

创意香港主要绩效指标¹
Key Performance Indicators of Create Hong Kong¹
 (截至 2023 年 12 月底)
 (as at end December 2023)

(A.1) 创意香港主办或资助业界举办的项目

Projects organised or sponsored by Create Hong Kong (“CreateHK”)

		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	713	601	1 314
b.	公众的参与程度 Public participation	About 630.9 million 约 6 亿 3 090 万	About 16.7 million 约 1 670 万	About 647.6 million 约 6 亿 4 760 万
	b1. 参加人数 Number of participants	About 89.2 million 约 8 920 万	About 16.7 million 约 1 670 万	About 105.9 million 约 1 亿 590 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 540.4 million 约 5 亿 4 040 万	N/A 不适用	About 540.4 million 约 5 亿 4 040 万
	b3. 派发的印刷宣传品的数量 ⁴ Number of printed promotional materials distributed ⁴	1 358 600	N/A 不适用	1 358 600
c.	创造的工作机会数目 ⁵ Number of created job opportunities ⁵	32 430	13 600	46 030

¹ 主要涵盖创意香港自 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，以及由创意香港主办的项目。

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 CreateHK since the establishment of CreateHK 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创意香港主办的项目。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，以及由创意香港主办的项目的绩效指标不能按创意香港策略焦点或促进电影业发展的四项策略作划分，因此表(A.2)、表(A.3)及表(A.4)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 CreateHK 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 CreateHK’s funded projects cannot be broken down by either CreateHK’s strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (A.2), Table (A.3) and Table (A.4) 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.

⁵ 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		创意智优计划 ² CreateSmart Initiative ² ("CSI")	其他 ³ Others ³	总计 Total
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	21 050	170	21 220
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	41 300	100	41 400
f.	获创意香港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 CreateHK	220	150	370
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	88 900	2 900	91 800
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 407.3 million 约 4 亿 730 万	About 2 019.0 million 约 20 亿 1 900 万	About 2 426.3 million 约 24 亿 2 630 万
i.	媒体报导的次数 ⁷ Number of media coverage ⁷	49 080	N/A 不适用	49 080
j.	达成商业交易的数目 ⁷ Number of business deals secured ⁷	3 700	N/A 不适用	3 700
k.	展示创意作品的机会次数 ⁷ Number of opportunities to showcase creations or talent ⁷	31 580	N/A 不适用	31 580

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.

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) 按创意香港策略焦点划分的创意智优计划⁸
CSI classified by CreateHK's strategic foci⁸

创意香港策略焦点:

CreateHK'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

		创意香港策略焦点# CreateHK's strategic foci#				总计 Total
		A	B	C ⁺	D	
a.	获批项目数目 Number of approved projects	326	234	3	150	713
b.	公众的参与程度 Public participation	About 240.1 million 约2亿4 010万	About 213.6 million 约2亿1 360万	@	About 177.2 million 约1亿7 720万	About 630.9 million 约6亿3 090万
	b1. 参加人数 Number of participants	About 16.0 million 约1 600万	About 28.4 million 约2 840万	@	About 44.8 million 约4 480万	About 89.2 million 约8 920万
	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 223.8 million 约2亿2 380万	About 184.5 million 约1亿8 450万	@	About 132.1 million 约1亿3 210万	About 540.4 million 约5亿4 040万
	b3. 派发的印刷宣传品的数量 ⁹ Number of printed promotional materials distributed ⁹	388 600	650 300	@	319 700	1 358 600
c.	创造的工作机会数目 ¹⁰ Number of created job opportunities ¹⁰	11 440	8 000	@	13 000	32 430
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	9 060	3 080	@	8 910	21 050

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.

		创意香港策略焦点# CreateHK'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	16 800	22 900	@	1 600	41 300
f.	获创意香港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 CreateHK	160	50	@	§	220
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	88 900	0	@	0	88 900
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 51.4 million 约 5 140 万	About 6.1 million 约 610 万	@	About 349.8 million 约 3 亿 4 980 万	About 407.3 million 约 4 亿 730 万
i.	媒体报导的次数 ¹² Number of media coverage ¹²	17 920	18 570	@	12 590	49 080
j.	达成商业交易的数目 ¹² Number of business deals secured ¹²	800	2 230	@	680	3 700
k.	展示创意作品的机会次数 ¹² Number of opportunities to showcase creations or talent ¹²	8 140	18 490	@	4 950	31 580

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。

@ 由于这些项目于2023年12月底尚未完成, 故此并没有相应数字。

§ 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.

@ As those projects have not yet completed at the end of December 2023, relevant figures were not provided.

§ 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# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	B	C	D	
a.	获批项目数目 Number of approved projects	138	72	51	11	272
b.	参加人数 Number of participants	About 2.4 million 约 240 万	About 896 000 约 89.6 万	About 670 000 约 67 万	About 5 000 约 5 千	About 3.9 million 约 390 万
c.	创造的工作机会数目 ¹³ Number of created job opportunities ¹³	1 520	2 670	1 720	70	5 980
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.	获创意香港资助参加国际比赛 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 CreateHK	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	62
b.	创造的工作机会数目 [^] Number of job opportunities created [^]	4 030
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	25
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	45
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	43
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	97

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 10 540。

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 10 540 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	144
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	109
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	14

(B.1) 参加者对创意香港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 CreateHK

		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%	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：加强行业的知识、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* 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%	83% - 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 252 000。

* 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 252 000.

* 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创意香港主办的项目。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，以及由创意香港主办的项目的绩效指标不能按创意香港策略焦点或促进电影业发展的四项策略作划分，因此表(B.2)及表(B.3)的总计加起来并不与表(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 CreateHK 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 CreateHK's funded projects cannot be broken down by either CreateHK's strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (B.2) and Table (B.3) cannot add up to the figures under "Others" of Table (B.1).

(B.2) 按创意香港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 CreateHK's strategic foci

创意香港策略焦点:

CreateHK'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

		创意香港策略焦点# CreateHK'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%	@	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%	@	93% - 97%	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%	87% - 94%	@	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%	94%	@	91%	93%

注释：回复问卷人数约 233 000。

+ 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。

@ 由于这些项目于2023年12月底尚未完成，故此并没有相应数字。

* 有关的满意程度共涵盖五个项目，「创意香港策略焦点」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 233 000.

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

@ As those projects have not yet completed at the end of December 2023, relevant figures were not provided.

* Relevant satisfaction level covers five items in total. The percentages shown under "CreateHK'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%	95% - 99%	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、扩阔业界领域* 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% - 95%	76% - 93%	75% - 86%	87% - 99%	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%	99%	95%

注释: 回复问卷人数约 14 000。

* 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 14 000.

* 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	300	25
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	404	17
d.	培育公司创造的就业机会数目 Number of jobs opportunities created by incubatees	1 725	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	576	45

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.