

理財短片創作大賽

2025

免費線上互動工作坊

由專業導演教授

輕鬆掌握短片製作的基本知識及技巧

贏取豐富獎品!

參加對象

中學組：中一至中六學生

青年組：18歲至35歲青年

*各組別均需以3至5人組成比賽隊伍

*每校可派不多於4隊參賽

重要日期

截止報名：2025年1月17日

截止遞交作品：2025年3月5日

線上互動工作坊：2025年1月28日至2月3日

*符合資格並成功遞交作品的參加者可獲頒證書

*獎項及證書將於2025年5月的頒獎禮頒發



比賽資訊
及報名連結

中學組

以下獎項設有獎座及等值的現金禮券

冠軍 港幣 4,000 元

亞軍 港幣 2,500 元 季軍 港幣 1,600 元

最佳創意獎 港幣 800 元

青年組

以下獎項設有等值的現金禮券

冠軍 港幣 5,000 元

亞軍 港幣 3,000 元 季軍 港幣 2,000 元

最佳創意獎 港幣 1,000 元

CASH財務幸福感宣傳大使

由公眾於CASH Instagram投票選出，最高票數之隊伍

可獲港幣 1,200 元現金禮券

Financial Management Short Film Competition

2025

FREE Online Interactive Workshop
Taught by professional director, to learn
the fundamental knowledge and skills of
short film production.

Join to Win!

Target Participants

Secondary School: Form 1-6

Youth: 18-35 years old

*Each team must consist of 3 to 5 members

*Each school can send no more than 4 teams
to participate

Important Dates

Application Deadline : 17th Jan 2025

Submission Deadline : 5th Mar 2025

Online Interactive Workshop :

28th Jan to 3rd Feb 2025

*Participants who meet the eligibility criteria and
successfully submit their works will be awarded a
participation certificate.

*Awards and certificates will be presented at the
awards ceremony in May 2025.



SCAN for more details

Secondary School Division

The following awards are accompanied by
trophies and cash vouchers of equivalent value.

Champion HKD **4,000**

1st Runner Up HKD 2,500

2nd Runner Up HKD 1,600

Best Creativity Award HKD 800

Youth Division

The following awards are accompanied by cash
vouchers of equivalent value.

Champion HKD **5,000**

1st Runner Up HKD 3,000

2nd Runner Up HKD 2,000

Best Creativity Award HKD 1,000

CASH Financial Well-being Ambassador

Public voting on CASH Instagram will determine the
winners from all categories of participating works.

HKD **1,200** worth of cash vouchers



CASH - 青年創意理財互動空間 理財短片創作大賽 比賽章程

注意事項

1. 參賽者須將其拍攝的作品，按照本章程的提交程序、提交日期及規格將參賽作品交予主辦單位：CASH - 青年創意理財互動空間（下稱主辦單位）。
2. 任何不符合參賽資格或違規者，不論任何時間，均可能被取消資格而不獲另行通知。
3. 參賽者若違反「比賽章程」，不論任何時間，均可能：
 - (i) 被取消參賽資格；或
 - (ii) 影響評分。
4. 如有爭議，主辦單位保留一切最終決定權。

1. 目的

本活動希望透過線上互動工作坊及創作短片作品的過程，提高學生對理財及財務幸福感的認識。參加者亦可透過活動，思考如何在個人日常生活中建立健康財務習慣。

2. 參賽資格

比賽分為中學組及青年組，不論組別，均需由三至五人組成比賽隊伍。

2.1 中學組：就讀本港中一至中六的學生；學生需經學校負責人/老師報名參加，並選定一名學生聯絡人；每校可派不多於四隊參賽。

2.2 青年組：18 歲至 35 歲青年；自行組隊。

3. 報名

3.1 參賽者所填寫的姓名必須與香港身份證／出生證明書相同。

3.2 參賽者必須依據其所屬年級或年齡組別報名，違者將被取消參賽資格。

4. 影片規格

4.1 參賽隊伍須於限期前上載影片至主辦單位提供的連結。

4.1.1 影片時長必須為 3 至 5 分鐘。

4.1.2 影片可以中文或英文製作，惟不論語言，均按中學組／青年組角逐獎項。

4.1.3 檔案格式 - WMV、MOV、MP4 或 AVI 檔。

4.2 參賽隊伍必須遵照以下指引，否則將被取消資格：

4.2.1 影片必須為原創，不能使用他人作品又或者利用他人作品進行二次創作。

4.2.2 影片不可含有影射或誹謗他人成分、暴力、色情、粗言穢語、不雅、淫褻，以及任何令人厭惡的語言及行為。

4.3 參賽者須遵照以下指引，否則將影響評分：

4.3.1 確保影片解像度清晰（建議為 1920 x 1080p 以上）

4.3.2 拍攝時確保光度適宜，讓評審能清晰看到作品。

4.3.3 影片需貼合比賽主題，包括但不限於理財知識、理財行為及財務幸福感。

5. 遞交程序

5.1 遞交參賽作品

5.1.1 參賽隊伍需自行上載作品至雲端，取得連結，並遞交至：

<https://forms.gle/PgEm6p1rnVWbE19G6> 以供主辦單位下載。

5.1.2 截止日期內因任何原因導致作品未能遞交或連結未能開啟及下載，主辦單位將不會就此作另外安排。

5.2 遞交日期

5.2.1 遞交影片截止日期為 **2025年3月5日晚上11時59分**。

5.2.2 為免遇上網絡擠塞，請預留時間遞交。遞交時間以主辦單位之電腦系統計算為準，逾期遞交作品，不論任何原因，一律不獲接納，主辦單位亦不會另作安排。

6. 評分準則

6.1 評審會根據參賽者的整體表現評分，包括：

- 主題及內容 – 內容是否能有效地帶出健康財務的重要性（40%）
- 創意及原創性（30%）
- 拍攝技巧及視聽效果（30%）

評審對一切作品評分有最終決定權。

7. 獎項及證書

7.1 每個組別設冠軍、亞軍、季軍各一名，以總分排名最高者按序選出。

7.2 每個組別設最佳創意獎一名，經評審團商議選出。

7.3 不限組別，所有參賽影片將被上載至網上，並由公眾投票選出一隊成為「CASH 財務幸福感宣傳大使」。

7.4 所有符合參賽資格，完成線上互動坊並成功遞交作品的參加者可獲個人參與證書。

7.5 獎項及證書將於 2025 年 5 月的頒獎禮頒發。

8. 其他事項

8.1 主辦單位保留隨時修改此章程的權利。

8.2 參賽者如被發現盜用任何其他商業或非商業版權，主辦單位將取消其參賽資格，而引起侵犯版權的問題，均與主辦單位無關。

8.3 所有參賽作品的版權屬主辦單位擁有。主辦單位有權將參賽作品應用於任何宣傳、展覽及印刷用途，而毋須事先徵得參賽者同意或支付任何版權費用。

8.4 所有不符合比賽規則的參賽作品將會被取消資格。

8.5 參賽者同意提供個人資料和授權主辦單位公開有關資料，作宣傳用途。比賽完成後，所有收集的資料，如毋須保留，將全部銷毀。

8.6 參賽者必須清楚明白比賽規則，遞交作品即表示已同意遵守和接納是次比賽的所有條款及細則。

8.7 「比賽章程」設中文及英文版本，如兩個版本有任何抵觸或不相符之處，概以中文版本為準。

8.8 若有任何情況不能以本「比賽章程」任何條文解釋，或一切行政及比賽事宜，將以主辦單位對「比賽章程」之詮釋作最終決定。

如有任何疑問，請電郵 cash@sidebyside.org.hk 或致電 35858026 聯絡主辦單位查詢。



CASH – Youth Financial Smart Planning Interactive Space Financial Management Short Film Creation Competition Competition Regulations

Important Notes:

1. Participants must submit their filmed works to the organiser, CASH - Youth Financial Smart Planning Interactive Space (hereinafter referred to as the organiser), according to the submission procedures, dates, and specifications specified in these regulations.
2. Any participant who does not meet the eligibility requirements or violates the regulations may be disqualified at any time without prior notice.
3. Participants who violate the Competition Regulations may:
 - (i) be disqualified from the competition; or
 - (ii) affect the scoring.
4. In case of disputes, the organizer reserves the right to make all final decisions.

1. Purpose:

This event aims to enhance students' understanding of financial management and financial well-being through online interactive workshops and the process of creating short film works. Participants can also reflect on how to establish healthy financial habits in their daily lives through this activity.

2. Eligibility:

The competition is divided into the Secondary School Division and the Youth Division, and each team, regardless of the division, each team must consist of three to five members.

- 2.1 Secondary School Division: Students studying in Form 1 to Form 6 in Hong Kong; students must register through the school person-in-charge/teacher and designate a student contact person; each school can send no more than four teams to participate.
- 2.2 Youth Division: Youth aged 18 to 35; self-formed teams.

3. Registration:

- 3.1 The names filled in by participants must match their Hong Kong identity card/birth certificate.
- 3.2 Participants must register according to their grade or age group; otherwise, they will be disqualified.

4. Video Specifications:

- 4.1 Participating teams must upload their videos to the link provided by the organizer before the deadline.
 - 4.1.1 The video must be 3 to 5 minutes long.
 - 4.1.2 The video can be in Chinese or English, but regardless of the language, it will compete in the Secondary School Division/Youth Division.
 - 4.1.3 File format - WMV, MOV, MP4, or AVI.
- 4.2 Participating teams must adhere to the following guidelines; otherwise, they will be disqualified:

- 4.2.1 The video must be original and cannot use others' works or use others' works for secondary creation.
- 4.2.2 The video shall not contain any insinuating or libellous content, violence, pornography, abusive language, indecency, obscenity, or any offensive language and behavior.
- 4.3 Participants must adhere to the following guidelines; otherwise, it will affect the scoring:
 - 4.3.1 Ensure that the video resolution is clear (recommended to be 1920 x 1080p or higher).
 - 4.3.2 Ensure appropriate lighting during filming for the judges to see the work clearly.
 - 4.3.3 The video should align with the competition theme, including but not limited to financial knowledge, financial behavior, and financial well-being.

5. **Submission Procedures:**

5.1 Submitting the Entry:

- 5.1.1 Participating teams need to upload their works to the cloud, obtain the link, and submit it to: <https://forms.gle/PgEm6p1rnVWbE19G6> for the organizer to download.
- 5.1.2 If the work cannot be submitted or the link cannot be opened and downloaded for any reason within the deadline, the organizer will not make any additional arrangements.

5.2 Submission Dates:

- 5.2.1 The submission deadline for the video is 11:59 PM on March 5, 2025.
- 5.2.2 To avoid network congestion, please allow sufficient time for submission. The submission time will be based on the organizer's computer system. Late submissions, for any reason, will not be accepted, and the organizer will not make any alternate arrangements.

6. **Scoring Criteria:**

- 6.1 The judges will score participants based on their overall performance, including:
 - Theme and content - whether the content effectively highlights the importance of healthy finances (40%)
 - Creativity and originality (30%)
 - Filming techniques and audio-visual effects (30%)
- 6.2 The judges have the final decision-making authority for all works' scoring.

7. **Awards and Certificates:**

- 7.1 Each group will have one champion, one first runner-up, and one second runner-up, selected based on the highest total score.
- 7.2 Each group will have one "Best Creativity Award", selected through deliberation by the judging panel.
- 7.3 Regardless of the group, all participating videos will be uploaded online, and one team will be selected as the "CASH Financial Well-being Ambassador" through public voting.
- 7.4 All eligible participants who complete the online interactive workshop and successfully submit their works will receive individual participation certificates.
- 7.5 Awards and certificates will be presented at the award ceremony in May 2025.

8. **Other Matters:**

- 8.1 The organizer reserves the right to modify these regulations at any time.
- 8.2 If a participant is found to have violated these regulations, the organizer has the right to disqualify the participant and revoke any awards or certificates granted.
- 8.3 The organizer reserves the right to use the submitted videos for promotional and educational purposes, with appropriate credits given to the creators.

- 8.4 By participating in the competition, participants agree to comply with these regulations and any decisions made by the organizer.
- 8.5 Participants agree to provide personal information and authorize the organizer to disclose relevant information for promotional purposes. After the completion of the competition, all collected data, if not required to be retained, will be destroyed.
- 8.6 Participants must clearly understand the competition regulations, and the submission of their work indicates their agreement to comply with and accept all terms and conditions of the competition.
- 8.7 The "Competition Regulations" are available in both Chinese and English versions. In the event of any inconsistency or discrepancy between the two versions, the Chinese version shall prevail.
- 8.8 If any situation arises that cannot be interpreted by any provision of these "Competition Regulations" or for all administrative and competition matters, the interpretation of the organizer regarding the "Competition Regulations" shall be the final decision.

For any inquiries or further information, participants can contact the organizer at cash@sidebyside.org.hk or 35858026.