



Factsheet for Graduate Applicants

2nd 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 2nd 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 talent working in the industry

Eligibility

The 2nd Support Scheme is conducted in two phases, namely the 2016 program year and the 2017 program year. The eligible applying graduates should be:

- Permanent residents of Hong Kong;
- Students graduated in 2015 to 2017 (who should apply for 2017 program year);
- Graduates of full time courses in universities and institutes (local and overseas) in related subjects, i.e. digital entertainment, mobile software development, game development, digital creative media, design (multi-media, game, graphic, 2D or 3D,



etc.), multi-media production or communications, interaction design, programming, etc.

- With no full time working experience in the digital entertainment industry prior to the application.

Other Requirements

1. Graduate employees under the Support Scheme are required to submit a brief report every half year during the one-year employment period to document their learning experience and works being assigned; and
2. In case graduate employees render their resignation or the employment is terminated by the employing company before completion of the one-year employment period, the terminating party is required to provide reason(s) for the termination in writing to HKDEA within 1 month from the date of the termination.

Scheme Outline

The Support Scheme is designed to provide a platform to facilitate graduates to start a career in the digital entertainment industry. Up to 20 graduates will be subsidized to work and be trained in the participating companies in each program year. A total of 40 graduates will thus be benefitted directly under the two program years of the Support Scheme with job offers. Below activities will be organized and resources will be available to assist graduates to better understand the prospects of working in DE industry, and to apply the jobs that are available under the Support Scheme:

1. On-the-job training by Employing Companies

Graduate employees under the Support Scheme will be provided with a 12-month full-time employment with on-the-job training by their employing companies to help the graduate employees start developing a career in the digital entertainment industry. During the employment period, each graduate employee will receive a monthly salary from the employing company, of which \$4,800 will be subsidized by CreateHK's CreateSmart Initiative. The subsidy will constitute not more than 50% of the graduate employee's monthly salary, while the remaining will be contributed by the employing company.

2. Online Platform

An online platform at the Support Scheme's website is specially designed for registered graduates to upload their CVs and e-portfolios of digital creative works for applying for the positions offered by the participating companies. All job



applications under the Support Scheme shall be completed via the online platform. Graduate applicants could submit their applications for any jobs that they are interested in through the online platform, while participating companies could also access the same online platform to search for suitable candidates who could meet their requirements. This could help minimize the time and efforts by both sides in the matching process.

3. Career Talks

Career talks will be organized for senior management of digital entertainment companies to share their insights on the industry trends and career prospects with graduates.

4. CEO/Master Talks

CEO/Master Talks will be organized as a continuous training to update the graduate employees on the latest development, working skills and best practices for working professionals in the digital entertainment industry.

Application Procedures

- ◆ Eligible graduates could register at the Support Scheme's website (<http://www.gradsupport.hk>) and submit their CVs and e-portfolios to the online platform for consideration by participating digital entertainment companies.
- ◆ Available jobs and related information will be posted on the Support Scheme's website from time to time, and email alerts will be sent to registered graduates whenever new jobs are posted.
- ◆ Registered graduates will be assigned with user password which will enable them to submit applications for their interested jobs directly through the Scheme website upon the jobs are posted.
- ◆ Shortlisted graduates may be invited for job interview (if any), and employment notices will be sent directly by employing companies to selected graduates.



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
2 nd Career Talk	January - March 2017
2 nd CEO / Master Talk	April – June 2017
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 by logging in the Support Scheme's website</i>	May 2017
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 2017
3 rd Career Talk	April – June 2017
3 rd CEO / Master Talk	July – December 2017
4 th CEO / Master Talk	January – June 2018

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.

-- End --