

**For discussion
on 9 May 2011**

**Legislative Council Panel on
Information Technology and Broadcasting**

**Report on Film Development Fund and
Retention of the Non-Civil Service Position of
Secretary-General of the Film Development Council**

PURPOSE

This paper gives an update on the progress of the implementation of the Film Development Fund (FDF) Scheme. It also seeks Members' views on the Administration's proposal to retain the non-civil service position of Secretary-General of the Film Development Council (SG/FDC) for a further period of two years.

THE FDF SCHEME

Film financing projects

2. The FDF provides financial support for the production of small-to-medium budget films, and finances projects which are beneficial to the long-term and healthy development of the film industry. Since the injection of \$300 million into the FDF, as approved by the Finance Committee (FC) of the Legislative Council (LegCo) on 6 July 2007, a total of 38 applications for film production financing have been received. Of these, 16 applications were approved with total funding of about \$46 million; 13 applications were withdrawn by the applicants¹; one is being processed; eight applications were unable to obtain approval for financing under the FDF Scheme. A list of the 16 approved film production financing applications is at **Enclosure 1**.

¹ The reasons for the withdrawal cases varied. In some cases, the applicants withdrew the applications as a result of their being able to secure sufficient finance for the film projects from other sources after the applications had been submitted / approved. In some other cases, the applicants expected that the production budget of the film projects would exceed the upper limit allowed under the Scheme. Hence, applications were withdrawn after they had been submitted / approved. There were also cases where the applicants withdrew the applications due to delay in /suspension of the production of the film.

3. The 16 films financed by FDF are of different genres, including animation, kung-fu, romance, thrillers, etc. Eight of them have been theatrically released in Hong Kong, the Mainland and other territories in 2009 - 2011. The latest box office receipts of these films are about \$186 million, whereas the total production budget of these films is about \$68 million. Total contributions from the FDF amounted to about \$20 million. A summary showing the relevant details of these eight theatrically released films is at **Enclosure 2**. Based on the distribution activities already carried out as at 30 April 2011, it is estimated that the Government would recoup from these films a total of \$10 million. Since there will be additional sales income from unexploited territories and from sales of other media rights over the next five years, the actual profit and loss positions of these films have yet to be finalised.

4. In respect of recognition, eight local and nine international awards have been won by five films financed by FDF. A list of the awards won by the FDF-financed films is at **Enclosure 3**. The FDF has also been successful in **facilitating the production of quality films, training new blood, and nurturing talents**. Nine out of the 16 FDF-financed films have engaged a total of eight directors and four producers producing commercial films for the first time. Relevant details are set out at **Enclosure 4**. Several directors and producers were able to make their capability known from the FDF-financed films and were engaged in subsequent film production projects without the need for financing support from the FDF. Moreover, 11 out of the 16 approved applications are submitted by small-scale film production companies (i.e. independent companies which do not have their own distribution network). This shows that the FDF has also been successful in facilitating **small-scale** film production companies in producing films, thereby helping to create a **larger mass** of film activities for the local film industry. We consider the response of the industry towards the FDF Scheme within reasonable expectation and the Scheme has **assisted the industry to revitalise and further develop**. We note that the annual film production volume of the local film industry was around 50 in 2008 but this has increased to over 70 in each of 2009 and 2010.

Film-related projects

5. The FDF also finances other film-related projects which are beneficial to the long-term and healthy development of the film industry.

Since July 2007, 60 applications have been approved with total approved funding of \$104 million. These projects cover a wide variety of areas, including mega promotional events for films (e.g. Hong Kong Film Awards), production of an industry handbook and an animation teaching kit for secondary schools, funding support for the industry to attend overseas film festivals, and organisation of training programmes to help nurture talents and resolve manpower problems for the industry. A summary of the approved film-related projects is at **Enclosure 5**.

Review of the FDF film production financing scheme in 2009

6. Following a review conducted in 2009 and consultation with the LegCo, we introduced the following improvement measures to the film production financing scheme in late March 2010 –

- (a) raised the upper limit of the production budget of a film project supported by the FDF from \$12 million to \$15 million;
- (b) raised the upper limit of Government's contribution per approved film project from 30% to 40%²;
- (c) removed the 10 years' time-limit for relevant film-making experience in respect of the applicant, the film director or producer; and
- (d) formalised the arrangements for selling back the copyright to the applicant 5 years after the film has been theatrically released.

7. A list of the revised eligibility and financing criteria of the FDF film production financing scheme is at **Enclosure 6**.

8. The Administration has also improved the application and vetting procedures so that the FDF film production financing scheme better caters for the needs of the film industry, by improving the layout of the

² The Government will normally contribute up to 35% of the production budget of a film project (i.e. a maximum of \$5.25 million per film project). However, the Government may increase its contribution to up to 40% of the production budget of a film project (i.e. a maximum of \$6 million per film project) under very special circumstances and on the recommendation of the Fund Vetting Committee (FVC) of the FDC, having carefully examined the exceptional merits of the film project. The FVC is set up under the FDC and is responsible for evaluating the merits of film financing applications and making recommendations to the Government on whether an application should be approved, and if so, the rate of the Government's contribution to the film project.

application form; providing clearer explanatory notes to make the application form more user-friendly; providing bilingual texts for all contract documents and samples; and arranging briefing sessions and seminars for the film practitioners to explain to them the relevant application rules and procedures, etc.

9. Since the implementation of the improvement measures, we have received 15 applications during the period from 1 April 2010 to 31 March 2011, as compared with five applications for the same period in 2009-10. Of the 15 applications, eight were approved (including two successful applications subsequently withdrawn by the applicants), one being processed and three withdrawn subsequently by the applicant. Only three applications were unable to obtain approval for financing under the FDF film production financing scheme. The improvement measures have achieved their intended objective of trade facilitation.

PROPOSED RETENTION OF THE NON-CIVIL SERVICE POSITION OF SG/FDC

10. We seek to consult Members on the Administration's proposal to extend the non-civil service position of SG/FDC, currently at the equivalent rank of D2, for a period of two years after the expiry of the current term on 16 November 2011.

Justifications

11. SG/FDC is a non-civil service position established under Create Hong Kong (CreateHK) of the Communications and Technology Branch (CTB) of the Commerce and Economic Development Bureau (CEDB). SG/FDC, as Assistant Head of CreateHK, reports to Head of CreateHK. The existing organisation chart of CreateHK is at **Enclosure 7**. The existing job description of SG/FDC is at **Enclosure 8**.

12. The Administration first proposed in 2007 to create a permanent post of SG/FDC on account of the need to strengthen the work of the Film Development Council (FDC) and the administration of the film-related funding schemes. In the light of concerns expressed by Members of the Establishment Subcommittee (ESC) on 13 June 2007 over the long-term need

of the post, the Administration revised the proposal to a time-limited one for two years. The FC subsequently approved the creation of the supernumerary post on 6 July 2007 vide FCR(2007-08)26 and extended it for two years on 3 July 2009 vide FCR(2009-10)30. The post would lapse on 16 November 2011.

Support for FDC

13. The FDC comprises mainly members of the film industry and advises the Secretary for Commerce and Economic Development on relevant policies and activities, including manpower training, Mainland and overseas promotion, and film support. SG/FDC heads the Film Services Office (FSO) of CreateHK, which serves as the Secretariat of the FDC (the FDC Secretariat) in providing effective secretariat, administrative and logistical support to the FDC and its committees³. SG/FDC also assists the FDC in formulating strategies and action plans for the development of the Hong Kong film industry, as well as promotion of Hong Kong films locally and abroad.

14. With the support of the FDC Secretariat led by SG/FDC, FDC organises promotional activities for the benefit of the local film industry. For example, under the large-scale project named “Hong Kong Film New Action”⁴ rolled out since December 2008, the FDC led delegations to visit Taiwan, Guangzhou, Singapore and Malaysia from December 2008 to February 2009, and organised a series of promotional activities such as business forums, symposiums, seminars, exhibitions, and workshops concurrently with Hong Kong International Film & TV Market from 2009 to 2011. The business forums held in March 2009 provided film practitioners from the Chinese language film markets with opportunities to engage in direct business negotiations. New generation directors of the Hong Kong film industry participated in the business forums to showcase their works and discuss with investors and producers about opportunities for co-operation. In March 2010, “Hong Kong 3D Film New Action” was staged to showcase

³ The FDC has set up three committees to pursue film-related issues, including the FVC, the Support Services Committee and the Mainland Market Committee. It has also set up a Panel of Examiners comprising 43 members from the industry to help examine applications in respect of film production financing.

⁴ The key elements of this project, which was rolled out by the FDC, are to revitalise the market for Hong Kong films in Taiwan and Southeast Asia, to further expand the Mainland market, to promote the new generation film directors of Hong Kong, to enhance the understanding of the producers, distributors and investors in these markets of the business opportunities in Hong Kong; to seek opportunities for collaboration in film production; and to promote the “one-stop” post-production services of Hong Kong’s film industry.

one-stop post production services of Hong Kong's film industry and Hong Kong's 3D technology and achievements. Besides, a region-wide symposium entitled "Beyond Box Office" was held in end March 2011 to explore new business opportunities arising from the rapid developments of Internet, mobile TV, online games, comics and animation, and the on-going online film distribution reform in the Mainland. The purpose of the symposium was to offer a chance for cross-media groups to build up relationship and business partnership.

15. In collaboration with the FSO, the FDC organised a number of film festivals in the Mainland and overseas. The "Hong Kong Film Retrospective" was held in Guangzhou and Shanghai in May and October 2010 respectively to enhance the Mainland audience's understanding and appreciation of Hong Kong films. A total of over 20 acclaimed Hong Kong films were shown during the two film shows. With a total attendance of more than 7 000 audience, the turnout was encouraging. The FDC also participated in the Venice Film Festival in September 2010 and led a delegation of Hong Kong filmmakers in February 2011 to participate in the 2011 Berlinale so as to introduce Hong Kong films to international audience and enhance exchanges between Hong Kong filmmakers and their European counterparts.

Management of the film-related funding schemes

16. SG/FDC assists Head of CreateHK in overseeing the administration and management of the funds established to promote the development of the film industry, i.e. the FDF and the Film Guarantee Fund.

17. SG/FDC provides managerial support to the FDC in vetting funding applications under the FDF Scheme. Upon approval of the funding applications, the Government will execute a set of financing contracts with the successful applicants. SG/FDC is responsible for overseeing such administrative arrangements including preparation of contracts, disbursement of funds, monitoring of the use of funds, etc., so as to protect the interests of the public coffer.

18. SG/FDC closely liaises with film-related organisations to actively promote the use of the FDF for financing film productions and for funding film-related projects which are conducive to the long-term

development of the Hong Kong film industry. SG/FDC plays a key role in continuing to monitor the operation of the FDF Scheme and identifying further areas for improvement to benefit the film industry.

Fast-expanding film market in the Mainland

19. The Mainland film market has been growing at an unprecedented rate in recent years. Liberalisation measures for the film industry introduced under the Mainland and Hong Kong Closer Economic Partnership Agreement (CEPA) have created new opportunities for the Hong Kong film industry. FSO has made considerable efforts and deployed manpower resources in assisting Hong Kong directors and producers in establishing their contacts with potential investors and major film distributors in the Mainland. There is huge potential to develop in this area which will substantially benefit the local film industry. SG/FDC would have a significant role to play in leading the FSO to help the local film industry capitalise on the opportunities offered by the expanding Mainland market and CEPA.

20. In addition, the 100 million Cantonese-speaking population in Guangdong Province is a significant potential market for Hong Kong's small-to-medium budget films which are usually produced in Cantonese dialects. SG/FDC and his team would seek to facilitate the release of Hong Kong films in synchronisation with Guangdong Province, with a view to expanding the market for Hong Kong films to cover the entire Cantonese-speaking population in Southern China and building up a solid base and home turf for Hong Kong's film industry.

Need for Continuity of the Position of SG/FDC

21. As the flagship of Hong Kong's creative industries, the film industry will continue to be a priority area for Government's promotional efforts. As illustrated above, SG/FDC has been playing a key co-ordinating and orchestrating role in supporting the work of the FDC, steering the work of the FSO, and liaising closely with members of the film industry locally, in the Mainland and overseas in promoting the continued growth of the industry. Such work should continue in the future, especially given the need to help the local film industry grasp the opportunities of the fast-expanding Mainland market.

22. We consider it essential to continue to have a dedicated officer at the present level of D2 with strong leadership skills and trade knowledge to head the FDC Secretariat in providing support to the FDC, managing the film-related funding schemes and overseeing the day-to-day operation of the FSO under CreateHK. SG/FDC is the only officer in CreateHK providing directorate support to Head of CreateHK. We propose that the non-civil service position of SG/FDC be retained for another two years with effect from 16 November 2011. We are reviewing the long-term need of the position in the light of the operation experience gained by CreateHK since its establishment in June 2009, the implementation of the enhanced film production financing scheme since March 2010, as well as the strengthened promotion and marketing activities to be held in the Mainland. Should the review confirm the long-term need of the position, we will seek to make it permanent in accordance with established mechanism.

Length of Extension of the SG/FDC Position

23. We have evaluated the merits of the proposed two-year extension of the position vis-à-vis other durations of extension. Since a two-year contract for SG/FDC will enable us to attract a candidate with the right calibre and experience to take up the position, we consider that it would be more appropriate to extend the post for two years.

Non-directorate Establishment under SG/FDC

24. FSO has 26 non-directorate civil service officers and six non-civil service contract staff headed by SG/FDC.

Alternatives considered

25. In view of the increased workload of the FDC and FSO, the Government's commitment to promoting Hong Kong's creative industries, and the expertise required of the position, it is operationally not possible for the other officers of comparable ranks in CreateHK or CTB to take up the duties of SG/FDC. If the SG/FDC post could not be retained, the support and service to the FDC and FSO at the directorate level would be substantially weakened, to the detriment of the efficient and effective operation of the FDC and FSO.

Financial Implications of the Proposed Retention of the Non-Civil Service Position of SG/FDC

26. The total remuneration package for the proposed extension of the non-civil service position of SG/FDC will not exceed the full annual average staff cost of \$2,096,892 (including salaries and staff on-cost) for a civil service post ranked at Administrative Officer Staff Grade C (D2) level.

Way Forward

27. Subject to Members' views, we will seek the ESC's endorsement on the proposed extension, and then the approval from the FC. Subject to approval, the two-year extension of the SG/FDC position will take effect from 16 November 2011.

Communications and Technology Branch
Commerce and Economic Development Bureau
May 2011

Approved Applications for Financing Film Production
(as at 30 April 2011)

	Film Title	Film Company	Director	Production Budget	Fund Approved
1.	McDull Kungfu Ding Ding Dong	Bliss Pictures Limited	TSE Lap-man	\$11,996,000	\$3,598,800
2.	Claustrophobia	Runaway Films Production Limited	HO Pik-mun, Ivy	\$5,394,186	\$1,618,255
3.	Coweb	Joy Charm Enterprise Limited	XIONG Xin-xin	\$9,977,265	\$2,993,179
4.	Give Love	BIG Pictures Limited	MA Wai-ho, Joe; LEE Ka-wing	\$8,065,580	\$2,419,674
5.	Strawberry Cliff	Glory Top Properties Limited	CHOW Chun, Chris	\$10,058,118	\$3,017,435
6.	Lover's Discourse	ET Media Group Limited	TSANG Kwok-cheung, Derek; WAN Chi-man, Jimmy	\$6,184,326	\$1,855,297
7.	Echoes of the Rainbow	Dadi Entertainment Limited	LAW Kai-yui, Alexander	\$11,994,249	\$3,598,274
8.	Break Up Club	Diva Productions Limited	WONG Chun-chun, Barbara	\$5,865,000	\$1,759,500
9.	La Comédie humaine	Icon Pictures Limited	CHAN Hing-kai; CHUN Siu-chun	\$8,400,000	\$2,520,000
10.	37	Manner Movie Limited	CHAN Kwok-sun, Dennis	\$11,370,000	\$2,842,500
11.	Lola-mania	PPR Production Limited	LO Di-ming (LO Kin)	\$15,000,000	\$5,250,000
12.	Beach Spike	Beach Spike Holdings (HK) Limited	TANG Tung-ming	\$7,999,533	\$2,799,836
13.	MicroSex Office	Mega-Vision Pictures Limited	CHIM Sui-man, Jim; LEE Kung-lok	\$4,925,000	\$1,723,750

	Film Title	Film Company	Director	Production Budget	Fund Approved
14.	現實童話 (Film title in English pending)	Milkyway Image (Hong Kong) Limited	MAK Kai-kwong, Albert	\$7,402,458	\$2,960,983
15.	Give Me Five	Gold Harbour International Films Limited	CHAN Lai-ying	\$14,995,152	\$3,748,788
16.	The Killer Who Never Kills	Film Mall Limited	WAN Chi-man, Jimmy; LEE Feng-bor	\$12,049,000	\$3,012,250
			Total:	\$151,675,867	\$45,718,521

Theatrically Released Films Financed by the Film Development Fund
(As at 30 April 2011)

	Film Title	Box Office Receipts (Note) (HK\$ Million)	Production Budget (HK\$ Million)	Fund Approved (HK\$ Million)
1	McDull Kungfu Ding Ding Dong (麥兜响噹噹)	87.26	11.99	3.59
2	Claustrophobia (親密)	5.66	5.39	1.61
3	Coweb (戰・無雙) (Theatrically released in Mainland China only.)	2.58	9.97	2.99
4	Give Love (愛得起)	21.99	8.06	2.41
5	Lover's Discourse (戀人絮語)	6.74	6.18	1.85
6	Echoes of the Rainbow (歲月神偷)	40.84	11.99	3.59
7	Break Up Club (分手說愛你)	10.44	5.86	1.75
8	La Comédie humaine (人間喜劇)	10.77	8.40	2.52
Total:		186.28	67.84	20.31

Note

The box office figure is a gross sales income. Normally, only 10% to 35% of this gross income is shared by the copyright owner. The actual percentage varies from deal to deal depending on the commercial strength of the film and the territories concerned. There will also be promotion and distribution expenses incurred, which will be deducted by the distributor. On the other hand, there will also be cash in-flow from sales of video and TV rights, and from various distribution channels along the way. For estimation purpose, about 80% of the sales income of a film will normally be received within 12 months after the film has been theatrically released.

Awards Won by Films Financed by the Film Development Fund

(as at 30 April 2011)

	Film Title	Name of Applicant	Director	Production Budget (HK\$)	Fund Approved (HK\$)	Awards Won	
						Local	International*
1	Claustrophobia	Runaway Films Production Limited	Ivy HO	5,394,186	1,618,255	(1-2) "The 15th Hong Kong Film Critics Society Awards"- Best Screenplay and selected as the Film of Merit	(1) "1st Quality Chinese Film Awards" (HK/Taiwan Jury) - Best Screenplay (2) "The 3rd Chungmuro International Film Festival in Seoul" - Best Actress (Karena LAM) (3) "Barcelona Asian Film Festival 2009" - NETPAC Award (Network for the Promotion of Asian Cinema)
2	Echoes of the Rainbow	Dadi Entertainment Limited	Alex LAW	11,994,249	3,598,274	(1-4) "The 29th Hong Kong Film Awards" - Best Screenplay (Alex LAW) - Best Actor (Simon YAM) - Best New Performer (Aarif LEE) - Best Original Film Song (歲月輕狂)	(1) "The 60th Berlinale 2010's Generation Section" - Crystal Bear for the Best Feature Film (2) "The 50th International Film Festival for Children and Youth in Zlin (Czech Republic)" - The Children's Jury Main Prize for the Best Feature Film for Children (3-4) "The 10th Changchun China Film Festival" - Special Jury Prize & Best Supporting Actress (Sandra NG)
3	Break Up Club	Diva Productions Limited	Barbara WONG	5,865,000	1,759,500	(1) "2010 Hong Kong Film Critics Association - Ten Best Chinese Films" - Ten Best Chinese Films	(1) "The Vietnamese International Film Festival 2010" - Best Actress (Fiona SIT)
4	Lover's Discourse	ET Media Group Limited	Derek TSANG; Jimmy WAN	6,184,326	1,855,297	---	(1) "Osaka Asian Film Festival 2011" - Grand Prix (Best Picture Award)
5	La Comédie humaine	Icon Pictures Limited	CHAN Hing-kai; CHUN Siu-chun	8,400,000	2,520,000	(1) "The 17th Hong Kong Film Critics Society Awards" - Selected as the Film of Merit	---
				Total number of awards attained		8	9

* "International" means all territories other than Hong Kong.

**List of First-time Directors and Producers Involved in Films Financed by
the Film Development Fund
(as at 30 April 2011)**

	Film Title	Film Company	First-time Director(s)	First-time Producer(s)
1.	Claustrophobia	Runaway Films Production Limited	HO Pik-mun	CHENG Kim-fung, Cary
2.	Coweb	Joy Charm Enterprise Limited	XIONG Xin-xin	-
3.	Give Love	BIG Pictures Limited	LEE Ka-wing	
4.	Strawberry Cliff	Glory Top Properties Limited	CHOW Chun, Chris	
5.	Lover's Discourse	ET Media Group Limited	TSANG Kwok-cheung, Derek	FUNG Wai-yuen, Weldon
			WAN Chi-man, Jimmy	
6.	Beach Spike	Beach Spike Holdings (HK) Limited	TANG Tung-ming	
7.	MicroSex Office	Mega-Vision Pictures Limited	CHIM Sui-man, Jim	
8.	Break Up Club	Diva Productions Limited	-	LIEM, Augustinus Khik Djin
9.	37	Manner Movie Limited	-	Jimmy FUNG
Total number			8	4

Summary of Other Film-related Projects Approved
(from 6 July 2007 to 30 April 2011)

	Content and Category	Items	Fund Approved
1.	To finance major film awards presentation ceremonies such as Hong Kong Film Awards Presentation Ceremony and Asian Film Awards	8	\$49,358,426
2.	To finance seminars for facilitation of film production and financing	5	\$16,238,358
3.	To finance training courses conducive to the long term development of the Hong Kong film industry	4	\$14,754,435
4.	To finance major film promotion activities, including Entertainment Expo and Hong Kong Motion Picture Post Production Pavilion	8	\$13,945,713
5.	To finance compilation of data and guidelines for the film industry such as safety manuals and film copyright online database	4	\$4,838,900
6.	To finance local films nominated to participate in film festivals and film financing forums overseas	30	\$2,958,921
7.	To finance research and development of new film-related technology such as the digital cinema exchange pilot scheme	1	\$1,753,700
	Total :	60	\$103,848,453

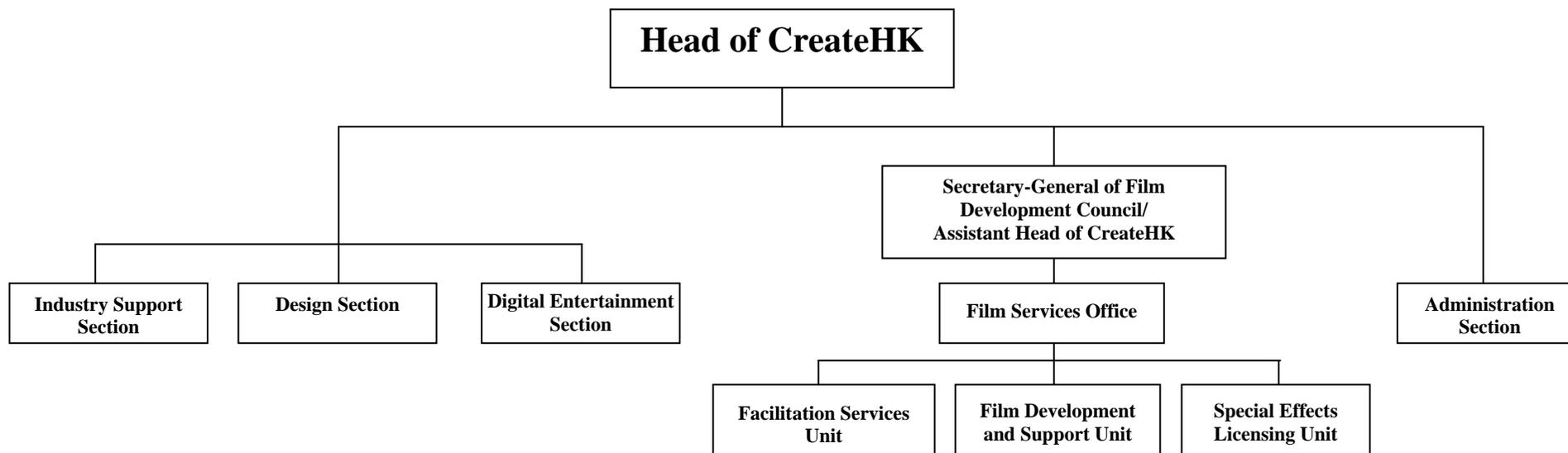
**Revised Eligibility and Financing Criteria for Financing Film Productions
under the Film Development Fund (FDF)**

The revised eligibility and financing criteria for financing the production of film projects under the FDF as recommended by the Film Development Council are:

- (a) The applicant should be a company formed and registered under the Companies Ordinance (Cap. 32);
- (b) The applicant, or the film producer, or the film director should have produced at least two completed films for commercial theatrical release in Hong Kong;
- (c) The applicant may only receive the Government financial support under the FDF for up to two approved film projects at any one time;
- (d) The film project must –
 - (i) have a production budget of not more than \$15 million;
 - (ii) be in the form of a full script to produce a feature film intended for commercial theatrical exhibition in Hong Kong;
 - (iii) be identifiable as commercially viable and have secured some form of third-party financing of , for example, 50% of production budget; and
 - (iv) constitute at least 50% of the main cast and film crew with Hong Kong permanent residents.

The Government will normally contribute up to 35% of the production budget of a film project (i.e. a maximum of \$5.25 million per film project). However, the Government may increase its contribution to up to 40% of the production budget of a film project (i.e. a maximum of \$6 million per film project) under very special circumstances and on the recommendation of the Fund Vetting Committee, having carefully examined the exceptional merits of the film project.

Organisation Chart of the Create Hong Kong



- Providing support for other creative industries streams
- Administering general funding schemes and the CreateSmart Initiative
- Being the secretariat for the vetting committee of the CreateSmart Initiative
- Organising promotion events and activities and other special projects
- Facilitating talent development initiatives and administering schemes for talent development

- Administering the DesignSmart Initiative
- Being responsible for policy issues and housekeeping matters of the Hong Kong Design Centre
- Housekeeping of the InnoCentre programme and Design Incubation Programme
- Being responsible for branding matters

- Being responsible for digital entertainment policy and strategy
- Collaborating with the Digital Entertainment Industry Support Centre
- Assisting local digital entertainment companies to source and access support services and resources available from various industry supporting organisations

- Facilitating film production in Hong Kong, in particular on location shooting
- Assisting in the organisation of film promotional events, including film festivals
- Maintaining a resource centre and a dedicated website on film production services in Hong Kong

- Administering the Film Guarantee Fund and the Film Development Fund to provide funding support to the industry
- Assisting the building up of capacity and technical knowledge for local filmmakers

- Regulating the use of special effects materials for producing entertainment special effects in films, television programmes and theatrical performances

- Overseeing general administration
- Performing human resources management functions
- Coordinating stores and procurement matters

Job Description

Secretary-General of Film Development Council

Post title : Assistant Head of the Create Hong Kong (CreateHK) /
Secretary-General of Film Development Council

Rank : A Non-civil Service Position at the equivalent rank of D2

Responsible to : Head of CreateHK

Main Duties and Responsibilities –

1. To supervise the Secretariat of the Film Development Council, which advises the Government on the formulation of long-term, medium-term and short-term strategies for the development of the film industry.
2. To assist the Head of CreateHK in overseeing the administration and management of all public funds (including the Film Development Fund, the Film Guarantee Fund, and other funds for the film sector as appropriate) established to promote the development of the film industry, and assist the Film Development Council in formulating advice to the Government on the use of such funds.
3. To conduct film-related researches and commission external studies.
4. To implement government initiated measures to revitalise the Hong Kong film industry and support its long-term development, and to review the effectiveness of these measures.
5. To co-ordinate with the film industry and government/public organisations to ensure smooth implementation of all publicly funded film-related activities, and collaborate with them to promote the film industry.
6. To represent Hong Kong in marketing and promoting Hong Kong films internationally.
7. To liaise with relevant bureaux and departments on legislative measures (e.g. anti-piracy) to safeguard the interest of the film sector.
8. To oversee the day-to-day operation of the Secretariat of the Film Development Council, including general management and personnel matters.