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Panel on Information Technology and Broadcasting

Meeting on 12 November 2012

**Background brief on the non-civil service post of Secretary-General of
the Film Development Council**

Purpose

This paper provides background information on the non-civil service post of Secretary-General of the Film Development Council ("SG/FDC") and summarizes the previous discussions by Members on the subject.

Background

2. The film industry is the flagship of the creative industries in Hong Kong. It contributes significantly to the development of local services industries as well as tourism, and enhances the international and cultural image of Hong Kong. However, there has been a substantial decrease in the number of film productions, particularly small-to-medium budget films, as well as box office revenues in recent years. With a shrinking film market and decreasing number of local productions, the film industry is facing a difficult time, plagued with talent drought.

3. According to the Government, it is committed to providing a favourable environment conducive to the long-term and healthy development of the Hong Kong film industry. The Government first established the Film Development Fund ("FDF") in April 1999 with an approved commitment of \$100 million to support a wide range of projects such as training of film personnel, overseas promotion of local films, etc.

In addition, the Film Guarantee Fund, a revolving loan guarantee facility with a commitment of \$30 million, was established by redeployment of funds from the FDF. The Government further submitted a funding proposal seeking an injection of \$300 million into the FDF, which was approved by the Finance Committee ("FC") on 6 July 2007. The Government also established the new high-level Hong Kong Film Development Council ("FDC") in April 2007 to replace the Film Development Committee. Mainly comprising members from the film industry, the FDC is responsible for advising the Secretary for Commerce and Economic Development on the policy, strategy and institutional arrangement for the promotion and development of the film industry.

4. SG/FDC heads the Film Services Office ("FSO") of the Create Hong Kong ("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 committees. 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. With the support of the FDC Secretariat led by SG/FDC, FDC organizes promotional activities for the benefit of the local film industry. The job description of SG/FDC is in the **Appendix**.

Previous discussions

Establishment Subcommittee

5. At the meeting of the Establishment Subcommittee ("ESC") on 13 June 2007, members discussed the proposal of creating a permanent directorate post of SG/FDC. While members did not object to the funding proposal of injecting \$300 million into the FDF to enhance its support for the film industry, they were of the view that the Administration should consider creating a supernumerary directorate post of SG/FDC on a time-limited basis. Upon the request of ESC, the Administration revised its proposal to create a non-civil post of SG/FDC for a period of two years to strengthen support for the FDC and the administration of the FDF. The ESC supported the Administration's revised proposal, which was subsequently approved by FC on 6 July 2007. The post of SG/FDC was filled on 16 November 2007 through an open recruitment.

Panel on Information Technology and Broadcasting

6. At the meeting of the Panel on Information Technology and Broadcasting ("the Panel") on 11 May 2009, the Administration briefed members on its proposal to retain the non-civil service post of SG/FDC for a further period of two years after the expiry of its term on 16 November 2009. While the Panel supported in principle the Administration's proposal, some members enquired about the rationale for extending the SG/FDC post for only two years. The Administration advised that as the FDF was in the initial phase of operation and SG/FDC was undertaking a review of its operation, the Administration had proposed to extend the post for two years to allow SG/FDC to continue his work. The proposal was subsequently approved by ESC and FC on 17 June 2009 and 10 July 2009 respectively.

7. At the Panel meeting on 9 May 2011, the Administration briefed members on the progress of the implementation of the FDF, and the Administration's proposal to once again retain the non-civil service post of SG/FDC for a further period of two years after the expiry of its term on 16 November 2011. While Panel members generally supported the Administration's proposal, some members considered that the non-civil service post of SG/FDC should be converted into a permanent post. The proposal was subsequently approved by ESC and FC on 8 June 2011 and 24 June 2011 respectively.

Latest position

8. The Administration will brief the Panel on 12 November 2012 on the proposed creation of a permanent civil service post of SG/FDC.

Relevant papers

9. A list of the relevant papers with their hyperlinks is at http://www.legco.gov.hk/yr11-12/english/panels/itb/papers/itb_d.htm.

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 revitalize 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 organizations 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.
