

文创产业发展处主要绩效指标¹
Key Performance Indicators of Cultural and Creative Industries Development Agency¹
 (截至 2024 年 9 月底)
 (as at end September 2024)

(A.1) 文创产业发展处(文创处)主办或资助业界举办的项目

Projects organised or sponsored by Cultural and Creative Industries Development Agency (CCIDA)

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
a.	获批项目数目 Number of approved projects	760	648	1 408
b.	公众的参与程度 Public participation	About 844.6 million 约 8 亿 4 460 万	About 27.3 million 约 2 730 万	About 871.9 million 约 8 亿 7 190 万
	b1. 参加人数 Number of participants	About 96.3 million 约 9 630 万	About 27.3 million 约 2 730 万	About 123.5 million 约 1 亿 2 350 万
	b2. 网站或社交媒体平台的浏览次数/点击率 ⁴ Number of viewings/ hits received in respect of the websites or social media platforms ⁴	About 746.4 million 约 7 亿 4 640 万	N/A 不适用	About 746.4 million 约 7 亿 4 640 万
	b3. 派发的印刷宣传品的数量 ⁴ Number of printed promotional materials distributed ⁴	1 997 800	N/A 不适用	1 997 800

¹ 文创产业发展处(文创处)由政府于 2009 年 6 月成立的创意香港办公室改组而成。本绩效指标主要涵盖自 2009 年 6 月成立后透过创意智优计划、电影发展基金、设计智优计划(已于 2011 年 6 月并入创意智优计划)所资助的项目, 以及由文创处主办的项目。

The Cultural and Creative Industries Development Agency (CCIDA) was restructured from Create Hong Kong, which was established by the Government in June 2009. The performance indicators mainly cover the projects funded through CSI, Film Development Fund ("FDF"), DesignSmart Initiative (has been consolidated with CSI since June 2011) ("DSI") and the projects directly held by CCIDA since the establishment in June 2009.

² 包括设计创业培育计划(第三期及之后)、时装创业培育计划以及其他在香港贸易发展局及香港设计中心专项拨款下的获批项目。

Including Design Incubation Programme (DIP) (Phase III and thereafter), Fashion Incubation Programme (FIP) as well as other projects under dedicated funding to Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC).

³ 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。由于设计智优计划、电影发展基金下的电影制作融资计划和电影制作资助计划, 以及由文创处主办的项目的绩效指标不能按文创处策略焦点或促进电影业发展的四项策略作划分, 因此表(A.3)、表(A.4)及表(A.5)的总计加起来并不与表(A.1)下“其他”的数字相符。

Including those projects funded by FDF and DSI as well as those projects organised by CCIDA since June 2009. Since the key performance indicators for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CCIDA's funded projects cannot be broken down by either CCIDA's strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (A.3), Table (A.4) and Table (A.5) cannot add up to the figures under "Others" of Table (A.1).

⁴ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
c.	创造的工作机会数目 ⁵ Number of created job opportunities ⁵	33 730	13 930	47 660
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	27 190	180	27 370
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	49 300	100	49 400
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	230	160	390
g.	培育创意人才及新成立公司的机会数目 ⁶ Number of nurturing opportunities created for creative talents and start-ups ⁶	90 800	2 900	93 700
h.	获资助的电视广播的颁奖典礼及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 420.2 million 约 4 亿 2 020 万	About 2 019.0 million 约 20 亿 1 900 万	About 2 439.2 million 约 24 亿 3 920 万
i.	媒体报导的次数 ⁷ Number of media coverage ⁷	64 880	N/A 不适用	64 880
j.	达成商业交易的数目 ⁷ Number of business deals secured ⁷	4 360	N/A 不适用	4 360
k.	展示创意作品的机会次数 ⁷ Number of opportunities to showcase creations or talent ⁷	35 820	N/A 不适用	35 820

注释：除项目(a)为实数外，项目(b),(b1),(b2)和(h)为约数，项目(b3),(e)和(g)为四舍五入至最接近的百位数，以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系，个别数字加起来可能与总计略有出入。

Remark: Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

⁵ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

⁶ 不包括设计创业培育计划及时装创业培育计划提供的培育机会。

Excluding the opportunities provided by DIP and FIP.

⁷ 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

(A.2) 按文创处策略焦点划分的创意智优计划⁸
CSI classified by CCIDA's strategic foci⁸

文创处策略焦点:

CCIDA's strategic foci:

A – 培育人才及促进初创企业的发展

Nurturing talents and facilitating start-ups

B – 开拓市场

Exploring markets

C – 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaborations

D – 推动香港成为创意之都，并营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere

		文创处策略焦点 [#]				总计 Total
		CCIDA's strategic foci [#]				
		A	B	C ⁺	D	
a.	获批项目数目 Number of approved projects	340	247	5	168	760
b.	公众的参与程度 Public participation	About 287.6 million 约2亿8760万	About 340 million 约3亿4000万	About 24.8 million 约2480万	About 192.2 million 约1亿9220万	About 844.6 million 约8亿4460万
	b1. 参加人数 Number of participants	About 17.5 million 约1750万	About 31.8 million 约3180万	About 38 000 约3.8万	About 46.9 million 约4690万	About 96.3 million 约9630万
	b2. 网站或社交媒体平台的 浏览次数/点击率 ⁹ Number of viewings/ hits received in respect of the websites or social media platforms ⁹	About 269.7 million 约2亿6970万	About 307.2 million 约3亿720万	About 24.7 million 约2470万	About 144.9 million 约1亿4490万	About 746.4 million 约7亿4640万
	b3. 派发的印刷宣传品的数 量 ⁹ Number of printed promotional materials distributed ⁹	454 400	1 053 300	100 000	390 200	1 997 800
c.	创造的工作机会数目 ¹⁰ Number of created job opportunities ¹⁰	11 970	8 090	0	13 670	33 730
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	14 180	3 560	0	9 450	27 190

⁸ 包括设计创业培育计划(第三期及之后)、时装创业培育计划以及其他在香港贸易发展局及香港设计中心专项拨款下的获批项目。

Including the DIP (Phase III and thereafter), the FIP as well as other projects under dedicated funding to HKTDC and HKDC.

⁹ 只适用于2018年4月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

¹⁰ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		文创处策略焦点# CCIDA's strategic foci#				总计 Total
		A	B	C+	D	
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	20 000	26 500	0	2 700	49 300
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	170	60	0	§	230
g.	培育创意人才及新成立公司的机会数目 ¹¹ Number of nurturing opportunities created for creative talents and start-ups ¹¹	90 800	0	0	0	90 800
h.	获资助的电视广播的颁奖典礼及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 57.4 million 约 5 740 万	About 12.7 million 约 1 270 万	0	About 350 million 约 3 亿 5 000 万	About 420.2 million 约 4 亿 2 020 万
i.	媒体报导的次数 ¹² Number of media coverage ¹²	20 360	29 410	870	14 240	64 880
j.	达成商业交易的数目 ¹² Number of business deals secured ¹²	840	2 570	0	950	4 360
k.	展示创意作品的机会次数 ¹² Number of opportunities to showcase creations or talent ¹²	10 200	20 250	20	5 360	35 820

注释: + 此为2023年4月1日新增的策略重点, 并只适用于2023年4月1日及之后获批的项目。

§ 数值少于5。

除项目(a)为实数外, 项目(b),(b1),(b2)和(h)为约数, 项目(b3),(e)和(g)为四舍五入至最接近的百位数, 以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系, 个别数字加起来可能与总计略有出入。

Remark: + This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

§ Value less than 5.

Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

¹¹ 不包括设计创业培育计划及时装创业培育计划提供的培育机会。

Excluding the opportunities provided by the DIP and the FIP.

¹² 只适用于2018年4月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

(A.3) 按促进电影业发展的四项策略划分的电影发展基金下的其他电影相关计划

Other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促进电影业发展的四项策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推广香港电影
Promotion of Hong Kong films
- B – 培训人才
Nurturing talents
- C – 提高观众对电影的兴趣和欣赏能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港电影业发展的项目
Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略#				总计 Total
		The four-pronged strategy in promoting the development of the film sector#				
		A	B	C	D	
a.	获批项目数目 Number of approved projects	156	83	57	12	308
b.	参加人数 Number of participants	About 2.8 million 约 280 万	About 896 000 约 89.6 万	About 946 000 约 94.6 万	About 5 000 约 5 千	About 4.6 million 约 460 万
c.	创造的工作机会数目 ¹³ Number of created job opportunities ¹³	1 520	2 670	1 730	70	5 990
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	60	20	0	0	80
e.	为中小企创造的业务联系或查询数目 Number of business contacts or enquiries created for SMEs	0	0	0	0	0
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	10	30	§	10	50

¹³ 包括直接创造和间接创造的工作机会。
Comprising jobs directly created and indirectly created.

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
g.	培育创意人才及新成立公司的 机会数目 Number of nurturing opportunities created for creative talents and start-ups	0	1 900	0	0	1 900
h.	获资助的电视广播的颁奖典礼 及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 2 000.2 million 约 20 亿 20 万	0	About 11.2 million 约 1 120 万	0	About 2 011.4 million 约 20 亿 1 140 万

注释: § 数值少于5。

除项目(a)为实数外，项目(b)和(h)为约数，项目(g)为四舍五入至最接近的百位数，以及项目(c),(d)和(f)为四舍五入至最接近的十位数。由于进位关系，个别数字加起来可能与总计略有出入。

Remark: § Value less than 5.

Except item (a) which is the exact figure, items (b) and (h) are approximate numbers, item (g) is rounded to nearest hundred as well as items (c), (d) and (f) are rounded to the nearest ten. Figures may not add up to total due to rounding.

(A.4) 电影发展基金下的电影制作融资计划及资助计划¹⁴

Film Production Financing and Granted Projects under Film Development Fund¹⁴

a.	获批项目数目 Number of approved projects	64
b.	创造的工作机会数目 [^] Number of job opportunities created [^]	4 160
c.	首次参与执导的导演数目 Number of film directors who directed a film for the first time	42
d.	首次负责制作的监制数目 Number of producers who produced a film for the first time	26
e.	已于香港商业电影院上映的电影数目 Number of films released at commercial theatres in Hong Kong	46
f.	在本地及国际电影颁奖典礼/电影节获提名数目 Number of nominations at local and international film awards ceremony/film festivals	112
g.	在本地及国际电影颁奖典礼/电影节获取的奖项数目 Number of awards achieved at local and international film awards ceremony/film festivals	114

注释: ^ 创造的工作机会数目涵盖电影制作的基本剧组人员及主要演员。如计及其他以兼职形式聘请的人员, 则电影制作计划所创造的工作机会数目约为 10 880。

Remark: ^ Number of job opportunities created refers to the basic production crew and major casts. The number of job opportunities created by the Film Production Scheme is estimated to be 10 880 if other crews involved on a part-time basis are counted.

¹⁴ 包括自 2009 年 6 月起的电影制作融资计划及于 2015 年 11 月至 2018 年 2 月期间的电影制作资助计划下获资助的项目。不包括获批后被撤回的项目。

Including the funded projects approved under the Film Production Financing Scheme since June 2009 and the Film Production Grant Scheme launched between November 2015 and February 2018. Excluding projects withdrawn after approval.

(A.5) 电影发展基金下的首部剧情电影计划

First Feature Film Initiative under Film Development Fund

a.	获资助电影数目 Number of films subsidised	24
b.	首次参与执导的导演数目 Number of film directors who directed a film for the first time	26
c.	在本地及国际电影颁奖典礼/电影节获提名数目 Number of nominations at local and international film awards ceremony/film festivals	164
d.	在本地及国际电影颁奖典礼/电影节获取的奖项数目 Number of awards achieved at local and international film awards ceremony/film festivals	121
e.	已于香港商业电影院上映的电影数目 Number of films released at commercial theatres in Hong Kong	17

(B.1) 参加者对文创处主办或资助业界举办项目的满意程度

Participants' satisfaction level towards the projects organised or sponsored by CCIDA

		创意智优计划 CreateSmart Initiative ("CSI")	其他 ¹⁵ Others ¹⁵	总计 Total
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	98%	99%	98%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	94% - 98%	94% - 98%	94% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比： <i>加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域*</i> 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>	84% - 92%	75% - 89%	84% - 92%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	93%	94%	93%

注释：回复问卷人数约 281 000。

* 有关的满意程度共涵盖五个项目，「创意智优计划」及「其他」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 281 000.

* Relevant satisfaction level covers five items in total. The percentages shown under "CSI" and "Others" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

¹⁵ 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。由于设计智优计划、电影发展基金下的电影制作融资计划和电影制作资助计划，以及由文创处主办的项目的绩效指标不能按文创处策略焦点或促进电影业发展的四项策略作划分，因此表(B.3)的总计并不与表(B.1)下“其他”的数字相符。

Including those projects funded by the FDF and DSI as well as those projects organised by CCIDA since June 2009. Since the key performance indicators for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CCIDA's funded projects cannot be broken down by either CCIDA's strategic foci or the four-pronged strategy in promoting the development of the film sector, the total under Table (B.3) does not match with the figures under "Others" of Table (B.1).

(B.2) 按文创处策略焦点划分的参加者对创意智优计划项目的满意程度
Participants' satisfaction level towards the CSI projects classified by CCIDA's strategic foci

文创处策略焦点:

CCIDA's strategic foci:

A – 培育人才及促进初创企业的发展

Nurturing talents and facilitating start-ups

B – 开拓市场

Exploring markets

C – 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaborations

D – 推动香港成为创意之都，并营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere

		文创处策略焦点# CCIDA's strategic foci#				总计 Total
		A	B	C ⁺	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	99%	99%	93%	98%	98%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	94% - 98%	95% - 99%	80% - 93%	93% - 98%	94% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比： <i>加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域*</i> 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>	85% - 93%	88% - 94%	63% - 67%	80% - 90%	84% - 92%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	94%	95%	76%	92%	93%

注释：回复问卷人数约 261 000。

+ 此为2023年4月1日新增的策略重点，并只适用于2023年4月1日及之后获批的项目。

* 有关的满意程度共涵盖五个项目，「文创处策略焦点」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 261 000.

+ This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

* Relevant satisfaction level covers five items in total. The percentages shown under "CCIDA's strategic foci" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

(B.3) 按促进电影业发展的四项策略划分的参加者对电影发展基金下其他电影相关计划项目的满意程度
Participants' satisfaction level towards the other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

促进电影业发展的四项策略:

The four-pronged strategy in promoting the development of the film sector:

- A – 推广香港电影
Promotion of Hong Kong films
- B – 培训人才
Nurturing talents
- C – 提高观众对电影的兴趣和欣赏能力
Enhancing audience's interest in and appreciation of films
- D – 其他有利香港电影业发展的项目
Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的回复者百分比 Percentage of respondents who rated the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	99%	98%	99%	99%	99%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”*	96% - 99%	92% - 97%	96% - 98%	97% - 100%	95% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比：加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、开阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: 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*	86% - 95%	77% - 94%	76% - 86%	89% - 98%	78% - 90%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as “Definitely Useful”, “Very Useful” and “Useful”	98%	98%	93%	97%	95%

注释：回复问卷人数约 16 000。

* 有关的满意程度共涵盖五个项目，「促进电影业发展的四项策略」显示的数据为该五个项目中满意程度最高及最低的百分比，而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 16 000.

* Relevant satisfaction level covers five items in total. The percentages shown under “The four-pronged strategy in promoting the development of the film sector” refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under “Total”.

(C) 设计创业培育计划及时装创业培育计划

Design Incubation Programme and Fashion Incubation Programme

		设计创业培育计划 ¹⁶ Design Incubation Programme ¹⁶	时装创业培育计划 Fashion Incubation Programme
a.	培育公司数目 ¹⁷ Number of incubatees ¹⁷	353	30
b.	已完成培育计划的公司数目 Number of incubatees which have completed incubation	322	30
c.	培育公司注册的知识产权 ¹⁸ 数目 Number of intellectual property rights ¹⁸ applications registered by incubatees	407	17
d.	培育公司创造的就业机会数目 Number of jobs opportunities created by incubatees	1 726	73
e.	培育公司获取的本地及国际奖项数目 Number of local and international awards attained by incubatees	595	47

¹⁶ 涵盖自 2006 年由香港科技园于创新中心推出的第一期至现时在创意智优计划资助下开始的最新一期(第四期)。Covering from the rollout of Phase I by the Hong Kong Science and Technology Park Corporation at InnoCentre in 2006 up to the current phase (Phase IV) under the funding support of CSI.

¹⁷ 包括正在培育及已完成培育的公司。

Including those under incubation and completed incubation.

¹⁸ 包括商标、专利及外观设计等。

Including trademark, patent and registered design.