

Project Summary

Project Title: 0010-13 SocShow TV

Name of Organization: Hong Kong Film Art Association

Grant Approved: HK\$ 600,000

Project Duration: 1 year (from 1st April 2009 to 31th March 2010)

Target Groups: Deprived and services needed youngsters living in Sham Shui Po and other districts.

Location of the Project: Sham Shui Po and other districts.

1. Project Highlights :

(i) Objective

- (a) To foster greater resilience in the face of adversity.
- (b) To develop the value of helping and believing each others.
- (c) To enhance different systems in the community to link together and make use the networks of schools, film industry, enterprises and government organizations, targeting to promote community participation, mutual assistance, support and social inclusion.

(ii) Strategy

- (a) Arose the motivation of youngsters to serve the community through video production.
- (b) Providing pre-employment training, practical training and film making experience to participants in order to strengthen their ability and confidence.
- (c) Make use the networks of schools, film industry, enterprises and government organizations to provide the chances to participants to build up their community networks.

(iii) Expected Outcomes & Performance Indicators

- (a) The abilities of participants and their confidence can be strengthened and hence become the dynamic of the community.
- (b) Through the cooperation of different platforms, the community organizations' awareness would be increased.

2. Brief Descriptions of Programmes:

This project will develop as a pre-employment training and practical training platform. Besides, it will enhance the abilities of participants which joined this project to become the community energy to link up others. Schools, enterprises and organizations in the community participating in this project and to act as networks to develop the social inclusion spirit, linkage of community networks, trust and mutual benefit social capital.

3. Unique Feature and Areas of Innovation

- (a) Arose the motivation of youngsters to join this project through providing pre-employment training, practical training and film making experience.
- (b) Make use the networks of schools, film industry, enterprises and government organizations to strengthen community networks and build up social capital.
- (c) Through the process of serving the community and environment, participants who were service recipients were gaining ability and confidence to become self-reliant and gaining pride and helping others and become part of the wider community.