

## Guidelines for Employers

### 3rd Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme

#### Background

As one of the core sectors of Hong Kong's vibrant creative industries, the digital entertainment (DE) industry has been changing rapidly in the past few years. DE companies are more and more technology driven. The prevalence of social media and mobile platforms has driven new way of operation and development. It is not easy for companies to recruit new talent who can meet their technical needs and cope with the new business environment. On the other hand, it is also getting more and more difficult for fresh graduates to get a job in the industry since they normally lack the relevant trade experience which is an essential requirement by many DE companies.

The Hong Kong Digital Entertainment Association (HKDEA, the Organizer) is pleased to organise the 3rd Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme (Support Scheme) with staunch support and generous sponsorship from Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region. The Support Scheme has the following objectives:

- ◆ To subsidize and encourage local digital entertainment companies to employ and train fresh graduates and nurture the latter to become new blood of the industry;
- ◆ To pair up local fresh graduates and potential employers to facilitate the former to enter into the industry and be advised of the prospects in the digital entertainment industry; and
- ◆ To foster the development of the digital entertainment industry with more abundant supply of digital talents working in the industry

#### Scheme Outline

The Support Scheme aims to match up digital entertainment companies with graduates from the related disciplines for full-time employment (Graduate Employee). During the employment period, the companies will provide their Graduate Employees with on-the-job training.

A monthly subsidy of HK\$5,300 for a maximum of 12-month per Graduate Employee will be provided by the Support Scheme under the funding from CreateHK's

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CreateSmart Initiative (CSI) to the successful applying company (“Employing Company”) to support the salary of the Graduate Employee under the Support Scheme. Up to 40 Graduate Employees will be subsidized in the two program years of the Support Scheme.

The Support Scheme offers an online CV and e-portfolio platform which is open to all Employing Companies for recruitment purpose. Career talks and CEO/ master talks will be organized to help Employing Companies recruit graduate employees and to help train digital entertainment talents.

### Application Procedures

- Interested companies should download the application form from the Support Scheme’s website and return the completed form together with other required documents to the Organizer via email: [yoyokwan@hkdea.org](mailto:yoyokwan@hkdea.org) by **17:00, 30 April 2019.**
- A Vetting Committee will review the applications based on the relevance of business nature of applying companies to the Support Scheme and their track record, as well as the effectiveness of the training programme to be provided by the applying companies to the Graduate Employee(s) under the Support Scheme as outlined in the application form.
- Employing Companies will be notified of the application result together with a user password for accessing the online platform of the Support Scheme at the Support Scheme’s website. The online platform will allow Employing Companies to post information on their job vacancies that could be offered under the Support Scheme and to review the applying graduates’ CVs and e-portfolios.
- The monthly subsidy provided by the Support Scheme to Employing Companies for each Graduate Employee will be reimbursed to the companies on a quarterly basis upon presentation of proof of employment.

### Eligibility

To be eligible for applying to the Support Scheme, a company:

- should be a local business enterprise holding valid business registration certificate
- should have substantial business connection and ongoing development in Hong Kong
- should have digital entertainment as business focus
- should provide a 12-month employment with on-the-job training for the Graduate Employee(s) recruited under the Support Scheme; company which could offer new staff training plan will be accorded with higher priority

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- can provide up to 2 full time job employments to graduates per program year
- must comply with the minimum wage requirement (please visit the official web site of Labour Department for more information:  
(<http://www.labour.gov.hk/eng/news/mwo.htm>)

## Other Requirements

1. The monthly subsidy of HK\$5,300 to be reimbursed by the Support Scheme under CSI funding (“monthly subsidy”) should not constitute more than 50% of the monthly basic salary paid by the Employing Company to each of its Graduate Employee.
2. The monthly subsidy should be used solely and directly to cover the salary of the Graduate Employee only. Disbursement of the monthly subsidy in order to cover any other costs incurred in the employment is strictly prohibited.
3. Employing Company could apply to offer a maximum of 2 job positions under the Support Scheme in each program year, i.e. 2018 and 2019, and the total number of subsidized Graduate Employee(s) to be covered by the Support Scheme for each Employing Company should not exceed 3 within the two program years.
4. Employing Company should ensure that the recruitment process is conducted in a fair and impartial manner without any conflict of interests.
5. Appraisal reviews should be conducted by the Employing Companies with their Graduate Employee(s) on a half-yearly basis during the subsidized employment period and reports of the appraisal reviews must be submitted to the Organizer within 3 months.
6. Employing Company agrees and will encourage its Graduate Employee(s) to attend at least 1 CEO/ Master Talk organized by the Organizer under the Support Scheme as part of the Graduate Employees’ continuous training.
7. Employing Company should arrange for its Graduate Employees to report duty within 3 months upon a quota for monthly subsidy is assigned by the Organizer to the Employing Company. Should the Graduate Employee fail to report duty within the specified period, the Organizer reserves the right to release the quota and allocate it to another Employing Company.
8. In case of termination of employment by either the Employing Company or the Graduate Employee, the Employing Company is required to inform the Organizer of the reasons for the termination and the effective date in writing within 1 month after the employment is terminated.
9. One time replacement of Graduate Employee is allowed for each quota of monthly subsidy allocated to the Employing Company. The Employing Company should offer the job position to the replacing Graduate Employee who should report duty

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within 3 months after the employment of the leaving Graduate Employee has been terminated. The subsidized period of the replacing Graduate Employee under the Support Scheme should only be the remaining subsidized period not completed by the leaving Graduate Employee.

10. Employing Company should comply with **Hong Kong Personal Data (Privacy) Ordinance** and ensure that all personal information of applying graduates received from the Organizer or accessed by the Employing Company from the Support Scheme's website is strictly used for recruitment purpose. The Employing Company agrees to publicize its company information (including company name, company profile and contact information) and details of the job to be offered under the Support Scheme on the Support Scheme's website.
11. Upon acceptance of the offer by the Support Scheme, Employing Company agrees to provide information on its employment of Graduate Employee(s) under the Support Scheme to the Organizer. The required information includes but is not limited to the respective position and salary of the Graduate Employee(s) at the beginning and completion of the subsidized period. (Note: the data collected by the Organizer will only be used for compiling statistics to evaluate the effectiveness of the project in collective manner and will not be released individually.)

**Application Deadline**

Completed application form and related documents must be sent via email to [yoyokwan@hkdea.org](mailto:yoyokwan@hkdea.org) by **30 April 2019 (17:00)**.

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**Sponsor:****Important dates to note:**

Online platform for registration by eligible graduates and for submission of their CVs and e-portfolios of digital creative works	Available Now
2nd Career Talk	January – March 2019
2nd CEO / Master Talk & 3rd Career Talk	April – June 2019
Open for application of jobs offered by employing companies with job information posted onto online platform  <i>Note: Registered graduates will receive email alerts whenever information on new jobs is posted and can apply for the interested jobs logging in the Support Scheme's website</i>	May 2019
Offer of employment by employing companies  <i>Note: Employing companies may require applying graduates to attend job interviews. Interviewees will receive notifications from the employing companies directly.</i>	May 2019
3rd CEO / Master Talk	June – December 2019
4th CEO / Master Talk	January – June 2020

*Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.*

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