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10 December 2015

Mr Daniel SIN
Clerk, Panel on
Information Technology and Broadcasting
Legislative Council
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong
(Fax: 2840 0269)

Dear Mr Sin,

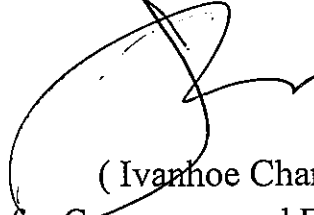
Funding Support for the CreateSmart Initiative

At the meeting of the Legislative Council Panel on Information Technology and Broadcasting held on 17 July 2015, Members requested the Government to provide information on the performance indicators for assessing the effectiveness of the projects funded by the CreateSmart Initiative (CSI) since the launch of the funding scheme in 2009. We provide our response below.

Create Hong Kong (CreateHK) has adopted some key performance indicators to evaluate the CSI-funded projects. CreateHK also requires grantees to conduct questionnaire surveys to collect feedback from participants on the levels of satisfaction and effectiveness of the CSI-funded programmes. The relevant information is set out at **Annex.**

Given the ambit of the CSI, the approved projects have to benefit the overall development of creative industries or sectors and the CSI does not support the production activities and business operation of individual companies or practitioners. It is therefore very difficult to quantify the economic contribution of the CSI-funded programmes. However, generally speaking, participants are able to derive economic benefits from the programmes funded by the CSI in such areas as promotion, marketing, training and development. Some participants may also gain additional business opportunities and raise their profiles by taking part in trade fairs and overseas promotional initiatives with support from the CSI.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Ivanhoe Chang', written over a large, faint, oval-shaped watermark or stamp.

(Ivanhoe Chang)

for Secretary for Commerce and Economic Development

Key performance indicators of the CreateSmart Initiative (CSI) since June 2009¹
(as at end September 2015)

a.	Number of approved projects	242
b.	Number of participants	About 10.8 million
c.	Number of directly created job opportunities ²	1 750
d.	Number of indirectly created job opportunities ³	8 030
e.	Number of small and medium enterprise (SME) beneficiaries	910
f.	Number of business contacts or enquiries created for SMEs	8 900
g.	Number of awards attained by creative talents who have participated in international competitions with funding support from the CSI	64
h.	Number of nurturing opportunities created for creative talents and start-ups	31 300
i.	Number of TV audience in respect of awards presentation and musical programmes	About 228.6 million

Remark: Unless otherwise specified, items (a) and (g) are exact figures. Figures in items (f) and (h) are rounded to the nearest hundred while figures in items (c), (d) and (e) are rounded to the nearest ten.

¹ The CSI was established in June 2009. Unless otherwise specified, all the performance indicators presented herein do not cover those projects funded by the Design-Business Collaboration Scheme (“DBCS”). The latter was incorporated under CSI with effect from 24 May 2013.

² Directly created job opportunities refer to the job opportunities funded by the financial support of Create Hong Kong (CreateHK).

³ Indirectly created job opportunities refer to the job opportunities generated by CreateHK’s funded projects but out of the scope of CreateHK’s financial support. They are estimated figures.

Participants' satisfaction level towards the projects funded by the CSI

a.	Percentage of respondents rated the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	97%
b.	Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	93% - 97%
c.	Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i>	79% - 90%
d.	Percentage of respondents who rated the activities/programmes as “Definitely Useful”, “Very Useful” and “Useful”	91%

Remark: The number of respondents exceeds 45 000.