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Panel on Information Technology and Broadcasting

Meeting on 14 March 2016

**Updated background brief on the work of Create Hong Kong in
promoting the development of creative industries**

Purpose

This paper provides updated background information on the work of Create Hong Kong ("CreateHK") and also a summary of views and concerns expressed by the Panel on Information Technology and Broadcasting ("the Panel") on promoting the development of creative industries in Hong Kong.

Background

2. CreateHK was set up in June 2009 to spearhead Government's efforts in driving the development of creative industries and to provide one-stop services for the promotion of creative industries. To achieve its mission in fostering a conducive environment to facilitate the development of creative industries in Hong Kong, CreateHK provides financial support for initiatives that are conducive to the development and promotion of creative industries through the \$300 million CreateSmart Initiative ("CSI") and the Film Development Fund ("FDF"). CreateHK also provides funding to support the Hong Kong Design Centre's ("HKDC") basic operation and the organization of two flagship events, namely, the Business of Design Week and the HKDC Awards. It also administers the Design Incubation Programme which provides assistance for design start-ups.

Previous discussions

Effectiveness of initiatives and nurturing talents and design start-ups

3. At the Panel meeting on 9 February 2015, the Administration updated members on the work of CreateHK.

4. During the discussion, some Panel members enquired about the assistance provided to independent television production houses and the publication sector through CSI. The Administration advised that the demand for the service of independent production houses was low as programmes of free TV and pay TV stations were produced using in-house resources instead of independent production houses. As regards the publication sector, assistance had been provided to participate in book fairs staged in the Mainland and overseas.

5. Some members pointed out that while nurturing talents was important for the long-term development of the creative industries, there should be co-ordination of efforts among various organizations and institutions in this regard.

6. Members had suggested that the Administration should step up measures to promote the integration of innovation and technology into the design industry, such as the use of "Internet of Things" and wearable technologies, and to keep the industry abreast of the new developments in the relevant fields. Some other members urged the Administration to integrate the projects in the design sector into the Government-funded research and development projects undertaken by small technology-based companies, as well as the projects funded under the incubation programmes operated by the Cyberport management and the Hong Kong Science and Technology Parks Corporation.

7. On nurturing design-entrepreneurs, some members expressed concern about the lack of support for developing prototype products by local designers, and urged the Administration to step up measures to support designers in transforming their design activity into tradable deliverables. More venues should also be provided for display of works and products by young talents in the fashion-design industry.

8. The Administration advised that some fashion companies had provided workshops to design talents for developing their fashion prototypes. The Administration was in consultation with the Expert Group on Fashion Industry on finding ways to provide more workshops for producing their prototype products. The Administration would continue to explore

opportunities to nurture young design-entrepreneurs and to increase their overseas exposure and to showcase their designed products and establish contacts with overseas buyers.

Film industry

9. At the Panel meeting held on 9 March 2015, the Panel discussed and supported in principle the Administration's proposal to inject \$200 million into FDF to promote the long-term and healthy development of the film industry, including enhancing the operation of the Film Production Financing Scheme and introducing the Film Production Grant Scheme. Some Panel members noted that some films supported under FDF turned out to have low box office receipts. They urged the Administration to review the reasons for the low return and consider implementing measures to increase the effectiveness of the film supporting schemes. Other members commented that, despite the increasing number of Hong Kong-Mainland co-production titles in recent years, the Administration should continue to support local film makers to produce more new genres films to cater for local audience, and to boost local employment opportunities.

10. The Panel noted that the Administration had proposed to facilitate cinema development and to reserve space for cinemas in major cultural and entertainment areas possibly through land sale and planning. Some members urged the Administration to provide subsidies to support cinemas' operations, and to consider requiring developers to set aside a certain percentage of land for provision of cinemas. Some members did not consider the proposals of supporting cinema development commercially viable as audience were changing their habit of watching film in cinemas to watching films on discs or through the Internet.

Latest position

11. The Administration will update the Panel on 14 March 2016 on the latest work of CreateHK in promoting the development of creative industries in Hong Kong.

Relevant papers

12. A list of the relevant papers with their hyperlinks is at:

<http://www.legco.gov.hk/yr14-15/english/panels/itb/papers/itb20150209cb4-408-3-e.pdf>

<http://www.legco.gov.hk/yr14-15/english/panels/itb/papers/itb20150209cb4-408-4-e.pdf>

<http://www.legco.gov.hk/yr14-15/english/panels/itb/minutes/itb20150209.pdf>

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