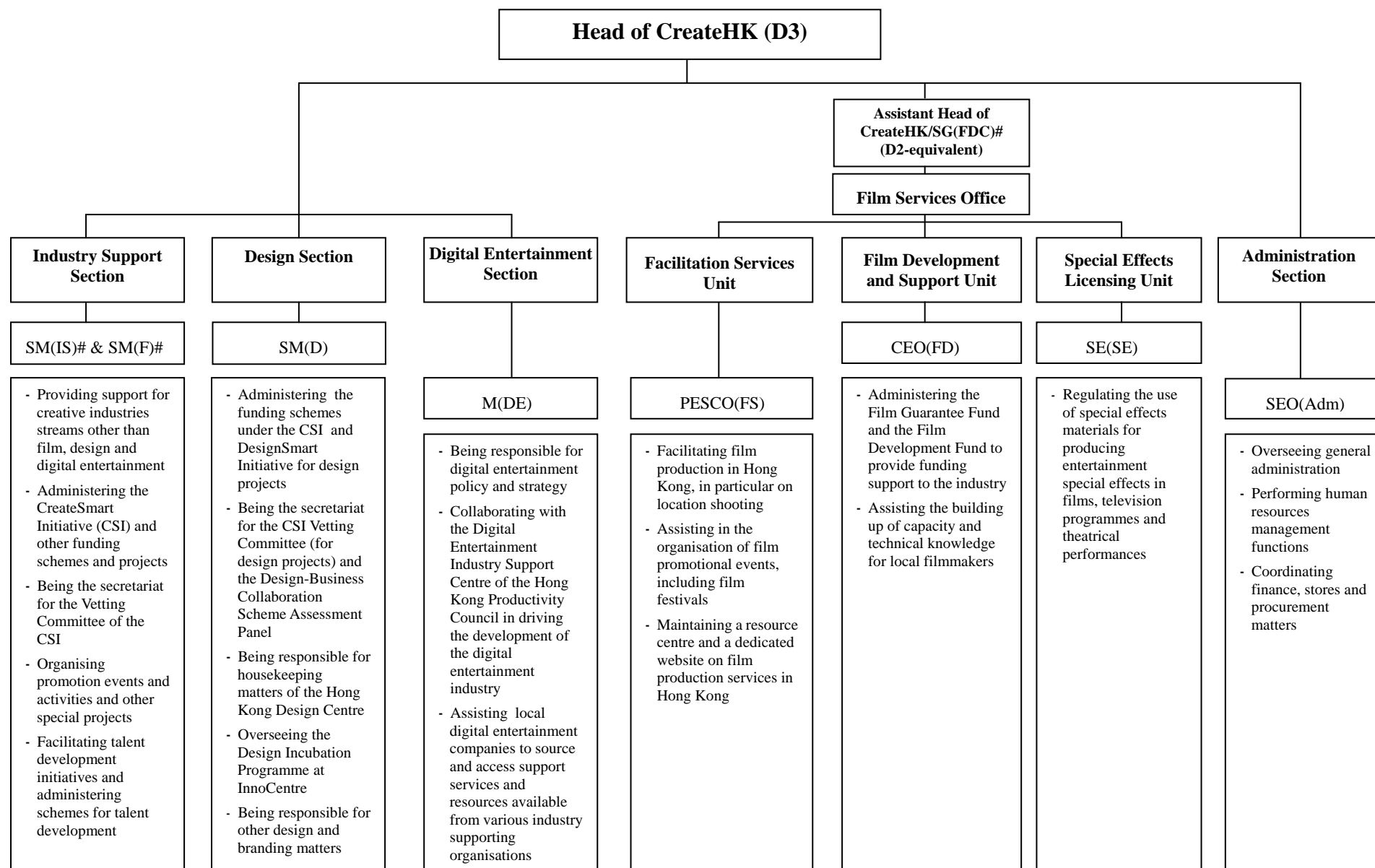
Promoting market and branding development, and facilitating industry exchange in the Mainland and Taiwan

30. CreateHK participated in the Hong Kong International Film and TV Market 2012, which is a premier film industry event in Asia and one of the world's leading events of its kind. The 2011 edition attracted over 590 exhibitors and over 5,000 visitors from 54 countries and regions. In March 2012, CreateHK collaborated with the HKFDC in organising the "Hong Kong Film New Action - Power of Media Convergence Symposium" to help the local film industry enhance collaboration with the multi-media sector and explore business opportunities overseas through business matching activities. Key industry players from the Mainland, Taiwan, Japan, the United States and Hong Kong shared their views on how the film sector could collaborate with multi-media industries such as animation, comics and games. Business matching meetings were held in parallel to facilitate project pitching among the film and media sectors, as well as the local and overseas film industries.

31. We made use of Wuhan's "Hong Kong Week", which was held in end April to early May this year, to promote Hong Kong's brands and products and explore the Mainland market under the theme of "Vogue + Creativity". A Hong Kong Comics Pavilion was set up in Wuhan during the Hong Kong Week to promote Hong Kong's comics industry.

32. We plan to collaborate with other Government bureaux/departments and public organisations to promote market and branding development, and facilitate industry exchange in the Mainland and Taiwan. For example, we will support the organisation of the Hong Kong Youth Film Festival in "Hong Kong Week" to be held in Taiwan in end 2012, to promote the film productions of Hong Kong new directors, including commercial feature films and short films, to young audiences in Taiwan and to open up more exposure opportunities for these directors. We will also sponsor the new edition of the well-received "Creativity-in-Business" series with roving seminars and exhibitions during the summer in several Mainland cities to promote Hong Kong's design and branding services to Mainland enterprises, and the "SmartHK 2012" to be held in Hangzhou in August this year to encourage Mainland enterprises to engage Hong Kong's creative industries in their upgrading and innovation.

Existing Organisation Chart of the Create Hong Kong (CreateHK), Communication and Technology Branch



Legend:

- | | | | | | |
|------------|---|-----------|--|---------|-----------------------------------|
| CEO(FD): | Chief Executive Officer (Film Development) | SEO(Adm): | Senior Executive Officer (Administration) | SM(D): | Senior Manager (Design) |
| M(DE): | Manager (Digital Entertainment) | SE(SE): | Senior Engineer (Special Effects) | SM(F): | Senior Manager (Funding) |
| PESCO(FS): | Principal Entertainment Standards Control Officer (Film Services) | SG(FDC): | Secretary-General (Film Development Council) | SM(IS): | Senior Manager (Industry Support) |
| | | # | Non-civil service position | | |

Job Description
Assistant Head of Create Hong Kong (1)

Rank : Senior Principal Executive Officer (D2)

Designation : Assistant Head of Create Hong Kong (1)

Responsible to : Head of Create Hong Kong (H of CreateHK)

Main Duties and Responsibilities –

- (i) To assist Head of CreateHK in formulating strategies for the development of creative industries.
- (ii) To assist Head of CreateHK in planning and implementing initiatives to drive the creative economy, and review the effectiveness of such initiatives.
- (iii) To assist Head of CreateHK in liaising with the local creative industry and other public organisations as well as bodies outside Hong Kong and to explore collaboration opportunities with them to promote creative industries of Hong Kong.
- (iv) To assist Head of CreateHK in overseeing the administration and management of the funding schemes established to promote the development of creative industries, as well as the secretariats serving the vetting committees and assessment panels of the funding schemes.
- (v) To support Head of CreateHK in public relation efforts, including speaking at seminars and briefing local and overseas media.
- (vi) To be responsible for the housekeeping matters of the Hong Kong Design Centre and the matters relating to the Design Incubation Programme.
- (vii) To represent Head of CreateHK or acting as his/her alternate at Board of Directors of the Hong Kong Design Centre and other boards/committees.
- (viii) To supervise the Administration Section of CreateHK and be responsible for overall planning, management and control of resources and manpower, as well as staff development and management.

**Revised Job Description
Head of Create Hong Kong**

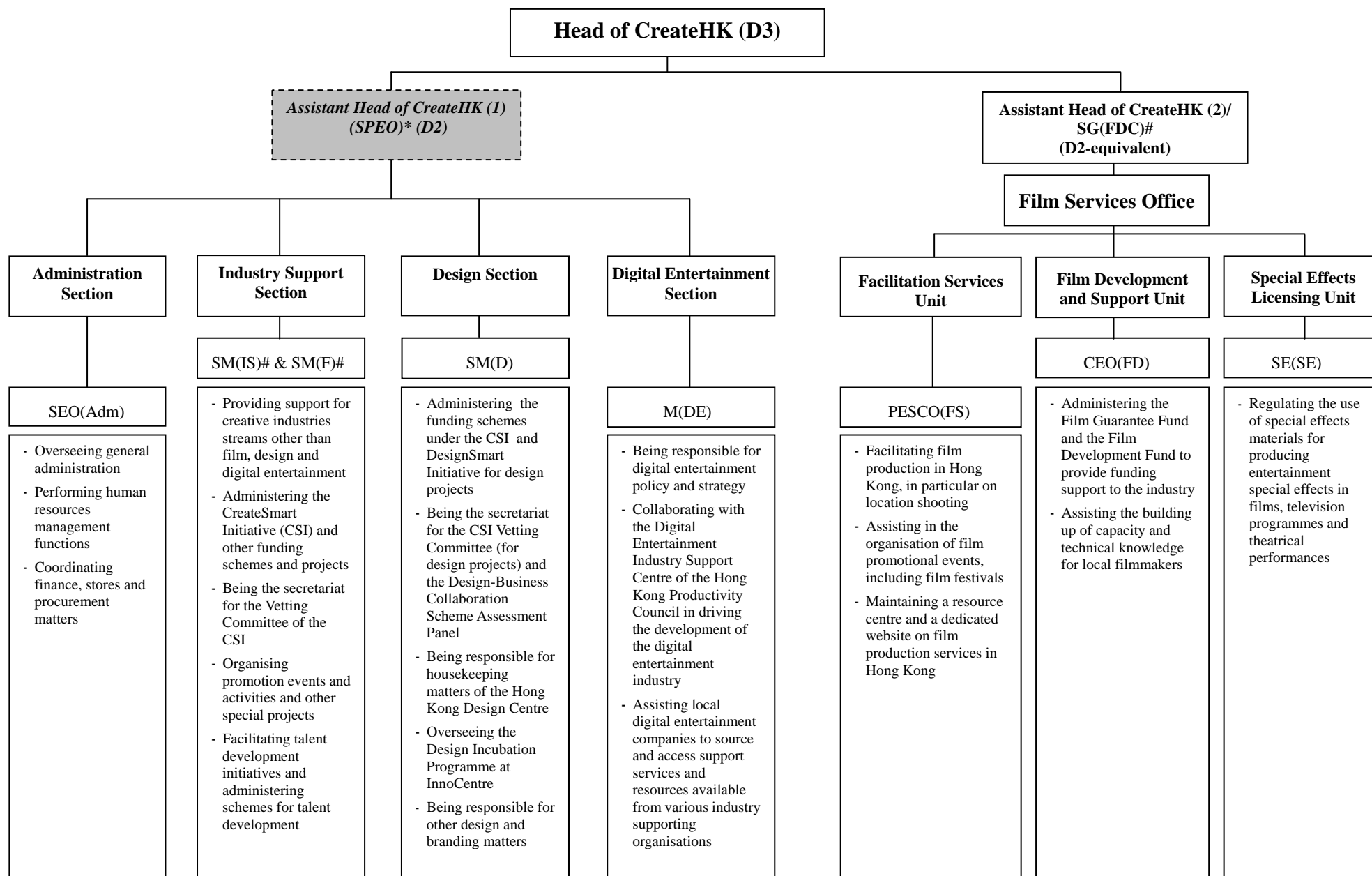
- Rank** : Head of Create Hong Kong (CreateHK)
- Designation** : Head of Create Hong Kong (D3)
- Responsible to** : Permanent Secretary for Commerce and Economic Development (Communications and Technology)

Main Duties and Responsibilities –

- (i) To formulate policies and strategies for the development of the creative industries.
- (ii) To develop and implement initiatives to drive the creative economy, and review the effectiveness of such initiatives.
- (iii) To act as the Head of CreateHK, and oversee the resources and manpower planning, management and control, including securing allocation and achieving performance targets.
- (iv) To oversee the administration and management of the Film Development Fund, the CreateSmart Initiative, the DesignSmart Initiative and other funds established to promote the development of the creative industries.
- (v) To supervise the Secretariat of the Film Development Council which advises the Government on the formulation of strategies for the development of the film industry.
- (vi) To co-ordinate the creative industries and Government/public organisations to ensure smooth implementation of all publicly funded activities related to creative industries, and collaborate with them to provide one-stop service for the promotion of the creative industries.
- (vii) To administer and provide financial support to special projects and programmes in support of the creative industries, including the InnoCentre Incubation Programme, design incubation, development of creative curriculum and talents.

- (viii) To act as the principal representative of the Hong Kong Special Administrative Region in promoting creative industries in the international arena.
- (ix) To liaise and co-ordinate with relevant bureaux and departments on measures to promote and safeguard the interest of creative industries.
- (x) To housekeep the performance of the Hong Kong Design Centre.
- (xi) To conduct research on policies and practices for supporting creative industries development both locally and overseas.

Proposed Organisation Chart of the Create Hong Kong (CreateHK), Communications and Technology Branch



Legend:

* The proposed SPEO post will be designated as Assistant Head of CreateHK (1). Heads of Industry Support Section, Design Section, Digital Entertainment Section and Administration Section, i.e. SM(IS), SM(F), SM(D), M(DE) and SEO(Adm) will report directly to Assistant Head of CreateHK (1).

Non-civil service position

Abbreviations:

CEO(FD)	:	Chief Executive Officer (Film Development)
M(DE)	:	Manager (Digital Entertainment)
PESCO(FS)	:	Principal Entertainment Standards Control Officer (Film Services)
SE(SE)	:	Senior Engineer (Special Effects)
SEO(Adm)	:	Senior Executive Officer (Administration)
SG(FDC)	:	Secretary-General (Film Development Council)
SM(D)	:	Senior Manager (Design)
SM(F)	:	Senior Manager (Funding)
SM(IS)	:	Senior Manager (Industry Support)
