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20 April 2015

Ms YUE Tin-Po
Clerk, Panel on
Information Technology and Broadcasting
Legislative Council
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Ms Yue,

**Update on the work of Create Hong Kong and
funding support for the Hong Kong Design Centre**

At the meeting of the Legislative Council Panel on Information Technology and Broadcasting held on 9 February 2015, Members requested the Government to provide additional information on the work of, and programmes funded by, Create Hong Kong (CreateHK). We provide our response below.

- (a) **Number of full-time job opportunities created by the work of CreateHK though the programmes funded by CreateHK vis-à-vis the number created by the creative industries in Hong Kong as a whole**

CreateHK was established in June 2009 to promote the development of creative industries by nurturing creative talents and start-ups, helping the trade explore markets and fostering a

creative atmosphere. To this end, CreateHK funds the Design Incubation Programme (DIP); provides financing for small-to-medium budget film productions; and has so far sponsored close to 400 programmes and events initiated by the trade and relevant stakeholders, which include graduate support programmes for local fresh graduates to gain hands-on work experience on a full-time basis at digital entertainment and advertising companies.

As at end December 2014, the number of full-time and part-time jobs created directly as a result of CreateHK's funding support (unless otherwise stated) is tabulated below. We do not have the exact number of full-time jobs created because applicants for funding support have not been required to differentiate between full-time and part-time jobs in the project completion reports.

Programmes/projects funded by CreateHK	Number of full-time and part-time jobs created
(a) DIP	501*
(b) Film production projects	About 1 800 (estimated)^
(c) Other programmes funded by CreateHK	
(i) Directly created posts	2 947#
(ii) Graduate trainees for the advertising sector	141
(iii) Graduate trainees for the digital entertainment sector	49

* The number of full-time jobs for the DIP refers to the number of full-time jobs created by the incubatees during the incubation period. It is also cumulative figure dating back to 2006 when the DIP was launched because a separate breakdown since the establishment of CreateHK in June 2009 is not available.

^ We do not have readily available information on the number of jobs engaged by each film production project co-financed by the Government. Based on our estimate, one small-to-medium budget film production normally creates about 60 job opportunities.

The 2 947 jobs are created by project proponents with CreateHK's funding support for project management and implementation.

Based on the latest information available from the Census and Statistics Department (C&SD), the number of persons engaged by cultural and creative industries has increased by 19 240 from 188 250 in 2009 to 207 490 in 2013. We consider that the growth in employment is driven by the collective efforts of the public and private sectors, and attributable to market buoyancy. It would be difficult, if not impossible, to determine the proportion attributable to CreateHK's work alone. In fact, most of the programmes funded by CreateHK are promotional, educational and nurturing by nature and are geared towards the long-term development of the creative industries.

(b) Benchmarks for assessing the performance of CreateHK in different aspects of its work

CreateHK mainly evaluates the merits of its sponsored programmes in terms of the number of participants/visitors and the feedback of participants/visitors collected through questionnaire surveys. CreateHK evaluates the effectiveness of its talent and start-up initiatives in terms of the number of job opportunities directly and indirectly created, the number of training or nurturing opportunities available for talents and start-ups, the number of international awards attained by local creative talents. We have provided vide LC Paper CB(4)408/14-15(03) a summary of these performance indicators as at end 2014 under paragraphs 4 to 6. We will continue to update the Panel on the performance of CreateHK from time to time.

(c) Information on the division of labour in talent grooming for the design industry among Hong Kong Design Centre (HKDC), Vocational Training Council (VTC) and the universities in Hong Kong

HKDC

The HKDC is the Government's strategic partner in promoting design in Hong Kong. As a design promotional agency, it assists in professional development of local designers, nurtures young design talents, and promotes design thinking in the society and among targeted groups such as the business sector and civil

servants. The HKDC's programmes are trade-oriented and complementary to those traditional and formal training offered by local universities and educational institutions. For instance, it organises training programme targeting corporate executives to promote the benefit of design, sponsor local talents for overseas work attachment and study programmes, as well as operating incubation programme for design start-ups.

Local universities

According to the information provided by the University Grants Committee (UGC)-funded institutions on the programme details, the Hong Kong Polytechnic University (PolyU) is, amongst the UGC-funded institutions, a major provider of programmes relating to design at different levels of study. At present, PolyU offers about ten different programmes which contribute to talent grooming for the industry. These full-time programmes, the duration of which ranges from two years to four years, cover multimedia design and technology, product development, fashion and textiles, and digital media. The current annual intake is about 900 places.

Hong Kong Design Institute, VTC

The Hong Kong Design Institute (HKDI), established under the VTC, adopts a "Think and Do" approach for talent grooming through contemporary curriculum. HKDI offers Higher Diploma and Foundation Diploma (Level 3) programmes for HKDSE graduates. For Higher Diploma, students can choose from a diverse range of programmes spanning across Design Foundation Studies, Communication Design and Digital Media, Fashion and Image Design, and Product and Interior Design. Equipped with sound discipline specific knowledge and skills, Higher Diploma graduates of HKDI can further their studies at the degree level or enter into the design profession. For those who go for employment, they can work in a vast array of creative industries including jewellery, timepiece, interior, exhibition, architecture, landscape architecture, fashion, merchandising, styling, multimedia, animation, TV and film, music, advertising and printing.

HKDI also rides on the strengths in design education to develop a wide series of in-service training courses, workshops and seminars, which are tailor-made for working professionals to enhance the competitiveness of individuals and corporations, and to facilitate career advancement and business growth.

(d) Breakdown of the requests for assistance provided to local vis-à-vis overseas production crews for location shooting in Hong Kong

In 2014, 160 production projects, which consist of 133 local and 27 overseas ones, have raised requests for assistance for location shooting in Hong Kong. A breakdown of the requests raised in 2014 is as follows –

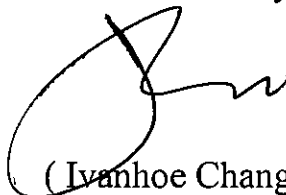
Nature	Local Production	Overseas Production	Total
(a) Temporary traffic arrangement (e.g. lane closure and parking)	178	21	199
(b) Obtaining permission for location filming in public or private premises	155	40	195
(c) Location scouting	37	6	43
(d) Expediting the processing of applications	37	17	54
(e) Reduction or waiver of charges	29	3	32
(f) Obtaining special permits	18	3	21
Total	454	90	544

(e) **Benefits brought by the Hong Kong – Asia Film Financing Forum for the Hong Kong film industry**

Since 2007, 212 film projects (including 44 projects involving Hong Kong's film industry) have been presented in the Hong Kong-Asia Film Financing Forum (HAF). At least 51 film projects, of which ten involve Hong Kong's film industry, have obtained financing and have been completed or released. Some of them have subsequently participated or won awards in international film festivals, or become box office hits.

There is a balanced mix of emerging and established directors from Hong Kong among the film projects featured in HAF. Examples of Hong Kong directors who have participated in the HAF include award winners such as Ruby Yang, Jessey Tsang, Philip Yung and Flora Lau; as well as actor-turned directors such as Charlie Young and Carrie Ng.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ivanhoe Chang', with a large, stylized initial 'I'.

(Ivanhoe Chang)

for Secretary for Commerce and Economic Development