

Hong Kong International Film Festival Society Opens Jockey Club Cine Academy

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12 August, 2010 (Hong Kong) – The Hong Kong International Film Festival Society (HKIFFS) announced today the launch of the Jockey Club Cine Academy (JCCA), a 3-year film education programme funded by The Hong Kong Jockey Club Charities Trust, with the aim to foster film literacy among the youth in Hong Kong.

The JCCA is the first comprehensive film education programme presented by the HKIFFS for both Hong Kong educators and students. The JCCA aims to bring film education, an important part of media literacy in the 21st century, from an opportunity enjoyed by a privileged few to become an integral part of youth culture in Hong Kong.

The JCCA will include new initiatives such as the Educators Workshop, the Youth Volunteer Programme and Festival Tours, while supporting existing youth-targeted events of the Hong Kong International Film Festival (HKIFF) such as Master Class, the Short Film Competition and Joint Universities Programme.

“Film is the most accessible medium for self-expression and critical thinking. In an explosive age of information technology, literacy demands the understanding of both images and text” said Wilfred Wong, Chairman of the HKIFFS. “The JCCA aims to inspire such life-long learning capabilities and cultural literacy through the creation, understanding and enjoyment of moving images.”

Douglas So, Executive Director, Charities of the Hong Kong Jockey Club (HKJC) said, “The Club was committed to nurturing Hong Kong’s creative industry and arts development. Therefore, it decided to support the development of the local film, arts and cultural sectors by helping HKIFFS launch this series of film education programmes and activities. We hope to encourage local young people to learn more about films from different angles and have rational analyses and discussions, which in turn will develop their cultural sensitivity and film arts literacy.”

In attendance were award-winning actor Cheung Ka-fai, Ambassador of the JCCA in its inaugural year, along with 26-year old director Heiward Mak (*Ex, High Noon*) as a jury member of the 35th HKIFF Short Film Competition as well as representatives from partner organisations. Details of the JCCA are attached in Appendix 1.

The Hong Kong International Film Festival Society Limited
香港國際電影節協會有限公司

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About the Jockey Club Cine Academy

Established in 2010, Jockey Club Cine Academy (JCCA) is a 3-year film education programme presented by The Hong Kong International Film Festival Society (HKIFFS) and funded by The Hong Kong Jockey Club Charities Trust, with the aim to foster film literacy among the youth in Hong Kong.

Jockey Club Cine Academy Programmes

The Jockey Club Cine Academy (JCCA) consists of seven programmes:

Master Class

Experience the JCCA Master Class featuring world-class filmmakers and learn from the very best film creators and innovators from around the world. The JCCA Master Class offers an unforgettable opportunity of a life-time to interact with distinguished filmmakers from around the world.

Face to Face

With an acclaimed history of filmmaking in Hong Kong, the JCCA Face to Face features a renowned filmmaker from Hong Kong sharing his/her insights on film, art and life, along with a complimentary bi-lingual publication on the filmmaker for all participants.

Festival Tours

Held during the annual Hong Kong International Film Festival (HKIFF), Festival Tours aims to engage participants through active dialogue on techniques, aesthetics and literacy values, social and historical relevance of film. Notable film critics, scholars and filmmakers will become personal tour guides for 20 groups of 10-15 participants, with each group attending five different HKIFF screenings.

Educators Workshop

Educators Workshop is Hong Kong's first series of workshops for educators to learn the basics of film literacy, using the moving image as an educator's teaching tool. The Workshop will consist of one course of 12 classes, held twice a year for two different groups of educators. Held in (A) January-June 2011 and (B) July-December 2011, classes will be conducted on a bi-weekly basis.

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Short Film Competition

The Short Film Competition supports the production and re-invention of the short film, a form with its own formal, aesthetic and expressive qualities distinct from those of the feature film. Approximately twenty films of different genres (fiction, documentary, animation, experimental) each not exceeding 15 minutes in duration will be selected by the HKIFFS, and a jury of three renowned personalities will select the winners for the Grand Prize and Jury Prize.

Joint Universities Programme

The Joint Universities Programme provides a global stage for students to showcase their best work at the annual Hong Kong International Film Festival (HKIFF). The Hong Kong Academy for Performing Arts, Baptist University, City University of Hong Kong, the Hong Kong Institute of Vocational Education and The Hong Kong Polytechnic University select the very best student films from the past year for public appreciation.

Youth Volunteer Programme

Young volunteers will have the opportunity to better understand both the film industry and arts administration by participating in “behind-the-scenes” of the annual Hong Kong International Film Festival (HKIFF). Volunteers will be trained in transferable skills in three key departments: Programming, Operations and Marketing. Volunteers will be rewarded with a wealth of film knowledge, unique experiences and a chance to make some great friends.

Jockey Club Cine Academy Partners

Educational Institutes

- Academy of Film, Hong Kong Baptist University
- Department of Communication Design and Digital Media, Hong Kong Design Institute
- School of Creative Media, City University of Hong Kong
- School of Design, The Hong Kong Polytechnic University
- School of Film and Television, The Hong Kong Academy for Performing Arts

Film Organizations

- Hong Kong Film Archive
- Hong Kong Film Critics Society

Non-governmental Organizations

- Agency for Volunteer Service

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- Aberdeen Kai-fong Welfare Association Social Service Centre
- Evangelical Lutheran Church Social Service - Hong Kong
- Hong Kong Children & Youth Services
- Hong Kong Playground Association - Jockey Club North Point Integrated Service Centre For Children & Youth
- Hong Kong Sheng Kui Hui Welfare Council
- Senior Members Service Group
- The Neighbourhood Advice-Action Council
- The Salvation Army
- Yang Memorial Methodist Social Service-Homantin Integrated Centre for Youth Development

About Hong Kong International Film Festival Society

The Hong Kong International Film Festival Society (HKIFFS) is a charitable, non-profit and non-governmental organization dedicated to the discovery and promotion of creativity in the art and culture of film.

Through its year-round programmes, the mission of the Society is to strengthen global appreciation of Chinese film culture and to promote inspiring films from around the world, enriching the cultural life of Hong Kong.

Committed to the development of a vibrant film culture in Hong Kong and Asia, the Society presents three annual flagship events in March and April: The Hong Kong International Film Festival (HKIFF), the Hong Kong-Asia Film Financing Forum (HAF) and the Asian Film Awards (AFA).

Passionately believing in the power of films to unite cultures and generations, the HKIFFS is devoted to giving thousands of film lovers around the region direct access to the world's most inspiring films all year round.

About The Hong Kong Jockey Club

Founded in 1884, The Hong Kong Jockey Club has become one of Hong Kong's best known and respected organisations, providing the public with world-class sporting entertainment as well as being the city's major non-Government community benefactor, now donating more than HK\$1 billion a year to charitable and community projects. It has been part of Hong Kong through good times and bad, sharing the city's growth and development with its people, and is dedicated to enhancing the quality of life for future generations.

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