



**“Care the Carers Campaign”**

**2024-25 Short Video Competition**

1. **The Organiser**

* The Social Welfare Department (SWD)

1. **Background information of “Care the Carers Campaign”**

* To raise public awareness of the importance and needs of carers (including carers of elderly persons, persons with disabilities and persons in mental recovery), promote mutual assistance in the community and cultivate a carer-friendly environment, SWD has launched a three-year territory-wide publicity campaign, namely “Care the Carers Campaign” (the Campaign) from 2023-24. The publicity activities include production of Television and Radio Announcements in the Public Interest, production of short videos on carers’ stories, organising signature event, production of publicity materials, posters, organising carer-centric programmes and public education activities, etc. For details, please visit SWD website:

https://www.swd.gov.hk/en/pubsvc/elderly/cat\_careersupp/carersuppo/index.html or https://www.swd.gov.hk/en/pubsvc/rehab/cat\_supportcom/scpd/cs/

* The yearly theme of “Care the Carers Campaign” in 2024-25 is “**Walk with Carers”,** with the objectives to promote family-based support and mutual assistance among peer carers across their life span and at different stages of their caregiving journey, and to recognise carers’ contributions.

1. **Main Theme**

* To produce a short video with the theme of “**Walk with Carers**” for not more than 2 minutes.
* Relevant information
* SWD Webpage https://www.swd.gov.hk/en/
* Information Gateway for Carers <https://carers.hk/en-us>
* SWD YouTube Channel <https://youtube.com/@SocialWelfareDepartment?si=_BjYv3lSWbsJYOAQ>

1. **Eligibility of Applicant**

* Primary and Secondary Category:
  + Students studying at whole-day primary, secondary schools or Youth College in Hong Kong, either individually or in team (up to 6 members from the same school).
* Tertiary and Open Category:
* Students studying at full-time or part-time course at tertiary institution/ universities in Hong Kong, either individually or in team (up to 6 members); or
* Hong Kong residents aged 15 and above, either individually or in team (up to 6 members); or
* Teams formed by organisation, group or service unit.

1. **How to Enroll**

* Step One: Registration for Competition
* Starting from 15 April 2024 (Monday), applicant/ team can register for the competition through the event hyperlink (https://forms.gle/KSy61M4VtYryPuZ47) or send the English Registration Form to [carerscampaign@swd.gov.hk](mailto:carerscampaign@swd.gov.hk) with subject marked as Enrollment of “2024-25 Short Video Competition” from 15 April 2024 (Monday). Upon submission of the application, the Organiser will send a confirmation email and a competition number to the registered email address within five working days. If an organisation has more than one team participating, please indicate during on-line registration.
* Step Two: Submission of Competition Entry
  + Submit the competition entry **on or before 15 August 2024 (Thursday)** at the latest, following these steps:
    - Upload the entry to on-line file storage, (including but not limited to, Google drive, Dropbox, Youtube[[1]](#footnote-1), with a title of the entry (up to 7 Chinese or English words), along with **description** in Chinese or English (up to 150 words) to [carerscampaign@swd.gov.hk](mailto:carerscampaign@swd.gov.hk). The email subject and entry file name should be named as [Submission\_Category \_Competition Number]

(e.g. Submission\_Primary and Secondary Category\_Competition Number or Submission\_Tertiary and Open Category \_ Competition Number).

1. **Criteria of Entry**

* Not more than two minutes
* Can cover text, images or multimedia creation
* Submit in MP4 or compatible format
* Resolution of not less than 1920x1080, with aspect ratio in landscape as 4:3 or 16:9
* All entries must be original works of the applicant/ team which have never publicly displayed or used in other competitions, and must not infringe on any intellectual property rights.

1. **Judging**

* Assessed by an independent panel of judges, with decision of the panel being final.

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| Assessment Criteria | Details | Weight |
| Theme and content | Effectively promote family-based support and mutual help among peer carers, including carers of elderly persons, persons with disabilities/ mental in recovery; and recognise carers’ contributions | 35% |
| Impact | Able to engage the public attention on carers | 25% |
| Techniques | Demonstrate filming and production techniques, visual and audio effects, incorporation of Chinese subtitles, etc. | 20% |
| Creativity | Innovation concepts, unique and noval expressions and techniques | 20% |

* Members of Judging Panel
* Miss Charmaine LEE, JP, the Director of Social Welfare, Social Welfare Department
* Professor Cecilia CHAN, JP, the Emeritus Professor, Department of Social Work and Social Administration, The University of Hong Kong
* Mr HO Cheuk-tin, Director of “The Sparring Partner”, Winner of Best New Director at 41th Hong Kong Film Awards

1. **Details of Award and Prize**

* There are six awards for each category, including Champion, First Runner-up, Second Runner-up and three Merit Awards.
  + Primary and Secondary Category
    - Champion: HK$8,000 gift voucher and trophy
    - First Runner-up: HK$5,000 gift voucher and trophy
    - Second Runner-up: HK$3,000 gift voucher and trophy
    - Three Merit Awards: HK$500 gift voucher and certificate for each awardee
  + Tertiary and Open Category
    - Champion: HK$10,000 gift voucher and trophy
    - First Runner-up: HK$6,000 gift voucher and trophy
    - Second Runner-up: HK$4,000 gift voucher and trophy
    - Three Merit Awards: HK$1,000 gift voucher and certificate for each awardee
* Winners/ teams will receive individual notifications and be invited to attend the award ceremony to be held in late November 2024. The Organiser will upload the list of winners and their entries to the SWD website and SWD Youtube channel, etc.

1. **Important Dates**

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| Important items | Dates |
| Registration and Submission of Entries | 15 April to 15 August 2024 |
| Deadline of Entries Submission | 15 August 2024 |
| Competition Award Ceremony | Late November 2024 |

1. **Rules of Competition**

* All entries must be original and must not plagiarize or infringe on copyright or rights of others/ institutions. If the work contains any copyrighted material belonging to others, the applicant/ team must obtain written consent from the copyright holder(s). Any work infringing intellectual property rights will not be accepted. The Organiser will not bear any legal responsibilities arising from the copyright infringement, and any disputes will be the responsibilities of the applicant/ team and their eligibility may be disqualified. For more information on intellectual property, please refer to the website: <https://www.ipd.gov.hk/tc/tools-resources/publications/leaflets-and-booklets/index.html>
* Entries must be original; have not participated in any other competitions, have not received any awards, and have not been publicly disclosed in any form (including any public/ private website, blogs, social media platforms, etc.).
* Entries must adhere to the specified video specifications listed above. The Organiser has the right to reject any inappropriate or non-compliant entries with the theme and specifications of the competition.
* Entries must not contain obscene, violent pornographic, defamatory, indecent, personal attack, political, religious, insulting elements, or any controversial and inappropriate content; make use the name(s), product(s) or service(s) of any companies; make use of the trade mark(s), logo(s), branding, product(s) or promotional service(s) of third party and violate Hong Kong law. Otherwise, the Organsier reserves the right to disqualify the entry, and the applicant/ team/ group/ organisation will be held accountable legally.
* Applicant/ team/ organisation must ensure that the information submitted is true and accurate, must not impersonate any third party. Winners should present proof of identity of the school/ organisation/ individual when collecting the prize to verify their eligibility.
* Applicant under 18 years old must obtain consent from their parents/ guardians to applicant in the competition.
* Applicant/ team entering under a group/ organisation/ unit must obtain consent from the responsible person of that group/ organisation/ unit to enter the competition.
* Applicant/ team must obtain consent from individuals featured in the video to upload to relevant websites, social platforms or other occasions for display, promotional or related non-profit purposes. Once entries are submitted, the copyright shall be vested in the Organiser. The Organiser has the right to use the entries for non-profit purposes, including using, editing, reproducing, displaying the entries in any media channel in any format, without limitations on frequency, region, or time, free of charge for prior consent from the applicant/ team and without payment of any fees.
* The Organiser reserves the right to replace any award at any time without prior notice. All the gift voucher cannot be exchanged to cash, and must be used at the designated stores and are subject to the terms and conditions listed the designated stores. The Organiser will not assume any liability for these terms and conditions, as well as the quality of the products. If winners lose, damage, or have their voucher stolen after receiving the prizes, the Organiser will not provide compensation.
* The Organiser will not hold liable for any delays, losses, errors, unidentified difficulties, or damages to the uploaded/ registered information due to technical reasons such as computers or the internet, nor will applicant/ team be able to raise objections.
* The Organiser has the final decision on the assessment, display and other related arrangements of the event. The competition results and awards are based on the decision of the Judge Panel, and applicant/ team cannot dispute the judgement.
* Applicant/ team must agree to and abide by all the terms and conditions of the competition. The Organiser reserves the right to revise the terms, content, and arrangements of the competition at any time without prior notice. Applicant/ team should carefully read all the rules before submitting their entries, and should not raise objections.
* Personal data provided by applicant/ team on-line will be used only for processing participation in the competition, including verifying the identities and contacting the applicant/ team/ group/ organisation. In accordance with the Personal Data (Privacy) Ordinance, applicant/ team have the right to access, amend the personal data, and obtain copy of the form. All personal data provided will be destroyed within 6 months after the announcement of the results, except for the winners/teams.
* Applicant/ team must retain the original files until the announcement of the result.
* The Organiser has the final decision on the arrangements, terms and results. In case any discrepancy between the details, rules, terms and conditions in Chinese and English versions of the competition, the Chinese version will prevail.

1. **Enquiries**

* For enquiries, please contact the Community Care and Support Services Section of Elderly Branch, Social Welfare Department at 2892 5586 or 2892 5406.

1. The Organiser may request the applicant to provide original files of the participating short videos. [↑](#footnote-ref-1)