For discussion **EC(2009-10)1**
on 29 April 2009

ITEM FOR ESTABLISHMENT SUBCOMMITTEE OF FINANCE COMMITTEE

HEAD 47 – GOVERNMENT SECRETARIAT : OFFICE OF THE GOVERNMENT CHIEF INFORMATION OFFICER

HEAD 55 – GOVERNMENT SECRETARIAT : COMMERCE AND ECONOMIC DEVELOPMENT BUREAU (COMMUNICATIONS AND TECHNOLOGY BRANCH)

HEAD 155 – GOVERNMENT SECRETARIAT : INNOVATION AND TECHNOLOGY COMMISSION

HEAD 180 – TELEVISION AND ENTERTAINMENT LICENSING AUTHORITY

Subhead 000 Operational expenses

Members are invited to recommend to Finance Committee the following proposals to facilitate the creation of a new office of Create Hong Kong in the Communications and Technology Branch of the Commerce and Economic Development Bureau with effect from 1 June 2009 –

(a) the creation of the following new grade and rank –

Head of Create Hong Kong
(D3) ($142,700 – $151,200)

(b) the creation of the following permanent post under Head 55 –

/1 Head .....

1 Head of Create Hong Kong
(D3) ($142,700 – $151,200)

to be offset by the deletion of the following permanent post under Head 47 –

1 Administrative Officer Staff Grade C
(D2) ($122,700 - $130,300);

(c) the revision and redistribution of duties among some directorate posts under Head 47; and

(d) adjustments to the ceiling placed on the total notional annual mid-point salary value of all non-directorate posts in the permanent establishment of the following Heads of Expenditure in 2009-10 –

Head 47

a decrease from $277,583,000 by $1,594,000 to $275,989,000

Head 55

an increase from $18,328,000 by $16,618,000 to $34,946,000

Head 155

a decrease from $70,424,000 by $2,254,000 to $68,170,000

Head 180

a decrease from $56,634,000 by $12,769,000 to $43,865,000

PROBLEM

There is a need to establish a dedicated agency within the Government to lead, champion and drive the development of a creative economy in Hong Kong.

PROPOSAL

2. We propose, with effect from 1 June 2009, to –

(a) establish a dedicated office to be named Create Hong Kong (CreateHK) in the Communications and Technology Branch (CTB) of the Commerce and Economic Development Bureau (CEDB) by redeploying resources from the Office of the Government Chief Information Officer (OGCIO), the Television and Entertainment Licensing Authority (TELA) and the Innovation and Technology Commission (ITC). CreateHK will take up co-ordination among different Government bureaux/departments (B/Ds) to drive the development of the creative industries;

(b) create a post in the new grade and rank of Head of CreateHK (D3) to head the dedicated office, to be offset by the deletion of an Administrative Officer Staff Grade C (AOSGC) (D2) post in OGCIO;

(c) consequentially revise and redistribute the duties and responsibilities among some of the directorate posts in the OGCIO and ITC; and

(d) adjust the establishment ceiling placed on the total notional annual mid-point salary (NAMS) value of all non-directorate posts in the permanent establishment under Heads 47, 55, 155 and 180 in 2009-10 to facilitate the cost-neutral transfer of non-directorate posts as a result of (a).

JUSTIFICATION

3. The term "creative industries" is a relatively new concept which has different scope and definition among different countries in the world. The United Kingdom defines creative industries as "those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property"[1].

/4. .....

[1] Department for Culture, Media and Sport (1998 and 2001), *The Creative Industries: Mapping Document.*

4. Using the above definition, we feel that Hong Kong has an edge in a number of creative industry domains, including motion pictures, television, design, architecture, animation and comics, advertising and digital entertainment, etc. These creative industries are already important economic drivers of Hong Kong. They help increase the innovation capacity of the economy as a whole and can be a powerhouse for economic growth. There are now more than 172 000 practitioners working in our creative industries, with close to 32 000 establishments and total value-added exceeding $60 billion a year, representing around 4% of our Gross Domestic Product. If they can be supported and nurtured effectively, the potential of the creative economy is substantial.

5. While Hong Kong has an edge in the various creative industries sectors mentioned above, competition from the neighbouring regions and cities is keen, and there is inclination that other places may catch up with us very soon. Over the past few months, the Government has met with various creative industries representatives and stakeholders to gauge their views on how to drive the development of our creative industries and build Hong Kong into a creative capital in the region. There is strong support for the Government to set up a dedicated office to co-ordinate Government policy and efforts regarding creative industries as well as to set aside dedicated resources for supporting the development of creative industries. There is a need to set up a dedicated office to focus Government's resources catering for the promotion and speeding up of the development of creative industries in Hong Kong. The new office will work closely with the trade to boost the development of creative industries. In addition, it will also provide more effective support for our creative industries through the integration of resources.

Establishment of the dedicated office – CreateHK

6. Although the Government currently renders support to different sectors of the creative industries through various Government B/Ds, including CEDB, Home Affairs Bureau (HAB), OGCIO, TELA, ITC and Trade and Industry Department (TID), such efforts are scattered and the results are not as notable as we have expected. A dedicated office like CreateHK should be established to provide a focus for Government's efforts in support of the creative industries. With the establishment of CreateHK, there will be better co-ordination within the Government to drive creative industries development and we would be able to respond more effectively to industries' demands and better serve the trade through a one-stop service. The office will become the champion to drive the development of the creative economy.

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7. At present, there are various schemes and funding sources supporting the development of creative industries in Hong Kong. These are managed by different offices within the Government, for example, the Film Development Fund (FDF) under the auspices of TELA, the DesignSmart Initiative (DSI) and the funding support for the operation of Hong Kong Design Centre (HKDC) under ITC, the Cyberport Digital Entertainment Incubation-cum-Training Programme funded by the Innovation and Technology Fund. Through redeployment and consolidation of these existing resources, CreateHK will further enhance and strengthen measures to support creative industries.

8. CreateHK will work together with the creative industries sectors to identify areas for strengthening collaboration in Hong Kong and elsewhere. Moreover, the office will establish a mechanism to more actively engage industry representatives such that we would be in a better position to understand the needs and expectations of the industries. With the setting up of CreateHK, there will be a closer tie between the Government and the industries, thus accelerating the development of our creative economy.

Our vision and mission

9. Our vision is to build Hong Kong into a regional creative capital. With this vision, the mission of CreateHK is to foster a conducive environment in Hong Kong to facilitate creative industries development. Based on consultation with the creative industries representatives, we have worked out a preliminary development strategy for CreateHK which will adopt a comprehensive and multi-pronged approach covering the following areas –

(a) nurturing a pool of creative human capital which will form the backbone of our creative economy;

(b) facilitating start-ups and the development of creative establishments;

(c) generating demand for innovation and creativity and expanding local market size for creative industries;

(d) promoting our creative industries on the Mainland and overseas to help explore outside markets;

(e) fostering a creative atmosphere within the community;

(f) developing creative clusters in the territory to generate synergy and facilitate exchanges; and

(g) promoting Hong Kong as Asia's creative capital.

Encl. 1 The details are set out at Enclosure 1.

/**Funding** .....

Funding to support Creative Industries

10. The Financial Secretary has earmarked $300 million in the 2009-10 Budget to support Hong Kong's creative industries and the development of a creative economy in the coming three years. This is on top of the various funding schemes we have provided to support creative industries, for example, the injection of $300 million into FDF, the setting up of the $250 million DSI, the $100 million allocation for supporting the operation of HKDC, etc.

Organisation of CreateHK

11. CreateHK, which will be established under CTB, will be led by the Head of CreateHK with some 40 staff to be redeployed from OGCIO, TELA and ITC. The existing and proposed organisation chart of CTB after the establishment of CreateHK and the proposed organisation chart of CreateHK are at Enclosures 2 and 3 respectively.

Encls. 2 & 3

12. The Head of CreateHK will be responsible for the overall management of CreateHK and spearheading the strategy for driving and implementing various measures to support the development of creative industries. The work under the purview of CreateHK will be heavy and complex, with a significant impact on the long-term development of the industries. As such, we propose that the new Head of CreateHK post should be pitched at D3 level, reporting directly to the Permanent Secretary for Commerce and Economic Development (Communications and Technology) (PSCT).

13. The creation of a new Head of CreateHK post at D3 level is considered necessary as –

(a) the post-holder will have a heavy work schedule to deal with various sectors of the creative industries, including motion pictures, television, design, animation and comics, and digital entertainment, as well as areas not currently addressed by any Government agency, e.g. architecture, advertising, etc.;

(b) the post-holder will have to co-ordinate the work of various B/Ds in creative industries related work, e.g. culture and performing arts with HAB, training of talent with the Education Bureau, etc., and manage various funding schemes involving a sizeable amount of public funding. Pitching the post at D3 level would reflect the level of responsibility of the post and the actual needs for co-ordinating initiatives among various Government agencies;

/(c) .....

(c) the post-holder will have to secure for CreateHK the integration of manpower resources coming from redeployment of different grades of officers from different agencies under CEDB. It is necessary for the post-holder to possess the leadership skills to manage different grades of officers and build up an effective team;

(d) as the champion for the creative industries in Hong Kong, the post-holder should establish himself/herself as the focal point for the diversified creative industries in the territory, and be able to represent Hong Kong in the international arena. Filling the post by an officer of a sufficiently high ranking would be able to command the appropriate respect and status both within and outside the Government; and

(e) pitching of the post at D3 level will give the public and the industries the confidence that the Government is firmly committed to driving the development of the creative economy.

14. The proposed job description of the Head of CreateHK post is at Enclosure 4.

Encl. 4

15. All the duties and responsibilities of the Head of CreateHK require a high level of analytical and organisational capability with broad business and operational experience to appreciate and understand the specific needs of the creative industries in Hong Kong. The post-holder should also possess relevant experience and connection with the creative industries sectors which is necessary for CreateHK to work closely in collaboration with the industries. Due to the new and unique tasks to be handled by the Head of CreateHK, and to ensure that we can access a wider pool of candidates for recruitment and to tap the resources and talent of the private sector, we propose to create a new grade and rank for the post and fill the post through open recruitment.

Changes in directorate establishment

Reshuffling of duties of directorate posts in OGCIO

16. The Finance Committee (FC) approved the establishment of OGCIO by merging the information technology-related divisions of CTB of the then Commerce, Industry and Technology Bureau and the then Information Technology Services Department in June 2004 vide EC(2004-05)8. The organisation chart of OGCIO after merger is at Enclosure 5. Apart from the Government Chief Information Officer (GCIO) (D6), OGCIO has 16 directorate posts, namely, one Administrative Officer Staff Grade B (D3), one Deputy Director of Information Technology Services (D3), two AOSGC (D2), four Assistant Directors of Information Technology Services (D2) and eight Chief System Managers (D1).

Encl. 5

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17. Since its establishment in 2004, OGCIO has on several occasions made adjustments to the distribution of work among its divisions so as to realign resources in the light of operational needs and policy emphasis, without affecting the overall functions of OGCIO, the set up of its divisions and the general distribution of work among its directorate posts. The latest of such changes were made in December 2008. The organisation chart at Enclosure 6(a) reflects the revised nomenclature of the post titles to align the duties of various divisions more closely and clearly with the five action areas in the 2008 Digital 21 Strategy, namely –

Encl. 6(a)

(a) facilitating a digital economy;

(b) promoting advanced technology and innovation;

(c) developing Hong Kong as a hub for technological co-operation and trade;

(d) enabling the next generation of public services; and

(e) building an inclusive, knowledge-based society.

18. As a result of the above change, the former Assistant Government Chief Information Officer (A) (IT Policy) (AGCIO(A) (IT Policy)) post was renamed as AGCIO(Strategy and Programme Management) (AGCIO(SP)) in December 2008 to tie in with its responsibility for reviewing and formulating the Digital 21 Strategy and the action programme for delivering it. The job description of AGCIO(SP) is at Enclosure 6(b). The former AGCIO(A) (IT Policy) post also had some responsibilities related to the action area of "Facilitating a Digital Economy". These have been taken up by AGCIO (Digital Economy Facilitation) (AGCIO(DE)) who is in charge of the new Digital Economy Facilitation Division, which was formerly known as the Industry Development and E-Business Division when the OGCIO was established in 2004.

Encl. 6(b)

19. With the finalisation of Statements of Desired Outcome (SDOs) for each action area, OGCIO now has long-term objectives to guide Hong Kong's development for the years to come. They have also reviewed and refined their action plans to reflect the SDOs. Henceforth, OGCIO plans to adopt a more evolutionary approach in refining the strategy and action plans. Instead of conducting a major fundamental review of the Digital 21 Strategy every three to four years, OGCIO will review the achievements in the five action areas on a regular and continued basis and, if necessary, refine the strategies and action plans to meet changing circumstances. This reflects the approach of continuous refinement, and would more closely integrate policy formulation with implementation in accordance with the original rationale for establishing OGCIO.

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In order to implement the above new approach, the responsibility for reviewing and formulating the Digital 21 Strategy will need to be transferred from AGCIO(SP) to other AGCIOs responsible for the various action areas.

Proposed deletion of the AGCIO(SP) post

20. As a result of the above transfer of duties, only a few responsibilities of AGCIO(SP) remain, relating to programme management, measurement of outcomes and servicing of various committees. There is no longer a need to retain the AGCIO(SP) post in OGCIO. A de-layering approach will be adopted, in which the Deputy Government Chief Information Officer (Policy and Customer Service) will absorb the remaining responsibilities of the AGCIO(SP) post which could be deleted. The proposed organisation chart of OGCIO and the revised job descriptions of directorate posts in charge of various divisions in OGCIO after the proposed revision and redistribution of duties are at Enclosures 7(a) to 7(j).

Encls. 7(a) - 7(j)

Redeployment from TELA

21. The Film Services Office (FSO) of TELA now serves to assist the development of the film industry in Hong Kong. We propose to transfer the entire FSO and to redeploy the Secretary-General of the Film Development Council, a non-civil service position created at the equivalent rank of D2 to head FSO, to CreateHK. The duties of the Secretary General will remain largely the same after the transfer.

Other changes in directorate establishment

22. In considering the redeployment plans to CreateHK, ITC has critically assessed the implications on the duties of its directorate officers and considered it necessary to rationalise the duties of its Assistant Commissioners (ACs) accordingly. ITC has separately submitted its proposal to revise and redistribute the duties of its ACs vide ESC Paper EC(2009-10)2.

Changes in the non-directorate establishment

Redeployment from OGCIO

23. There is a team comprising two non-directorate civil service posts including one Systems Manager and one Analyst/Programmer I under the Digital Economy Facilitation Division of OGCIO, which is currently responsible for facilitating the development of the digital entertainment industry. We propose to redeploy the team together with one Personal Secretary I post to CreateHK. The civil service posts to be redeployed are set out at Enclosure 7(k). The duties of the team will remain largely unchanged after the transfer.

Encl. 7(k)

Redeployment from TELA

24. FSO has 26 non-directorate civil service posts and four non-civil service contract (NCSC) staff. Apart from redeploying all civil service staff and NCSC positions in FSO, we also propose to redeploy four other non-directorate civil service posts from TELA to CreateHK to provide administrative support. The organisation charts of TELA before and after redeployment are at Enclosures 8(a) and 8(b). The civil service posts and NCSC positions to be redeployed are set out at Enclosure 8 (c). After the proposed transfer, the posts will continue to support the development of the film industry in Hong Kong.

Encls. 8(a) - 8(c)

Redeployment from ITC

25. The Design Team in ITC now has five non-directorate civil service posts and two NCSC staff. The team is responsible for all matters related to design and branding, including the administration of the various funding schemes under DSI, administration of the funding support of $100 million for HKDC and monitoring of the Design Incubation Programme administered by the Hong Kong Science and Technology Parks Corporation. We propose to redeploy these five civil service posts and two NCSC staff in the Design Team of ITC, together with their existing duties, to CreateHK. The organisation chart of ITC before and after the redeployment are at Enclosures 9(a) and 9 (b) respectively. The civil service posts and NCSC positions to be redeployed are set out at Enclosure 9(c).

Encls. 9(a) - 9(c)

Further redeployment plans

26. There will be scope to redeploy staff from TID to CreateHK to support the development of creative industries. However, given the other more pressing priorities of TID at the moment, it will conduct a review on its manpower to implement the redeployment at a later stage, taking into account the impact of these priorities on staff deployment in short to medium term and developments on other fronts.

27. After the initial establishment of CreateHK, we will review and identify further scope for redeployment as well as hiring of NCSC staff according to the CreateHK's operational needs, for example, the need to hire staff from outside the Government to ensure good knowledge of the industries, and in the light of any further re-organisation of departments under CEDB. CEDB will work with relevant departments to finalise the redeployment plans and any new redeployment plans will be taken forward in accordance with the established mechanism.

/**Overall** .....

Overall Summary of the Changes in Staffing Position

28. The establishment of the new office of CreateHK through redeployment and integration of existing resources will not involve any overall change in the number of staff, including both civil service posts and non-civil service positions. Upon the setting up of the new office, CreateHK will have a planned civil service establishment of 39 posts, including one directorate post and 38 non-directorate posts. Apart from civil service posts, the new office will also have seven non-civil service staff. A summary of the staff redeployment arrangements in CTB and the relevant departments is at Enclosure 10.

Encl. 10

Alternatives considered

29. We have critically explored the scope for other directorate officers of comparable ranks in CTB to absorb the duties of the proposed post. PSCT is at present underpinned by the Commissioner for Innovation and Technology (CIT) (D6), GCIO (D6) and Deputy Secretary (Communications and Technology) (DSCT) (AOSGB1) (D4). CIT is the head of ITC, which is charged with the mission to spearhead Hong Kong's drive to become a world-class, knowledge-based economy. CIT is also the controlling officer of the $5 billion Innovation and Technology Fund. GCIO heads OGCIO, which is responsible for the Government's Information and Communication Technology (ICT) policies, strategies, programmes and measures under the Digital 21 Strategy, and providing information technology services and support within the Government. DSCT is charged with the policy responsibilities for broadcasting, telecommunications, and control of obscene and indecent materials. As they are already fully committed to their existing workload, it is operationally not possible for them to take up the whole range of duties of the Head of CreateHK post without adversely affecting the discharge of their own schedule of duties. Furthermore, due to the Government's plans to speed up development of creative industries, the workload of CreateHK is expected to increase in the coming years.

Adjustment to the establishment ceiling for Head 47, Head 55, Head 155 and Head 180

30. Upon the proposed establishment of CreateHK with effect from 1 June 2009, 38 non-directorate posts from OGCIO, TELA and ITC will be transferred to CTB to support the operation of CreateHK. We will process the changes in the non-directorate establishment through the Departmental Establishment Committee. The ceiling placed on the total NAMS value of non-directorate posts in the permanent establishment under Head 55 in 2009-10 would be increased from $18,328,000 by $16,618,000 to $34,946,000, to be offset by reductions in NAMS values of $1,594,000, $2,254,000 and $12,769,000 under Heads 47, 155 and 180 respectively.

/**Staff** .....

Staff Consultation

31. CTB has briefed the concerned staff of OGCIO, TELA and ITC in February and March 2009 on the proposed redeployment proposals. They generally understood the justifications for the redeployment.

FINANCIAL IMPLICATIONS

32. The proposed changes in directorate establishment will bring about an additional notional annual salary cost at mid-point of $245,400 as follows –

	Rank	NAMS ($)	No. of post
	Creation of permanent post		
	Head 55		
	Head of CreateHK (D3)	1,763,400	1
Less:	**Deletion of permanent post**		
	Head 47		
	AOSGC (D2)	1,518,000	1
		245,400	**0**

The additional full annual average staff cost, including salaries and staff on-cost, is about $308,000.

33. The proposal will require the permanent redeployment of 38 non-directorate posts and seven NCSC staff from OGCIO, TELA and ITC to CTB which is cost-neutral[2]. We will seek the approval of FC in due course for the necessary changes to the 2009-10 Estimates for the relevant Heads of Expenditure.

PUBLIC CONSULTATION

34. We consulted the Legislative Council Panel on Information Technology and Broadcasting on this proposal on 9 February 2009. Members generally supported the proposal.

BACKGROUND

35. In the 2007 Policy Address, the Chief Executive (CE) pledged that Hong Kong should accelerate the development of creative industries in the next five years in order to maintain our competitive edge. The CE further announced in

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[2] A slight increase in NAMS value of $1,000 is required for adjusting the NAMS ceiling of the relevant Heads of Expenditure due to rounding effect.

the 2008 Policy Address the setting up of a dedicated office to provide better support and one-stop service for the creative industries through integration of existing resources. Currently, the Government has been supporting the film and design industries through FDF and DSI. The Financial Secretary has announced in the 2009-10 Budget that the Government will earmark $300 million to support the development of Hong Kong's creative industries other than the film and design industries in the coming three years.

ESTABLISHMENT CHANGES

36. The establishment changes under various Heads for the past two years are as follows –

Establishment (Note)	Number of posts		
	Existing (as at 1 April 2009)	As at 1 April 2008	As at 1 April 2007
Head 47			
A	17#	17	17
B	127	128	126
C	486	488	444
Total	**630**	**633**	**587**
Head 55			
A	4#	4	4
B	10	10	10
C	38	38	38
Total	**52**	**52**	**52**
Head 155			
A	7#	7	7
B	49	48	48
C	113	113	113
Total	**169**	**168**	**168**
Head 180			
A	3#	3	3
B	25	25	24
C	126	125	125
Total	**154**	**153**	**152**

/Note .....

Note :

A – ranks in the directorate pay scale or equivalent

B – non-directorate ranks the maximum pay point of which is above MPS point 33 or equivalent

C – non-directorate ranks the maximum pay point of which is at or below MPS point 33 or equivalent

as at 1 April 2009, there were no unfilled directorate posts

CIVIL SERVICE BUREAU COMMENTS

37. The Civil Service Bureau supports the proposed creation of the one-rank grade of Head of Create Hong Kong to lead CreateHK in driving the development of a creative economy in Hong Kong and the proposed revision and redistribution of duties of the directorate posts in OGCIO. The grading and ranking of the proposed post are considered appropriate having regard to the level and scope of responsibilities required.

ADVICE OF THE STANDING COMMITTEE ON DIRECTORATE SALARIES AND CONDITIONS OF SERVICE

38. The Standing Committee on Directorate Salaries and Conditions of Service has advised that the grading proposed for the post would be appropriate if the proposal were to be implemented.

Commerce and Economic Development Bureau
April 2009

Creative Economy Development

Vision

To build Hong Kong into a regional creative capital.

Mission

To foster a conducive environment in Hong Kong to facilitate creative industries development.

Strategic Direction: Seven strategic areas

(a) nurturing a pool of creative human capital which will form the backbone of our creative economy;

(b) facilitating start-ups and development of creative establishments;

(c) generating demand for innovation and creativity and expanding local market size for creative industries;

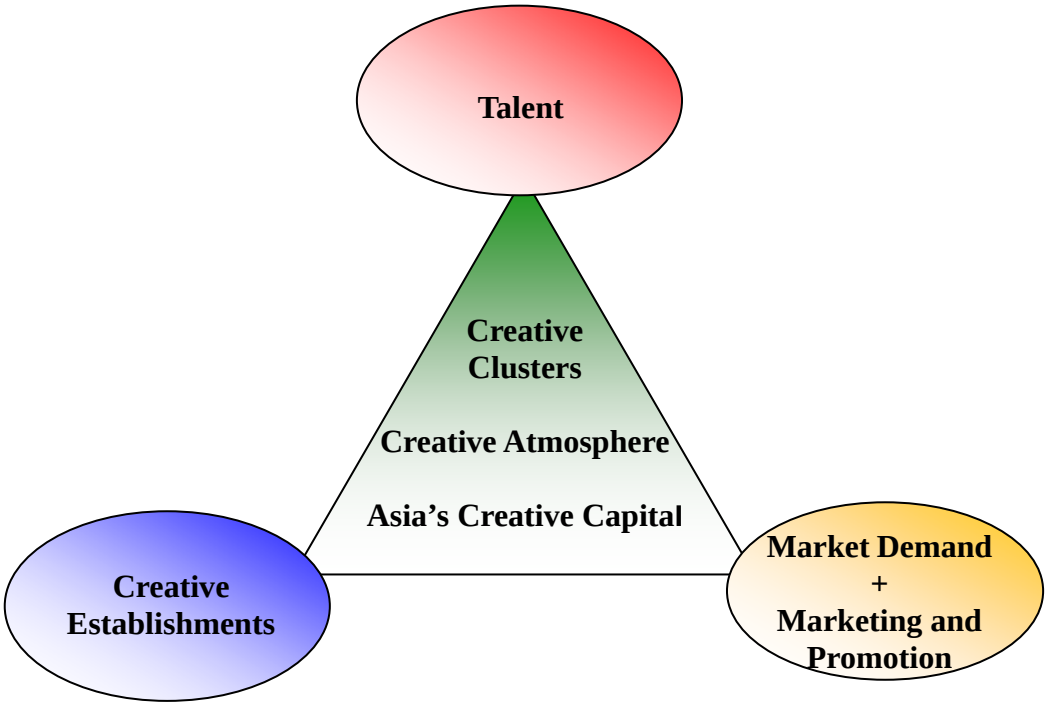
(d) promoting creative industries on the Mainland and overseas to help explore outside markets;

(e) fostering a creative atmosphere within the community;

(f) developing creative clusters in the territory to generate synergy and facilitate exchanges; and

(g) promoting Hong Kong as Asia's creative capital.

/Talent .....



(a) Talent

- To train a large pool of creative talent as the essential fuel to propel the development of the creative economy
- To groom local creative talent as well as to attract talent from outside Hong Kong

(b) Creative Establishments

- Facilitate start-up of creative establishments
- To help local talent set up their own business amidst the high cost of operation in Hong Kong
- Provide financial incentives as well as business knowledge for them to become sustainable establishments

(c) Market Demand

- To sustain the survival and growth of our creative industry establishments by generating new demand for innovation and creativity and expanding local market size

(d) Marketing and Promotion

- To promote local creative industries on the Mainland and overseas
- To generate sustainable and expandable demand for local creativity in Mainland and overseas markets

/(e) .....

(e) Creative Clusters

- Some areas in Hong Kong are characterised by a particularly active presence of cultural and creative activities, e.g. Hollywood Road, "Soho" and Shek Kip Mei
- To build on existing strength and establish creative clusters to become the focal point of the creative economy

(f) Creative Atmosphere

- To facilitate the fostering and strengthening of a more creative environment within our community and create audience
- Conducive to the building of creative capacity and generate sustainable local demand

(g) Asia's Creative Capital

- To develop Hong Kong's position in creativity and innovation in the region
- To introduce major signature events
- To attract talent to come to Hong Kong for creative ideas and exchanges or as a base for them to develop creative businesses and enrich Hong Kong's diversity in creativity
- Promoting Hong Kong as Asia's creative capital

The Way Forward

Immediate:

- Refine development strategy taking into account views of the industries and the Legislative Council
- Set up the dedicated office: CreateHK

Mid-term:

- Develop and implement support measures
- Commission in-depth study for the long-term creative industries development

Long-term:

- Formulate long-term strategy based on the results of the commissioned study

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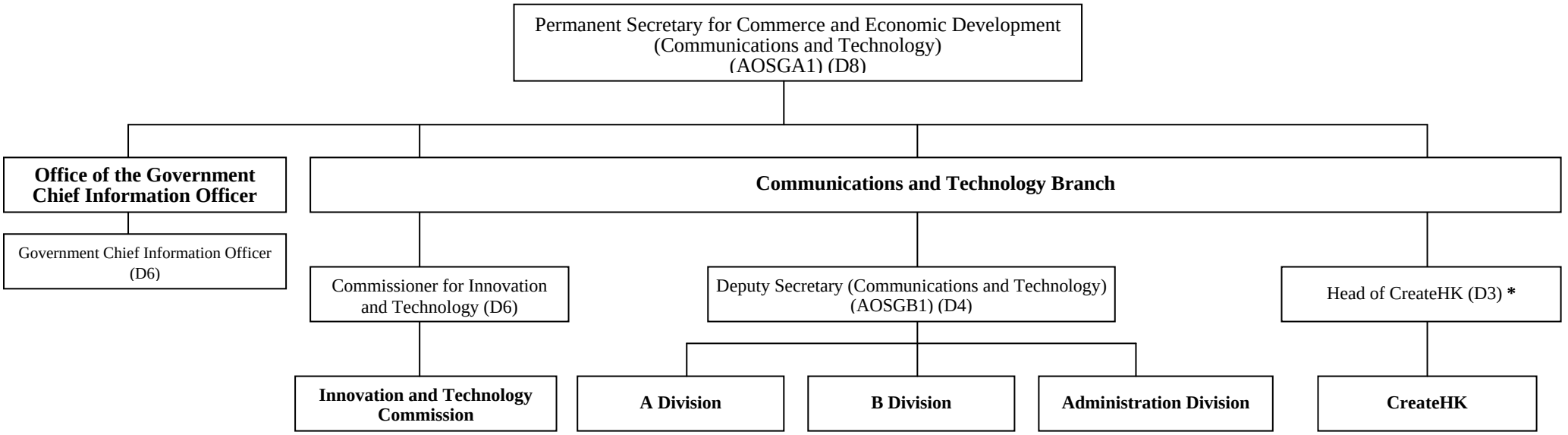
Existing and Proposed Organisation Chart of the Communications and Technology Branch, Commerce and Economic Development Bureau after Establishment of the Office of Create Hong Kong



- Formulate and review policies on broadcasting, including policy options to facilitate technology convergence and market liberalisation
- Formulate policies on digital broadcasting
- Promote the development of the broadcasting industry in Hong Kong
- Formulate and review policies on the control of obscene and indecent materials
- House-keeping for Radio Television Hong Kong, and Television and Entertainment Licensing Authority

- Formulate policies on the development of telecommunications, including in particular policy options to promote competition, and to respond to technological changes and convergence
- Monitor the regulatory regime in telecommunications to develop it further in keeping with an open and competitive telecommunications market
- Formulate policies to tackle the problem of unsolicited electronic messages
- House-keeping for Office of the Telecommunications Authority

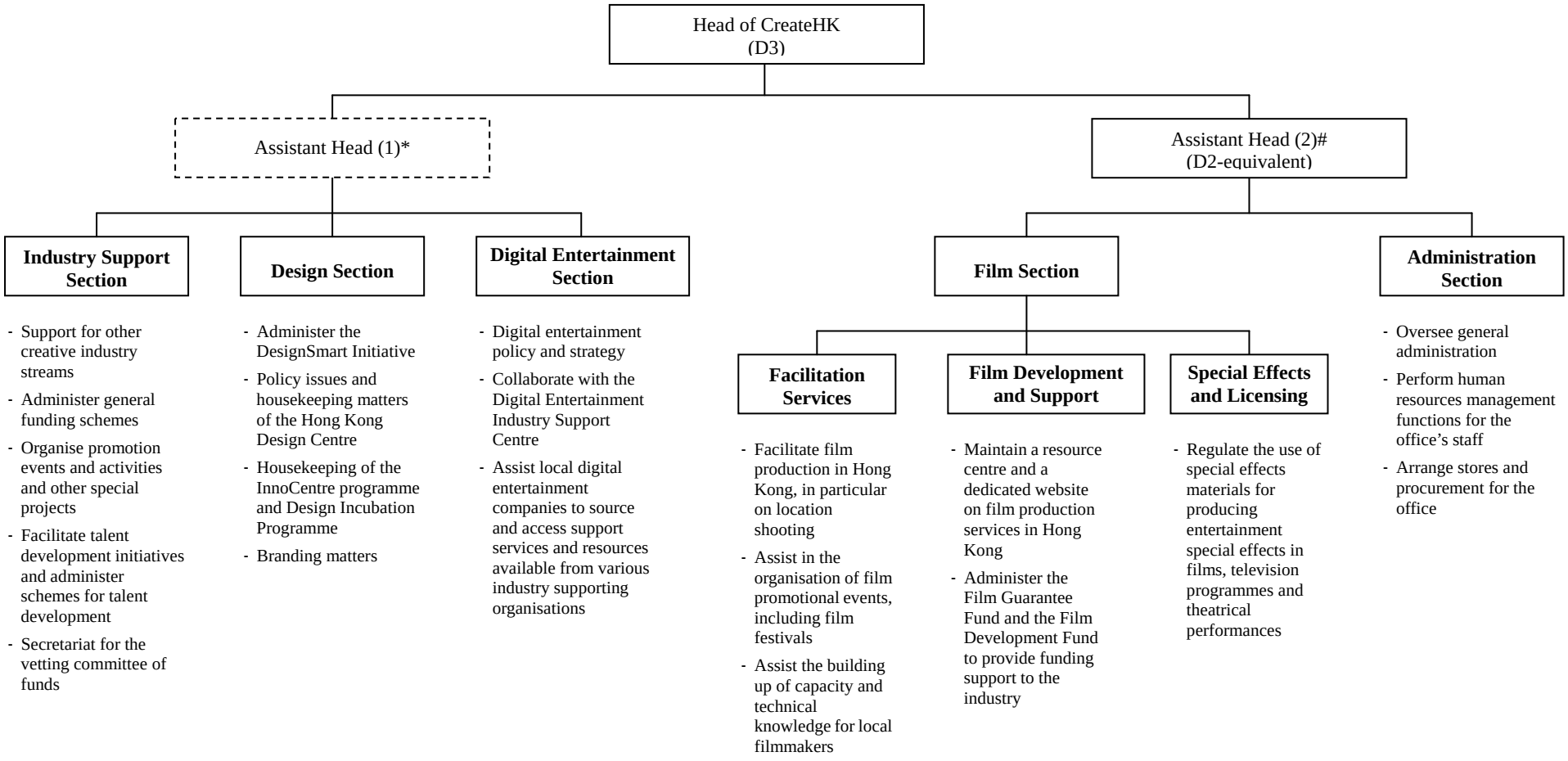
- General branch administration
- Arrange recruitment and appointment of staff in CTB
- Monitor all accounting and financial management matters of CTB
- Arrange stores and procurement
- Co-ordinate staff relations activities

- Formulate policies on the development of creative industries
- Administer funds in support of the creative industries, including the DesignSmart Initiative, Film Development Fund etc.
- Administer/provide financial support to special projects and programmes in support of the creative industries, including the InnoCentre Programme, Design Incubation Programme, development of creative talents
- Housekeeping for the Hong Kong Design Centre

Legend:

*	Proposed to be created
AOSG	Administrative Officer Staff Grade
CreateHK	Office of Create Hong Kong

Proposed Organisation Chart of the Office of Create Hong Kong, Communications and Technology Branch



Legend:

Head of CreateHK - Head of Create Hong Kong

* The redeployment plan of the Assistant Head (1) of CreateHK (AH(1)) is being considered and may be finalised after the office has been created. The section heads of the Industry Support, Design and Digital Entertainment sections will report directly to the Head of CreateHK until the post of AH(1) has been established.

\# Non-civil service position

Job Description
Head of Create Hong Kong

Post title : Head of Create Hong Kong (CreateHK)

Rank : Head of Create Hong Kong (D3)

Responsible to : Permanent Secretary for Commerce and Economic Development (Communications and Technology)

Main Duties and Responsibilities –

1. To formulate policies and strategies for the development of the creative industries;

2. to develop and implement initiatives to drive the creative economy, and review the effectiveness of such initiatives;

3. to act as the Head of CreateHK, and be responsible for resources and manpower planning, management and control, including securing allocation and achieving performance targets, staff development and management, staff discipline and relations;

4. to oversee the administration and management of the Film Development Fund, the DesignSmart Initiative and other funds established to promote the development of the creative industries;

5. to supervise the Secretariat of the Flim Development Council which advises the Government on the formulation of strategies for the development of the film industry;

6. to co-ordinate the creative industries and Government/public organisations to ensure smooth implementation of all publicly funded activities related to creative industries, and collaborate with them to provide one-stop service for the promotion of the creative industries;

7. to administer and provide financial support to special projects and programmes in support of the creative industries, including the InnoCentre Incubation Programme, design incubation, development of creative curriculum and talents;

/8. .....

8. to act as the principal representative of the Hong Kong Special Administrative Region in promoting creative industries in the international arena;

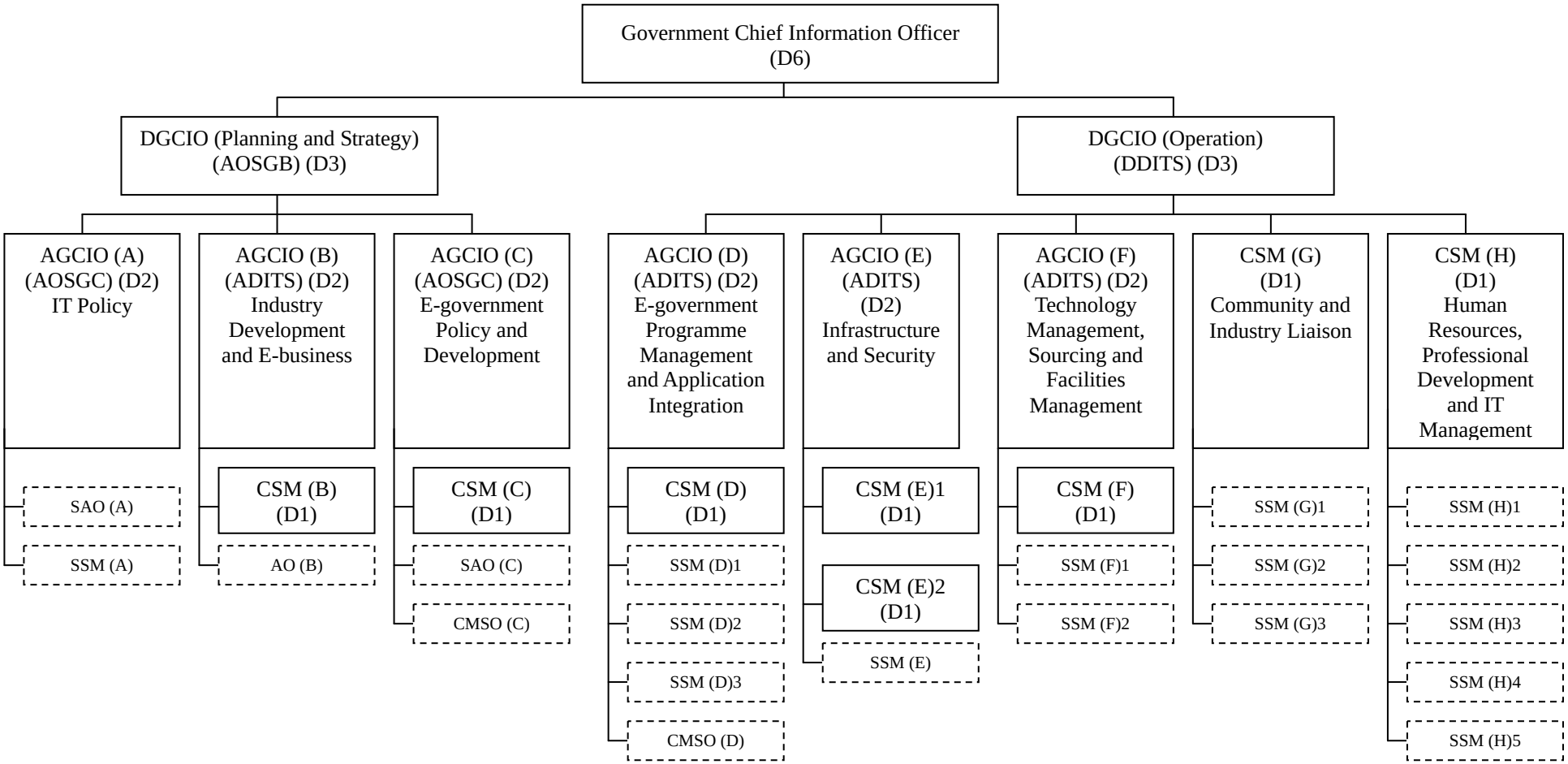
9. to liaise and co-ordinate with relevant bureaux and departments on measures to promote and safeguard the interest of creative industries;

10. to housekeep the performance of the Hong Kong Design Centre; and

11. to conduct research on policies and practices for supporting creative industries development both locally and overseas.

Enclosure 5 to EC(2009-10)1

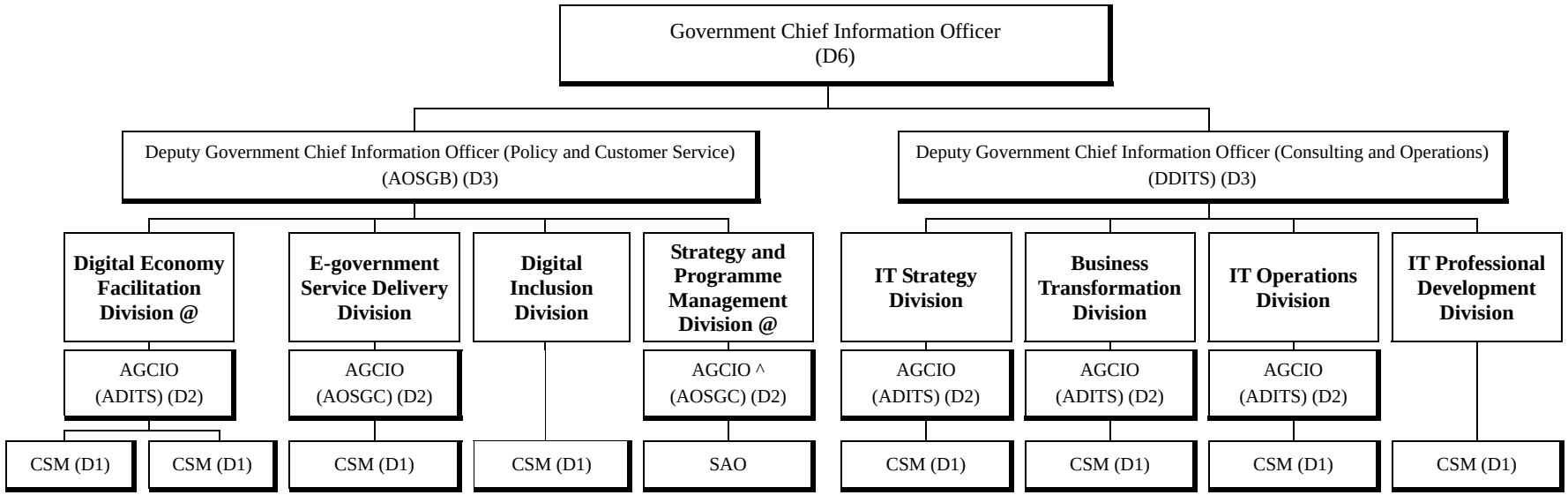
Organisation Chart of the Office of the Government Chief Information Officer after the Merger in 2004



Legend:

ADITS	–	Assistant Director of Information Technology Services
AGCIO	–	Assistant Government Chief Information Officer
AO	–	Administrative Officer
AOSG	–	Administrative Officer Staff Grade
CMSO	–	Chief Management Services Officer
		Non-directorate posts
CSM	–	Chief Systems Manager
DDITS	–	Deputy Director of Information Technology Services
DGCIO	–	Deputy Government Chief Information Officer
IT		Information Technology
SAO	–	Senior Administrative Officer
SSM	–	Senior Systems Manager

Existing Organisation Chart of the Office of the Government Chief Information Officer



- Facilitate development of eCommerce infrastructure, standards and practices
- Facilitate development of IT industry
- Facilitate development of the Hong Kong Computer Emergency Response Team Coordination Centre, HongKong Post Certification Authority and Cyberport
- Facilitate development of Internet domain name administration in Hong Kong
- Facilitate development of paperless trading services in the Government
- Provide support services for the Government Electronic Trading Services
- Facilitate IT co-operation with Mainland and overseas countries
- Oversee the implementation of the Electronic Transactions Ordinance
- Administer the Certification Authority Registration Office
- Organise Hong Kong Information and Communications Technology (ICT) Awards
- Act as secretariat for the IT Industry Facilitation Task Force

- Oversee and administer the daily management of GovHK
- Enhance GovHK to provide a more personalised interface for services and information to the citizens
- Oversee the operation of E-Government Infrastructure Service
- Act as secretariat for the e-Government Task Force under the Digital 21 Strategy Advisory Committee (SAC)

- Oversee the development of the District Cyber Centre initiative
- Act as secretariat for the Digital Inclusion Task Force
- Manage Government sponsorship and involvement in the Digital Solidarity Fund
- Oversee the Sector Specific Programmes and initiatives related to ICT adoption in small and medium enterprises
- Oversee the development and execution of strategies and initiatives on digital inclusion
- Promote healthy and ethical use of ICT
- Manage sponsorship requests of community initiatives on digital inclusion

- Set key performance indicators for the desired outcomes under the Digital 21 Strategy and monitor the progress of programmes and initiatives therein
- Perform stakeholder management for the Digital 21 Strategy
- Act as secretariat for the Digital 21 SAC, E-government Steering Committee and other e-government advisory boards
- Act as programme office for supporting Senior Management Team meeting in managing the OGCIO business plan
- Oversee stakeholder management for bureaux and departments
- Oversee the surveys to monitor the use of IT in households and businesses
- Monitor Hong Kong's international ranking in ICT

- Inspire bureaux/departments (B/Ds) to adopt strategies that make the best use of ICT to deliver their policy objectives, and assure that they have such strategies in place
- Update IT standards to be used across the Government and assuring compliance
- Update information security policies and regulations throughout and assuring compliance across the Government
- Provide IT strategy and technology strategy advice as members of project teams, e.g. Tamar, eHealth, Intelligent Road Network
- Develop technology insight and incubate new ideas

- Assist B/Ds to shape, secure funding for and deliver IT-enabled business change projects that support their policy goals and objectives
- Plan and support B/Ds in the formulation of electronic information management strategies
- Implement the e-Procurement pilot programme and plan for its subsequent development
- Monitor Government IT projects governance and devise best practices on the processes, tools and governance arrangements for IT-enabled change projects
- Formulate and implement programmes on sourcing and contractual matters relating to the procurement of IT hardware, software and professional services
- Assist B/Ds to incorporate business process re-engineering considerations in the development of new IT applications
- Provide support and enhancement of the Government intranet portals and G2G/G2E platforms
- Monitor and plan for the use of funds provided under Capital Works Reserve Fund Head 710

- Implement and maintain the Gov*WiFi* Programme
- Operate the 3 data centres of the Central Computer Centre (CCC)
- Manage Government's IT infrastructure, including communal ICT rooms in government buildings, Government Backbone Network, Government Communication Network, and CCC Network Services
- Provide Government-wide/ centrally arranged IT services, including application hosting, disaster recovery, web hosting, internet mail, internet access, Government directory and central internet gateway services.
- Administer the standing offer agreements for data centre services
- Develop and maintain standards and best practice for IT operations and business continuity and assure compliance across the Government

- Administer processes for the management and development of the Government IT professional
- Provide professional training for members of the Government IT professional
- Implement knowledge management processes for the Government IT professional
- Manage relationships with staff associations of Analyst/Programmer Grade and Computer Operator Grade
- Provide IT services to support the business of the OGCIO
- Assure compliance with information security policies and procedures within OGCIO
- Provide IT management for some 20 B/Ds without IT Management Unit setup

Remarks:

ADITS :	**Assistant Director of Information Technology Services**
AGCIO :	**Assistant Government Chief Information Officer**
AOSG :	**Administrative Officer Staff Grade**
CSM :	**Chief Systems Manager**
DDITS :	**Deputy Director of Information Technology Services**
IT :	**Information Technology**
SAO :	**Senior Administrative Officer**
@	**Divisions involving posts to be redeployed to CreateHK**
^	**Post proposed to be deleted in conjunction with the establishment of CreateHK**

Job Description
Assistant Government Chief Information Officer
(Strategy and Programme Management)

Post Title : Assistant Government Chief Information Officer (Strategy and Programme Management)

Rank : Administrative Officer Staff Grade C (D2)

Responsible to : Deputy Government Chief Information Officer (Policy and Customer Service)

Main Duties and Responsibilities –

(a) To monitor the progress of the implementation of the Digital 21 (D21) Strategy and communicate the progress to stakeholders;

(b) to co-ordinate the review and updating of the D21 Strategy and promulgate the new D21 Strategy;

(c) to set key performance indicators for the desired outcomes under the Digital 21 Strategy;

(d) to provide secretariat support to the Digital 21 Strategy Advisory Committee (D21SAC);

(e) to liaise with task forces for industry facilitation, e-Government service delivery and digital inclusion and facilitate the reporting of the work of the task forces to D21SAC;

(f) to provide secretariat support to the E-government Steering Committee;

(g) to perform programme management duties for supporting the senior management team in managing the Office of Government Chief Information Officer business plan;

(h) to devise and implement stakeholder management plan for bureaux/ departments;

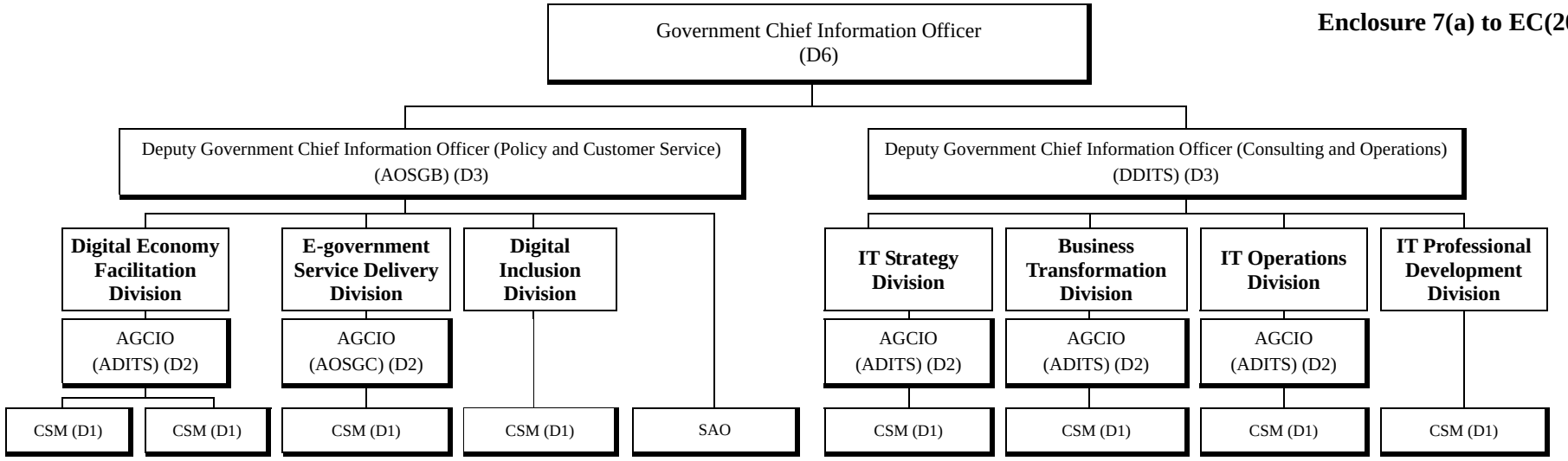
(i) to oversee the periodic information technology (IT) surveys to gauge the level of IT adoption in Hong Kong;

(j) to oversee Hong Kong's international ranking in information and communications technology; and

(k) to co-ordinate briefs for senior officials for their overseas visits.

Proposed Organisation Chart of the Office of the Government Chief Information Officer

Enclosure 7(a) to EC(2009-10)1



- Facilitate development of eCommerce infrastructure, standards and practices
- Facilitate development of IT industry
- Facilitate development of the Hong Kong Computer Emergency Response Team Coordination Centre, HongKong Post Certification Authority and Cyberport
- Facilitate development of Internet domain name administration in Hong Kong
- Facilitate development of paperless trading services in the Government
- Provide support services for the Government Electronic Trading Services
- Facilitate IT co-operation with Mainland and overseas countries
- Oversee the implementation of the Electronic Transactions Ordinance
- Administer the Certification Authority Registration Office
- Organise Hong Kong Information and Communications Technology (ICT) Awards
- Act as secretariat for the IT Industry Facilitation Task Force
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

- Oversee and administer the daily management of GovHK
- Enhance GovHK to provide a more personalised interface for services and information to the citizens
- Oversee the operation of E-Government Infrastructure Service
- Act as secretariat for the e-Government Task Force under the Digital 21 Strategy Advisory Committee (SAC)
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

- Oversee the development of the District Cyber Centre initiative
- Act as secretariat for the Digital Inclusion Task Force
- Manage Government sponsorship and involvement in the Digital Solidarity Fund
- Oversee the Sector Specific Programmes and initiatives related to ICT adoption in small and medium enterprises
- Oversee the development and execution of strategies and initiatives on digital inclusion
- Promote healthy and ethical use of ICT
- Manage sponsorship requests of community initiatives on digital inclusion
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

- Set key performance indicators for the desired outcomes under the Digital 21 Strategy and monitor the progress of programmes and initiatives therein
- Perform stakeholder management for the Digital 21 Strategy
- Act as secretariat for the Digital 21 SAC, E-government Steering Committee and other e-government advisory boards
- Oversee the surveys to monitor the use of IT in households and businesses
- Monitor Hong Kong's international ranking in ICT

- Inspire bureaux/departments (B/Ds) to adopt strategies that make the best use of ICT to deliver their policy objectives, and assure that they have such strategies in place
- Update IT standards to be used across the Government and assuring compliance
- Update information security policies and regulations throughout and assuring compliance across the Government
- Provide IT strategy and technology strategy advice as members of project teams, e.g. Tamar, eHealth, Intelligent Road Network
- Develop technology insight and incubate new ideas
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

- Assist B/Ds to shape, secure funding for and deliver IT-enabled business change projects that support their policy goals and objectives
- Plan and support B/Ds in the formulation of electronic information management (EIM) strategies
- Implement the e-Procurement pilot programme and plan for its subsequent development
- Monitor Government IT projects governance and devise best practices on the processes, tools and governance arrangements for IT-enabled change projects
- Formulate and implement programmes on sourcing and contractual matters relating to the procurement of IT hardware, software and professional services
- Assist B/Ds to incorporate business process re-engineering considerations in the development of new IT applications
- Provide support and enhancement of the Government intranet portals and G2G/G2E platforms
- Monitor and plan for the use of funds provided under Capital Works Reserve Fund Head 710
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

- Implement and maintain the Gov*WiFi* Programme
- Operate the 3 data centres of the Central Computer Centre (CCC)
- Manage Government's IT infrastructure, including communal ICT rooms in government buildings, Government Backbone Network, Government Communication Network, and CCC Network Services
- Provide Government-wide/ centrally arranged IT services, including application hosting, disaster recovery, web hosting, internet mail, internet access, Government directory and central internet gateway services.
- Administer the standing offer agreements for data centre services
- Develop and maintain standards and best practice for IT operations and business continuity and assure compliance across the Government
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

- Administer processes for the management and development of the Government IT professional
- Provide professional training for members of the Government IT professional
- Implement knowledge management processes for the Government IT professional
- Manage relationships with staff associations of Analyst/Programmer Grade and Computer Operator Grade
- Provide IT services to support the business of the OGCIO
- Assure compliance with information security policies and procedures within OGCIO
- Provide IT management for some 20 B/Ds without IT Management Unit setup
- Monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s)

Remarks:

ADITS :	Assistant Director of Information Technology Services
AGCIO :	Assistant Government Chief Information Officer
AOSG :	Administrative Officer Staff Grade
CSM :	Chief Systems Manager
DDITS :	Deputy Director of Information Technology Services
IT :	Information Technology
SAO :	Senior Administrative Officer

Job Description
Deputy Government Chief Information Officer
(Policy and Customer Service)

Post Title **:** Deputy Government Chief Information Officer (Policy and Customer Service)

Rank **:** Administrative Officer Staff Grade B (D3)

Responsible to **:** Government Chief Information Officer

Main Duties and Responsibilities –

(a) To assist and deputise for the Government Chief Information Officer (GCIO) in –

(i) monitoring the progress of the delivery of the Statement of Desired Outcomes under the Digital 21 Strategy and to communicate the strategy and progress to stakeholders;

(ii) mapping out the E-government policy and strategy and a programme of cross-agency projects;

(iii) managing the formulation of policies and strategies and implementation of initiatives to facilitate the development of the local information technology (IT) industry and collaboration with the Mainland; and

(iv) drawing up programmes and initiatives on digital inclusion and managing initiatives to facilitate the development of the local IT industry;

(b) to supervise the Digital Economy Facilitation Division, E-government Service Delivery Division and Digital Inclusion Division of the Office of the GCIO (the Office) in respect of the responsibilities listed in (a) above; and

(c) to work in consultation with the Consulting and Operations Divisions of the Office regarding the implementation of the policies and strategies listed in (a) above.

Job Description
Assistant Government Chief Information Officer
(Digital Economy Facilitation)

Post Title **:** Assistant Government Chief Information Officer (Digital Economy Facilitation)

Rank **:** Assistant Director of Information Technology Services (D2)

Responsible to **:** Deputy Government Chief Information Officer (Policy and Customer Service)

Main Duties and Responsibilities –

(a) To assist in formulating policy, strategy and initiatives for –

  (i) facilitating development in e-Commerce infrastructure, legal framework, standards and practice;

  (ii) fostering co-operation with other economies on information and communications technology;

  (iii) information technology industry support; and

  (iv) facilitating development in Internet domain name administration;

(b) to oversee the implementation of the Electronic Transactions Ordinance, the operation of the Certification Authority Recognition Office as well as housekeeping for the Cyberport Project and HongKong Post Certification Authority; and

(c) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Job Description
Assistant Government Chief Information Officer
(E-government Service Delivery)

Post Title	**:**	Assistant Government Chief Information Officer (E-government Service Delivery)
Rank	**:**	Administrative Officer Staff Grade C (D2)
Responsible to	**:**	Deputy Government Chief Information Officer (Policy and Customer Service)

Main Duties and Responsibilities –

(a) To oversee the development of GovHK to continuously improve citizen's access to online government information and services;

(b) to enhance the portal to provide a more personalised interface for services and information to better meet the needs of the citizens;

(c) to service the E-government Task Force under the Digital 21 Strategy Advisory Committee; and

(d) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Enclosure 7(e) to EC(2009-10)1

Job Description
Chief Systems Manager (Digital Inclusion)

Post Title **:** Chief Systems Manager (Digital Inclusion)

Rank **:** Chief Systems Manager (D1)

Responsible to **:** Deputy Government Chief Information Officer (Policy and Customer Service)

Main Duties and Responsibilities –

(a) To develop strategies and implement programmes on digital inclusion;

(b) to support the District Cyber Centres movement;

(c) to foster the healthy use of information and communications technology (ICT) in the community;

(d) to manage regular survey in gauging the level of digital inclusiveness in Hong Kong;

(e) to promote the wider awareness and adoption of ICT in small and medium enterprises; and

(f) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Job Description
Deputy Government Chief Information Officer
(Consulting and Operations)

Post Title : Deputy Government Chief Information Officer (Consulting and Operations)

Rank : Deputy Director of Information Technology Services (D3)

Responsible to : Government Chief Information Officer

Main Duties and Responsibilities –

(a) To assist and deputise for the Government Chief Information Officer (GCIO) in –

(i) reviewing and enhancing Hong Kong's digital strategy for information and communications technology;

(ii) inspiring Government bureaux and departments (B/Ds) to adopt information technology (IT) strategies to deliver their policy objectives;

(iii) developing and maintaining the management frameworks, standards, processes and guidelines to assure security, interoperability and prudent use of IT across the Government;

(iv) providing advice on and steering programmes that facilitate IT-enabled business change and service transformation in B/Ds;

(v) providing advice on Government IT investments and overseeing the processing of funding applications under Capital Works Reserve Fund Head 710 (Computerisation);

(vi) providing Government-wide IT services and facilitating procurement of IT-related products, services and technologies;

(vii) developing a long range human resource plan for the Government IT profession; and

(viii) performing the Grade Management functions for the Analyst/ Programmer, Computer Operator and Data Processor grades;

(b) to supervise the IT Strategy Division, Business Transformation Division, IT Operations Division and IT Professional Development Division with responsibilities listed in (a) above as well as the Administration Division and the Finance Division of the Office of the GCIO (the Office); and

(c) to work in consultation with the Policy and Customer Service Divisions of the Office regarding the implementation of the strategies and work listed in (a) above.

Enclosure 7(g) to EC(2009-10)1

Job Description
Assistant Government Chief Information Officer
(Business Transformation)

Post Title	**:**	Assistant Government Chief Information Officer (Business Transformation)
Rank	**:**	Assistant Director of Information Technology Services (D2)
Responsible to	**:**	Deputy Government Chief Information Officer (Consulting and Operations)

Main Duties and Responsibilities –

(a) To assist bureaux/departments (B/Ds) to shape, secure funding for and deliver information technology (IT)-enabled business change projects that support their policy goals;

(b) to monitor Government IT projects governance and devise best practices on the processes, tools and governance arrangements for IT-enabled change projects;

(c) to formulate and implement programmes on sourcing and contractual matters relating to the procurement of IT hardware, software and professional services;

(d) to advise and co-ordinate B/Ds in deepening government-to-employee services to government employees, and in the deployment of government-to-government services and common applications in the Government intranet; and

(e) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Enclosure 7(h) to EC(2009-10)1

Job Description
Assistant Government Chief Information Officer (IT Strategy)

Post Title	**:**	Assistant Government Chief Information Officer (IT Strategy)
Rank	**:**	Assistant Director of Information Technology Services (D2)
Responsible to	**:**	Deputy Government Chief Information Officer (Consulting and Operations)

Main Duties and Responsibilities –

(a) To advise and facilitate bureaux/departments on information technology (IT) strategy during business planning to incorporate the best use and practices of IT;

(b) to participate in the formulation and management of Government information security policies and incident response mechanisms;

(c) to promote awareness on information security, advise on security threat alerts and risks mitigation, promulgate the electronic authentication framework and assure information security requirement compliance;

(d) to formulate, develop, promulgate and advise on Government network and electronic communications strategies, strategic IT infrastructure, technology developments and adoption of next generation network services and new technologies;

(e) to update the Interoperability Framework, advise on the adoption of data exchange standards and tools in major e-government programmes, and promote interoperability across the Government and assure compliance;

(f) to develop insight on strategic technologies including public key infrastructure and digital certificates for secure electronic communication, and facilitate the incubation of new ideas that have potential for adoption within the Government; and

(g) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Job Description
Assistant Government Chief Information Officer (IT Operations)

Post Title : Assistant Government Chief Information Officer (IT Operations)

Rank : Assistant Director of Information Technology Services (D2)

Responsible to : Deputy Government Chief Information Officer (Consulting and Operations)

Main Duties and Responsibilities –

(a) To steer the development and implementation of the Government Wi-Fi Programme;

(b) to advise bureaux/departments on best practices of information technology (IT) business contingency planning and operations, and assure compliance of related standards and guidelines across Government;

(c) to formulate strategy and implement programmes for Government's data centre initiatives and sourcing of centrally arranged data centre services;

(d) to develop and manage the operations of Government's Central Computer Centre (CCC);

(e) to oversee the management of Government's IT infrastructure, including communal information and communications technology rooms in government buildings, Government Backbone Network, Government Communication Network, and CCC Network Services;

(f) to steer the provision of Government-wide/centrally provided services, including application hosting, disaster recovery, web hosting, internet mail, internet access, Government directory and central Internet gateway services; and

(g) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Enclosure 7(j) to EC(2009-10)1

Job Description
Chief Systems Manager (IT Professional Development)

Post Title	**:**	Chief Systems Manager (IT Professional Development)
Rank	**:**	Chief Systems Manager (D1)
Responsible to	**:**	Deputy Government Chief Information Officer (Consulting and Operations)

Main Duties and Responsibilities –

(a) To assist Government Chief Information Officer (GCIO) in the management of the Analyst/Programmer Grade and Computer Operator Grade;

(b) to formulate programmes and administer processes for the management and development of the Government information technology (IT) professional;

(c) to develop professional training and development strategies and programmes for members of the Government IT professional;

(d) to develop and manage the knowledge management framework for the Government IT professional;

(e) to develop and manage the e-business and IT services within the Office of the GCIO (OGCIO);

(f) to develop and maintain the information security policies and procedures within OGCIO;

(g) to provide IT management services for some 20 bureaux/departments without IT Management Unit setup; and

(h) to monitor implementation and updating of the Digital 21 Strategy for the relevant action area(s).

Enclosure 7(k) to EC(2009-10)1

Redeployment of non-directorate posts from the Office of the Government Chief Information Officer upon establishment of the Office of Create Hong Kong

Civil Service Establishment

Rank	No. of Posts
Systems Manager	1
Analyst/Programmer I	1
Personal Secretary I	1
Total:	***3***

Existing Organisation Chart of Television and Entertainment Licensing Authority

Commissioner for Television and Entertainment Licensing (D3)

Entertainment Division

Assistant Commissioner (Entertainment) (AOSGC) (D2)

Administration Sub-Division

Departmental Secretary

- it has four function units, namely the Appointments and Personnel Section, the Finance and General Section, the Official Languages Section and the IT Management Unit. It provides personnel, accounting, supplies, general, translation, IT support and other office administration support to the department as a whole.

Film Sub-Division

PESCO(F)

- classifying films for public exhibition and publication and granting exemption from classification;
- examining advertising materials of films, and packaging of video tapes and laser discs of Category III films;
- enforcing the Film Censorship Ordinance (FCO);
- gauging public opinion on film classification standards; and
- maintaining a panel of advisers to allow public participation in the film classification process.

Licensing Sub-Division

CEO(L)

- regulating the publication and public display of obscene and indecent articles under the Control of Obscene and Indecent Articles Ordinance (COIAO) through monitoring of articles published in the media and inspecting newspaper stalls, video and computer shops and other retail outlets;
- submitting articles to the Obscene Articles Tribunal for classification, taking appropriate enforcement action and prosecution action against violations of the COIAO;
- liaising with Internet service providers and the Hong Kong Internet Service Providers Association on the regulation of obscene and indecent materials transmitted through the Internet;
- organising publicity and public education programmes to promote public awareness of the provisions of the COIAO;
- processing complaints relating to the publication of obscene and indecent articles;
- conducting periodic public opinion surveys on the moral standards of members of the community;
- issuing licences under the Amusement Game Centres Ordinance, the Miscellaneous Licences Ordinance and the Gambling Ordinance to amusement game centres, public dance halls, mahjong/tin kau parlours, tombolas, lotteries, trade promotion competitions and amusements with prizes; and
- registering local newspapers and news agencies and licensing newspaper distributors under the Registration of Local Newspapers Ordinance.

Broadcasting Division

Assistant Commissioner (Broadcasting) (AOSGC) (D2)

Content Regulation Sub-Division

PESCO(CR)

- handling complaints relating to domestic free television programme services, domestic pay television programme services, non-domestic television programme services, other licensable television programme services and sound broadcasting services;
- providing secretariat services for the Broadcasting Authority Codes of Practice Committee (BACPC);
- reviewing and drafting codes of practice relating to broadcast programme and advertising standards;
- administering a Television and Radio Consultative Scheme;
- planning and commissioning surveys to collect public opinion on broadcasting;
- conducting research into broadcasting developments; and
- promoting activities of the Broadcasting Authority through school talks.

Competition and Support Sub-Division

PESCO(BA)

- enforcing the competition provisions in the Broadcasting Ordinance;
- enforcing the accounting separation requirements for broadcasting licensees;
- administering the firewall provisions in the broadcasting licences;
- reviewing the structure of licence fees for the broadcasting licences;
- providing secretariat services for the Broadcasting Authority(BA);
- providing secretariat services for the Broadcasting Authority Complaints Committee;
- producing publications for the BA, and
- promoting the activities of the BA.

Licence Administration Sub-Division

PESCO(LA)

- administering the television and sound broadcasting licences;
- assisting the Broadcasting Authority in making recommendations to the Chief Executive in Council on applications for domestic free television programme services and domestic pay television programme service licences;
- processing applications for non-domestic television programme service and other licensable television programme service licences;
- conducting reviews of all television and radio broadcasting licences, and
- assisting the Communications and Technology Branch in the review of the broadcasting regulatory regime.

Film Services Office

Secretary-General of the Film Development Council (D2-equivalent)*

Film Development & Support Section

CEO(FD)

- administering the Film Development Fund to provide funding support to projects and activities conducive to the long term development of the local film industry and to finance small-to-medium budget film productions;
- administering the Film Guarantee Fund to assist local film production companies in obtaining loans for film production, with a view to developing a film financing infrastructure in Hong Kong;
- providing secretariat support for the Hong Kong Film Development Council; and
- developing and organizing training programmes with the film industry and the tertiary institutions to improve the technical and technological know-how of the film industry workforce.

Facilitation Services Section

PESCO(FS)

- facilitating film production, in particular location shooting of films in Hong Kong;
- maintaining a resource centre and a dedicated website on film production services in Hong Kong;
- facilitating the organization of film festivals/exhibitions and trade shows in Hong Kong and overseas;
- facilitating the publication of trade promotion materials relating to the film industry; and
- maintaining dedicated webpages titled “Hong Kong Film Zone” in Film Development Council website to promote Hong Kong films shown in Hong Kong and that in Guangdong Province and
- serving as secretary to Film Development Council's Mainland Market Committee and handling film issues related to CEPA.

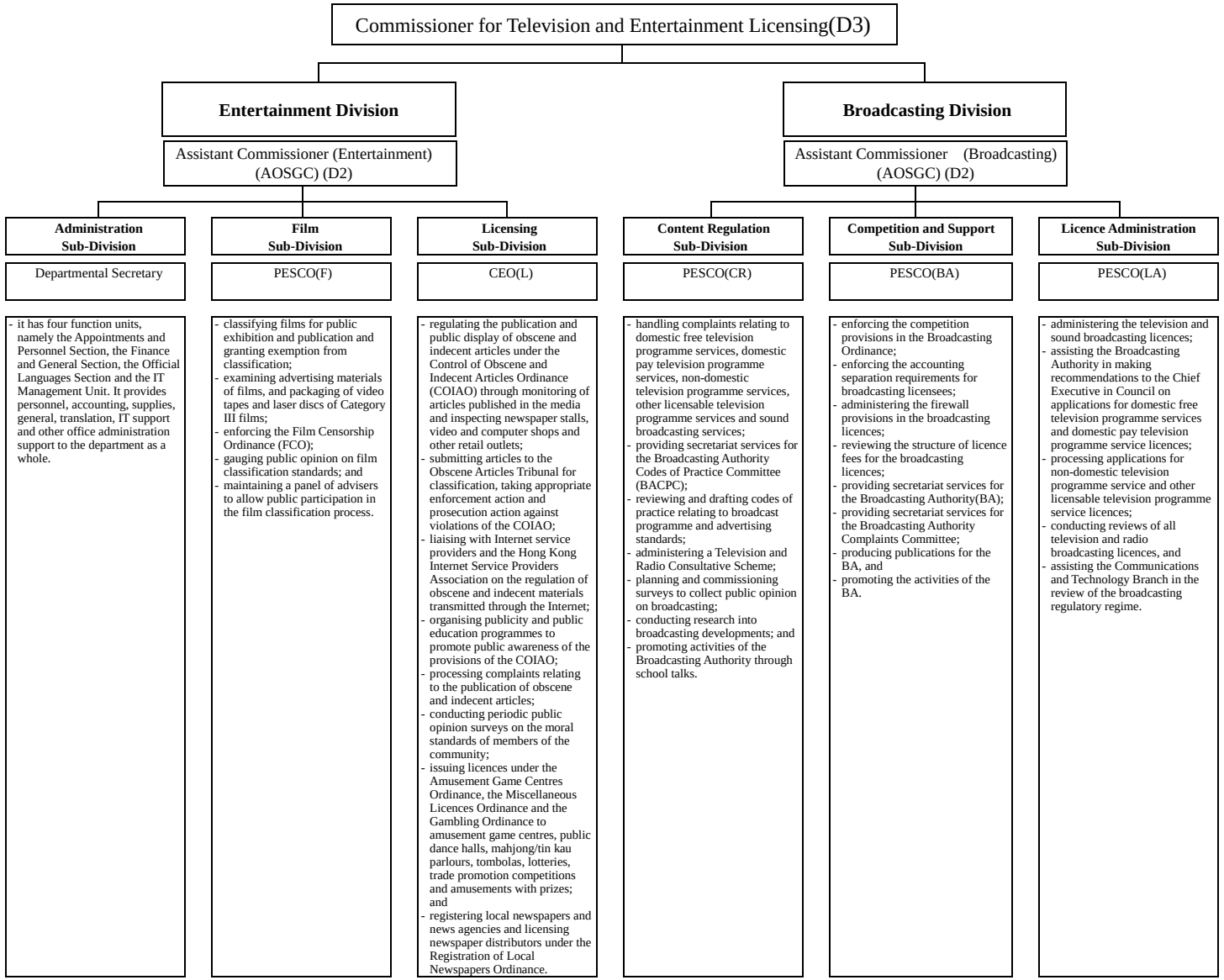
Special Effects Licensing Section

SE(SE)

- administering the Entertainment Special Effects Ordinance (Cap.560) with respect to the production of special effects in films, television programmes and theatrical performances, including:
  - regulating the use of special effects materials for producing entertainment special effects;
  - licensing and assessing the competence of special effects operators;
  - processing applications for discharge permits, conveyance permits, supplier licences and storage licences;
  - processing applications for registration of pyrotechnic special effects materials; and
  - enforcing and monitoring compliance with the Ordinance and licence conditions.

Legend: AOSGC: Administrative Officer Staff Grade C
CEO: Chief Executive Officer
PESCO: Principal Entertainment Standards Control Officer
SE: Senior Geotechnical Engineer
* Non-civil service position

Proposed Organisation Chart of Television and Entertainment Licensing Authority after the redeployment of posts to the Office of Create Hong Kong



Legend: AOSGC - Administrative Officer Staff Grade C CEO - Chief Executive Officer PESCO - Principal Entertainment Standards Control Officer

Enclosure 8(c) to EC(2009-10)1

Staff Redeployment from the
Television and Entertainment Licensing Authority
upon establishment of the Office of Create Hong Kong

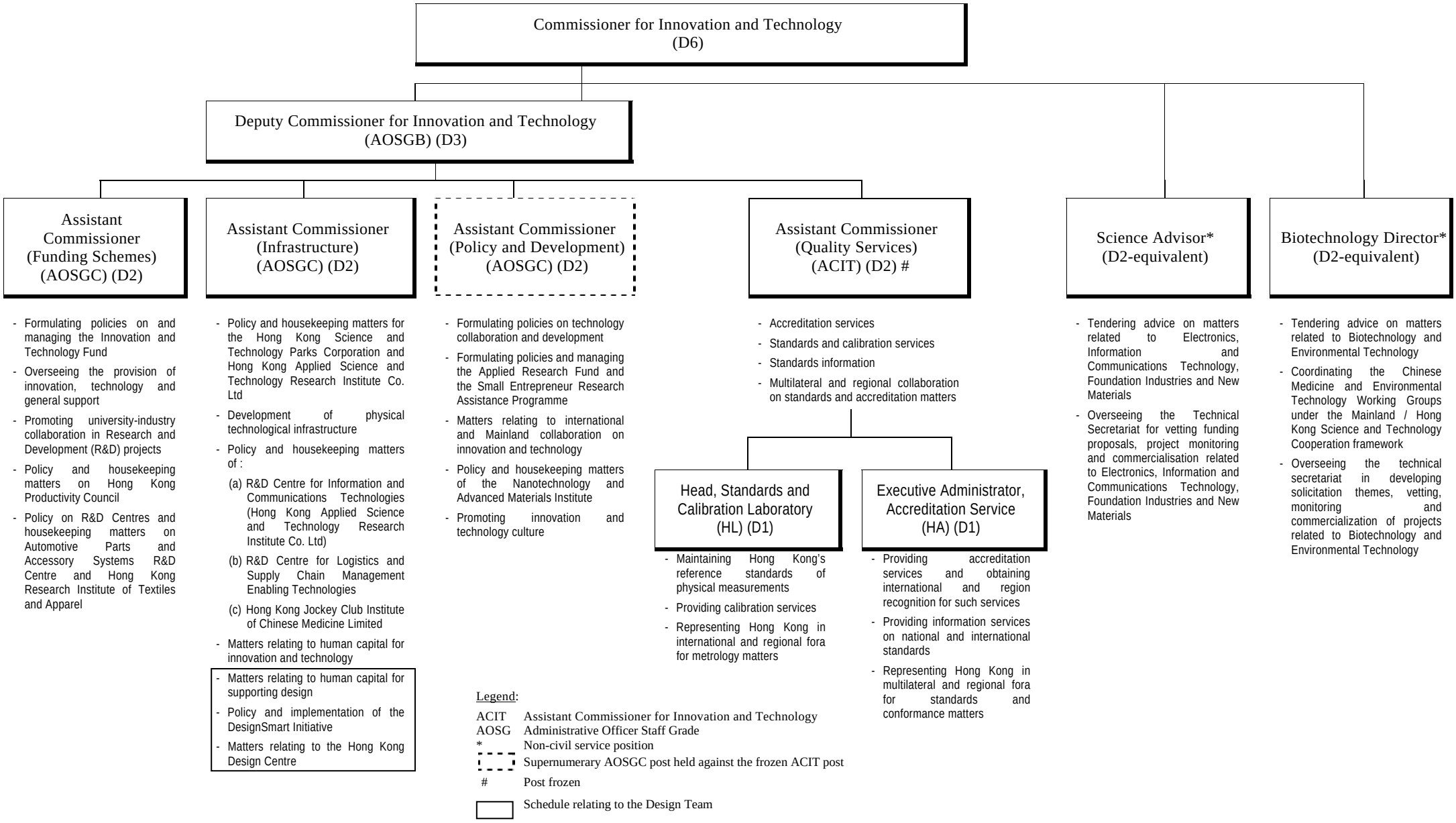
(a) Civil Service Establishment

Rank	No. of Posts
Principal Entertainment Standards Control Officer	2
Chief Entertainment Standards Control Officer	2
Entertainment Standards Control Officer	5
Chief Executive Officer	1
Senior Executive Officer	1
Executive Officer I	1
Senior Geotechnical Engineer	1
Senior Explosives Officer	1
Explosives Officer I	2
Explosives Officer II	2
Personal Secretary I	1
Personal Secretary II	1
Assistant Clerical Officer	4
Clerical Assistant	6
Total:	***30***

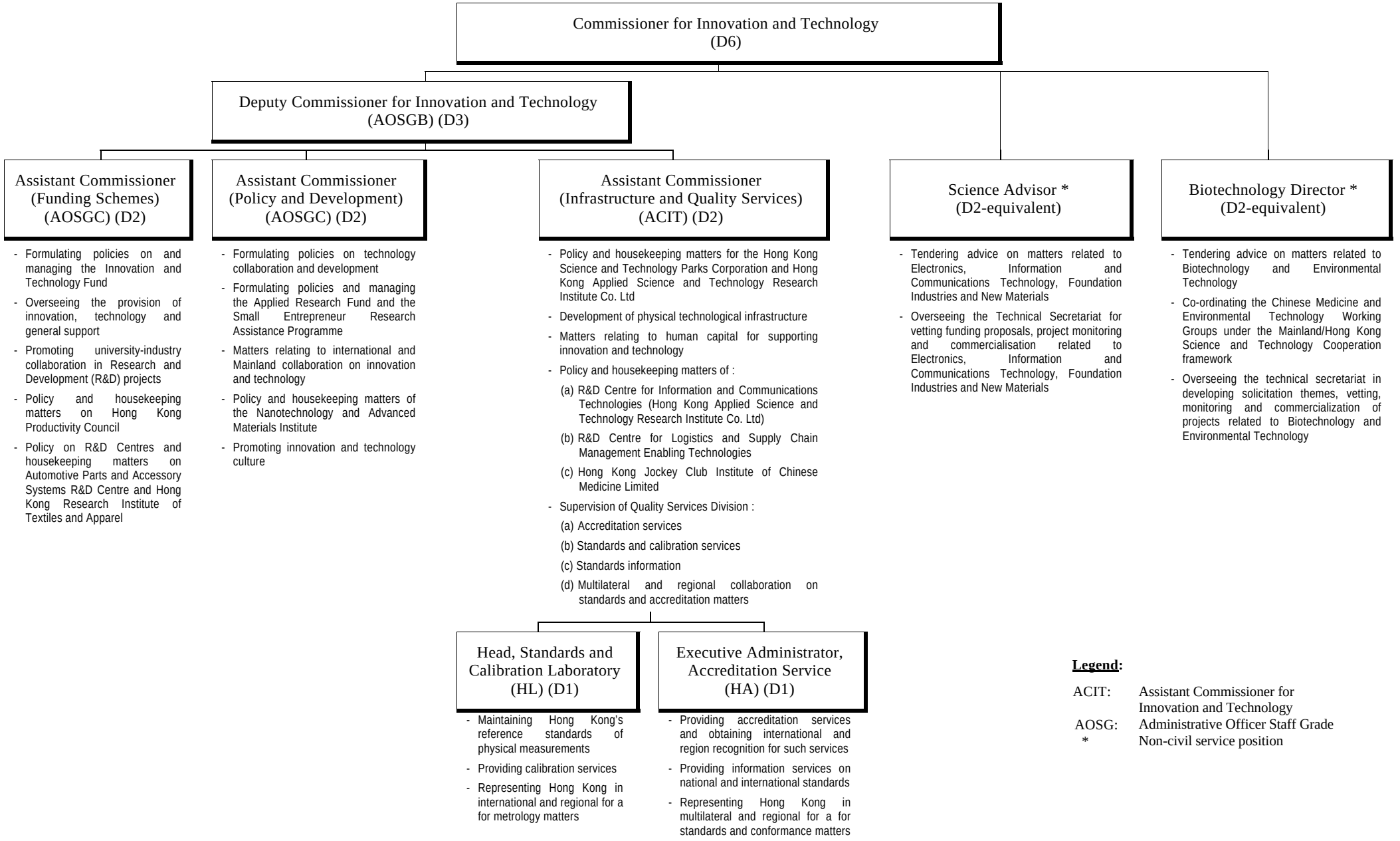
(b) Non-Civil Service Contract Staff

Position	No.
Secretary-General of Film Development Council	1
Executive Assistant	4
Total:	***5***

Existing Organisation Chart of Innovation and Technology Commission



Proposed Organisation Chart of Innovation and Technology Commission after the redeployment of posts to the Office of Create Hong Kong



Legend:

ACIT:	Assistant Commissioner for Innovation and Technology
AOSG:	Administrative Officer Staff Grade
*	Non-civil service position

Enclosure 9(c) to EC(2009-10)1

Redeployment of the non-directorate staff from the Innovation and Technology Commission upon establishment of the Office of Create Hong Kong

(c) Civil Service Establishment

Rank	No. of Posts
Principal Trade Officer	1
Executive Officer I	1
Assistant Trade Officer II	1
Assistant Clerical Officer	1
Typist	1
Total:	***5***

(d) Non-Civil Service Contract Staff

Position	No.
Manager (Design)	1
Assistant Manager (Infrastructure)	1
Total:	***2***

Enclosure 10 to EC(2009-10)1

Summary of staff redeployment arising from the proposed establishment of the office of Create Hong Kong

	No. of civil service posts		**No. of non-civil service positions**	**Total**
	Directorate Permanent (a)	**Non-directorate Permanent** (b)	(c)	(a)+(b)+(c)
Create Hong Kong	+1	+38	+7	+46
OGCIO	-1	-3	—	-4
TELA	—	-30	-5	-35
ITC	—	-5	-2	-7