

Financial Management & Anti-Deception Short Video Contest Contest Guideline

Organiser : **Junior Police Call**



Supporting Organisation : **HSBC**



Introduction

The Junior Police Call Awards Scheme has been supported by the Hongkong Bank Foundation since 1986. A new Scheme was launched in 2019 with a view to promoting personal financial management and scam prevention message.

Objective

Financial Management & Anti-Deception Short Video Contest (the Contest) aims to nurture the youth with a sense of financial management and raise their anti-deception awareness through video production to unleash their creativity.

Video Contest Topics

- Prudent Personal Financial Management, or
- Prevention of Online Scam

Categories

- Primary School
- Secondary School
- Open (Aged 25 or below)

Eligibility

- Hong Kong Residents
- Neither repeated enrolment nor repeated submission of video is allowed
- Participants must be aged 25 or below
- Only day school students will be accepted for both Primary School and Secondary School Categories
- The contesting video must be created, shot and produced exclusively by the contestants/members of contesting teams, but their casts are not subject to this restriction

Enrollment Format

Individual or Team (not more than 3 team members)

Awards

Awards will be given to below winners in each category:

Champion	:	\$10,000 (1 place)
First-Runner Up	:	\$7,500 (1 place)
Second-Runner Up	:	\$5,000 (1 place)
Special Prize	:	\$2,000 (12 places)
Merit	:	\$500 (450 places)

Special Prize (Total 12 places)


Best Cinematography	Best Screenplay	Best Actress	Best Entertaining
Best Film Editing	Best Visual Effects	Best Creativity	Netizen's Best Choice
Best Instructive	Best Actor	Best Sound Effects	Judging Panel's Best Choice

Schedule

Closing of Application	:	31 st October 2021	(as at 23:59)
Video Submission Deadline	:	7 th November 2021	(as at 23:59)
Public Voting	:	Between 1 st December 2021 and 31 st December 2021	(as at 23:59)
Result Announcement	:	January 2022	

Enrolment and Video Submission Details

Enrolment is available by following means:

1. Online Enrolment (Access to the Contest website at <https://www.jpc.org.hk/oneminute>);
 - Upon completion of online enrolment, Junior Police Call will email the “Entry Number” to participants whom are required to upload their submission with the given “Entry Number” at the Contest website; or
2. Complete the enrolment form (Download the e-form [HERE](#) or scan the QR code )

And submit your video by following means:

- Post to Junior Police Call and Youth Liaison Section, No. 123 Gloucester Road, Wan Chai, Hong Kong (the postmark date should not be later than the prescribed enrolment deadline);
- Submit in person during office hours to Junior Police Call and Youth Liaison Section, No. 123 Gloucester Road, Wan Chai, Hong Kong;
- Submit in person to either one of police stations in various districts (address to Police Community Relations Office); or
- Team enrolment and video submission (collected and submitted by schools or respective organisations):

- Participants submit the completed enrolment form together with a USB or CD containing contest video to school or organisations representative(s) (if any). The representative(s) can contact Junior Police Call for contest video collection, or submit in person to either one of police stations in various districts (address to Police Community Relations Office).

Clearly mark “Financial Management & Anti-Deception Short Video Contest” on the envelope containing the completed enrolment form. The enrolment deadline is 31st October 2021. Each successful participant will receive confirmation email with their entry number.

Video Specifications

Duration : Not more than 1 minute
 Resolution : 1920 x 1080 or above
 File Format : MPEG, WMV, MOV, MP4, AVI, or H.264

Judging Panel

The Judging Panel is made up of the representatives of Junior Police Call & HSBC, of whom select the award-winning videos pursuant to below judging criteria.

Judging Criteria

Content & Theme	(30%)	- Relevancy and accurately disseminate message to accentuate the relevance of the topic
Inspirational	(30%)	- Most influential and able to raise awareness among different echelons of society
Creativity	(20%)	- Concept, innovativeness, originality and novel presentation style
Aesthetics & Production Design	(20%)	- Video-taking technique, sound quality and visual effect

Selection and Judging

First Phase : All submissions will be rated by the Judging Panel pursuant to the above-mentioned judging criteria, the Top 100 videos in each category will enter into second phase assessment. Notification emails will be sent to participants qualified for the second phase, and the list of qualifiers will be announced on the Contest website and JPC social media platforms.

Second Phase : Winners will be based on 50% of scores by Netizens and 50% by the Judging Panel:-
 Shortlisted videos will be uploaded to the Contest YouTube Channel for Public Voting by “Like” button (50% of scores involved). The voting period is between 1st December 2021 and 31st December 2021. On the other hand, the Judging Panel will rate the shortlisted videos pursuant to judging

criteria (50% of scores involved). All winners in each category will be decided by the total scores of Public Voting and the Judging Panel.

Scoring Table on Public Voting

Ranking (The video with highest number of “LIKE” will be ranked first)	<u>Score</u>
1	50
2	49.5
3	49
4	48.5
5	48
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- The Special Prize - Netizen's Best Choice is selected pursuant to the highest numbers of LIKE in the Contest YouTube Channel during public voting period.

Personal Information Collection Statement

Personal information of all participants will be handled in accordance with the Personal Data (Privacy) Ordinance (Chapter 486).

Terms and Conditions

1. Video submissions failing to comply with the Contest theme will be disqualified;
2. Neither amendment nor resubmission of video is allowed once submitted. The video will not be returned either;
3. All participants must clearly provide their authentic personal particulars. The organiser, otherwise, reserves the right to disqualify their eligibility;
4. Consent should be given by the Parent/Guardian of the participants aged below 18;
5. All videos must be original entries without plagiarism;
6. All content of submitted videos, including the use of soundtrack, visuals and special effects, should be complied with the Law of Hong Kong but not limited to the Copyright Ordinance (Chapter 528);
7. All submitted videos and personal particulars, regardless of being shortlisted or not, will not be returned. The organiser owns the copyright of all entries and is authorized to use all or part of the videos under any circumstances, which include but not limited to internal circulation, public display, publication or other non-profit use;
8. All submitted videos are prohibited from containing elements of violence, pornography, indecency, obscenity, foul languages, innuendo, libel or any offensive languages and behaviors. Otherwise, are subject to disqualification;
9. The organiser reserves the right to amend the regulations of the Contest and other respective details. The updated Contest information will be announced from time to time on the Contest website and other JPC social media platforms;
10. The organiser reserves the right of the final decision and interpretation of the Contest result;
11. All participants must agree with the above terms and conditions.

Enquiry

For enquiries, please contact Junior Police Call and Youth Liaison Section, Police Public Relations Branch during office hours (Monday to Friday, 9a.m.-5p.m., except public holidays).

Hotline : 2828 7536 / 9539 2337
Email : oneminute@jpc.org.hk
Website : <https://www.jpc.org.hk/oneminute>
Facebook : <https://www.facebook.com/JuniorPoliceCall>
Instagram : <https://www.instagram.com/hkjpc/>