

FILM PROGRAMMES OFFICE

ANNUAL REPORT 2012/13



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1. Message from Head (Film Programmes)

The cultivation and promotion of film culture and knowledge in the community is essential in sustaining the success of the film industry in Hong Kong, establishing Hong Kong as a cultural hub of the region, as well as building up an audience base in appreciating cinematic arts. The Film Programmes Office (FPO) is responsible for organizing year-round film-related programmes such as film shows, seminars and other arts appreciation activities in the territory. The programmes provide members of the public with opportunities to appreciate cinematic arts from all over the world, particularly films that, because of its non-commercial nature, are not distributed in Hong Kong's commercial cinemas.

2. Vision and Missions

We aim to promote the appreciation of film and media art commensurate with Hong Kong's development as a world-class city and events capital. Our missions are to :

- (a) enrich life by providing quality and diversified film and media art programmes for all;
- (b) showcase the development and advancement of film and media art;
- (c) promote synergy with cultural institutes, consulates and film organizations in enhancing the appreciation of film and media art;
- (d) foster the community's interest in film and media art through professional planning of educational programmes for the youth; and
- (e) promote creative independent productions of short films, videos, animation and media arts.

3. Achievements in 2012/13

The film programmes, presented either solely by the Leisure and Cultural Services Department or jointly with cultural institutes, consulates and film organizations, continued to provide a wide selection of films for the public. Highlights included the *International Children's Film Carnival 2012*, *Chinese Film Panorama 2012 – New Force of the Chinese Cinema*, the *41st French Cinepanorama*, the *Repertory Cinema 2012 – Fritz Lang & F.W. Murnau*, *Critics' Choice 2012 – The Films in Their Times* and *Old Movies, Old Hong Kong – Care for Our Community*. In addition, collaboration with Geothe Institut which film programmes from Germany were presented to enhance the diversity of programmes and to promote cultural exchange. Other thematic programmes curated by the Hong Kong Film Archive included *Once Upon a Hero: The Wong Fei-hung Saga*, *The Strange Case of Hong Kong Amoy Cinema*, *Father & Son: Two Visionaries of Cinematic Dreams - A Tribute to Set Designers Chan Ki-yui & Chan King-sam*, *Haunted Screen: HK Ghost Films*, *Sense and Zen in Films – A Retrospective of King Hu*, *Yam Kim-fai Centenary Celebration*, *100 Must-see Hong Kong Movies*, *Restored Treasures* and *Morning Matinee*.



Critics' Choice 2012: The Films in Their Times

Film critics Lam Chiu-wing and Ma Yan-chi shared their passion and knowledge in films with audience joining the seminar



International Children's Film Carnival 2012

Artist Kwan Chung-yeung interacted with the children and parents during the programme *World Animation and Shorts*



Old Movies, Old Hong Kong – Care for Our Community

Students met the elders to share their feelings on old movie and old Hong Kong

To support major local film events, we offered venue sponsorship to the annual *Hong Kong Film Awards Presentation Ceremony*. We also provided funding and venue support to the Hong Kong Arts Centre and Microwave Co. Ltd. for organizing the annual *18th ifva* and the *Microwave International New Media Arts Festival 2012 – Enigma* respectively to encourage creative independent productions of short films and videos, animation and media arts.

For the year 2012/13, the actual number of film screenings and attendance are:-

Performance Indicators	(a) 2012/13 Estimate	(b) 2012/13 Actual	(c) (b)/(a)%
No. of film screenings	640	824	129%
Total attendance	82 000	92 326	113%

The list of film screenings with attendance is at Appendix 1.

4. Financial Statement 2012/13

I	Expenditure	(in HK\$)
1	Salaries	4 056 084
2	Administration Costs	864 146
3	Operating and Programme Costs	5 236 192
4	Publicity	1 473 970
	Total :	11 630 392
II	Revenue	
	Total :	1 467 658

5. Film Advisory Panel 2012/13

Film experts and scholars formed the advisory panel for the FPO and have given invaluable comments and advice on the direction and programming of the Office.

Members included:

Mr CHEUNG Chi-sing

Mr Joe CHEUNG

Mr John CHONG

Mr Paul FONOROFF

Mr Allan FUNG

Mr Peter LAM

Mr LAU Yiu-kuen (alias: LAW Kar)

Dr NG Chun-bong

Mr NG See-yuen

Mr SEK Kei

Mr SHU Kei

Dr Stephen SZE

Ms WONG Ain-ling

6. Organization Structure and Staff List

The FPO is under the Heritage and Museums Division of the Leisure and Cultural Services Department. There are 10 staff at the FPO headed by HO Mee-po, Mable. The organization chart and staff list is at Appendix 2.

The list of film screenings with attendance in 2012/13

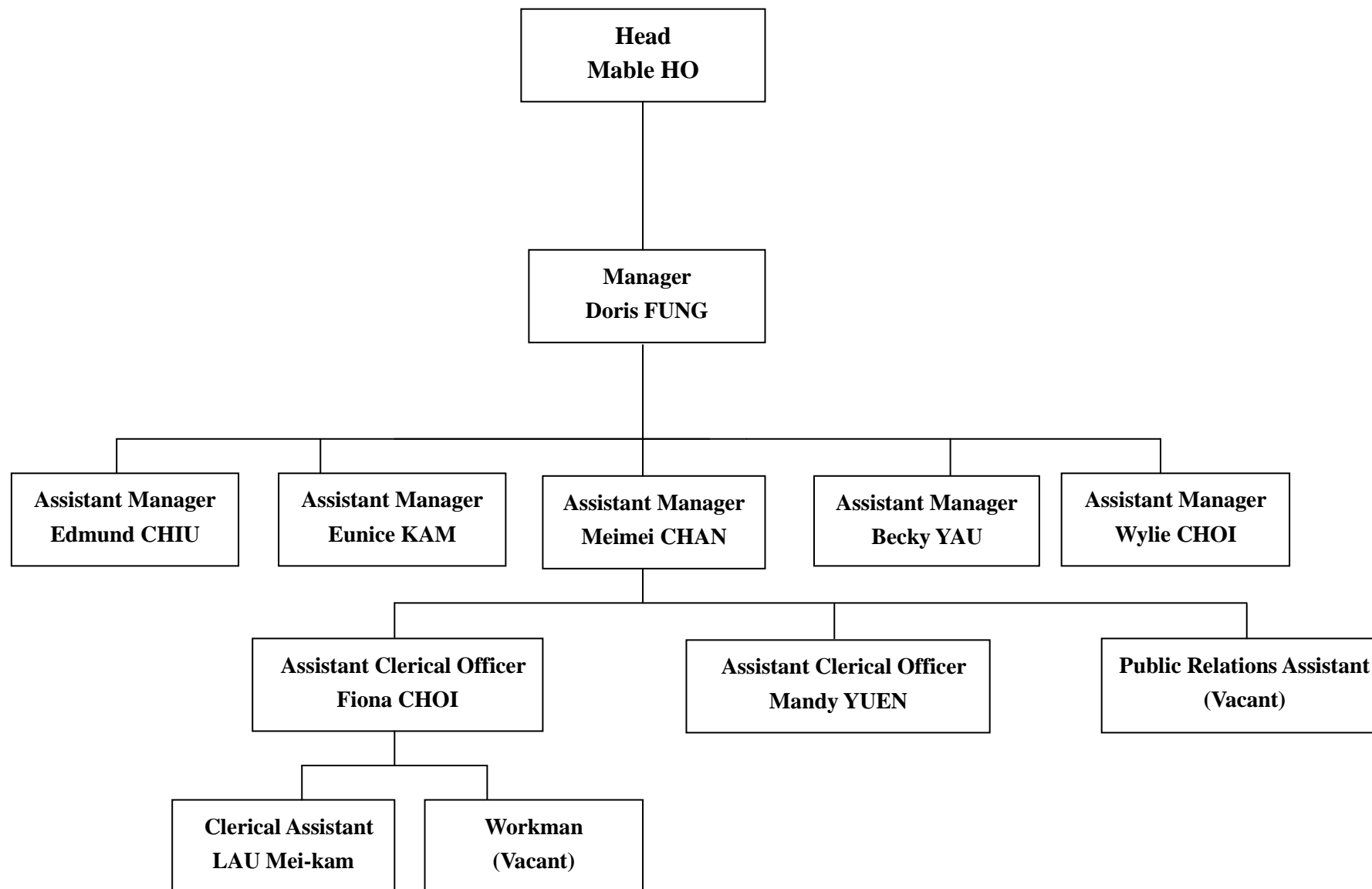
Programme		Date	Venue	No. of screenings	Attendance
1.	Once Upon a Hero: The Wong Fei-hung Saga	Mar – May 2012	Cinema, HK Film Archive	45	2 748
2.	The Strange Case of Hong Kong Amoy Cinema	Mar – May 2012	Cinema, HK Film Archive	18	1 113
3.	The 31 st Hong Kong Film Awards Presentation Ceremony	Apr 2012	Grand Theatre, HK Cultural Centre; Lecture Hall, HK Space Museum; Lecture Hall, HK Science Museum	26	4 813
4.	100 Must-see Hong Kong Movies	Apr 2012 – Mar 2013	Cinema, HK Film Archive; Cinema, Broadway Cinematheque	79	4 395
5.	Morning Matinee	Apr 2012 – Mar 2013 (Every Friday)	Cinema, HK Film Archive	56	5 979
6.	Restored Treasures	Apr 2012 – Mar 2013 (1st Sunday of each month)	Cinema, HK Film Archive	29	1 899
7.	German Film Forum 2012/13	Apr 2012 – Mar 2013	Cinema, HK Film Archive	10	784
8.	Critics' Choice 2012 – The Films in Their Times	May – Oct 2012	Cinema, HK Film Archive; Lecture Hall, HK Science Museum; Function Room, HK Cultural Centre	34	5 019

Programme		Date	Venue	No. of screenings	Attendance
9.	Old Movies, Old Hong Kong – Care for Our Community	Jun – Jul 2012	Buddhist Wing Yan School; Po Kok Branch School; Buddhist Chan Wing Kan Memorial School; Oi Tak (Fung Kam) Old People's Home Limited; Yuen Long Cambridge Nursing Home Limited; Tung Hoi Association for the Senior Citizens	15	451
10.	Opera Sight and Sound at Yau Ma Tei Theatre	Jul 2012	Cinema, HK Film Archive	6	627
11.	International Children's Film Carnival 2012	Jul – Aug 2012	Cinema, HK Film Archive; Lecture Hall, HK Space Museum; Lecture Hall, HK Science Museum; Grand Theatre, HK Cultural Centre	50	8 509
12.	Father & Son: Two Visionaries of Cinematic Dreams – A Tribute to Set Designers Chan Ki-yui & Chan King-sam	Aug – Nov 2012	Cinema, HK Film Archive	67	5 155
13.	18 th ifva	Aug 2012 – Mar 2013	Lecture Hall, Hong Kog Space Museum; Agnes b. CINEMA, McAulay Studio, Pao Galleries, Hong Kong Arts Centre; Goethe-Gallery, Goethe-Institut Hongkong	105	18 600
14.	Repertory Cinema 2012 – Fritz Lang	Sept – Nov 2012	Cinema, HK Film Archive; Lecture Hall, HK Science Museum; Function Room, HK Cultural Centre	36	3 504
15.	Early Treasure: Celebrating UNESCO's World Day for Audiovisual Heritage	Oct 2012	Cinema, HK Film Archive	1	121

	Programme	Date	Venue	No. of screenings	Attendance
16.	KINO/12 – recent German film productions	Oct – Nov 2012	Lecture Hall, HK Science Museum	6	1 012
17.	Chinese Film Panorama 2012	Oct – Nov 2012	Cinema, HK Film Archive; Lecture Hall, HK Space Museum, Cine-Art House and AMC Pacific Place	24	2 277
18.	Haunted Screen: HK Ghost Films	Nov 2012	Cinema, HK Film Archive	8	408
19.	Cantonese Opera Day 2012 – Male Impersonation in Hong Kong Cinema	Nov 2012	Cinema, HK Film Archive	5	524
20.	Microwave International New Media Arts Festival 2012	Nov – Dec 2012	Exhibition Hall, HK City Hall; Cinema and Exhibition Hall, HK Film Archive; Run Run Shaw Creative Media Centre, Hong Kong City University; Videotage, Cattle Depot Artist Village	55	10 994
21.	The 41 st French Cinepanorama	Nov – Dec 2012	Theatre, HK City Hall; Cinema, HK Film Archive; Lecture Hall, HK Space Museum	43	3 662
22.	Repertory Cinema 2012 – F.W. Murnau	Dec 2012 – Jan 2013	Cinema, HK Film Archive; Lecture Hall, HK Science Museum	31	2 859
23.	Sense and Zen in Films – A Retrospective of King Hu	Dec 2012 – Mar 2013	Cinema, HK Film Archive	56	4 686
24.	Yam Kim-fai Centenary Celebration	Jan – Feb 2013	Cinema, HK Film Archive	11	1 402
25.	Joyous Hustle in New Year Bustle	Feb 2013	Cinema, HK Film Archive	4	289

Programme		Date	Venue	No. of screenings	Attendance
26.	School Culture Day Scheme 2012/13: Creative Cinematic World – Short Films of Fresh Wave of Hong Kong Arts Development Council	Mar 2013	Cinema, HK Film Archive; Lecture Hall, HK Space Museum	4	496
Total:				824	92 326

Organization Chart and Staff List (as at 31/3/2013)



Total Number of Staff: 10

(No. of Establishments is 12 with 2 posts vacant)