

Writing & Editing [Video Script]

Challenge

Hong Kong may be known for its “can do” approach to business, but most people rely on public sector housing. The Hong Kong Housing Authority, a government body, wanted to celebrate five decades of public housing achievements.

Solution

Haleton and a production house worked within civil service-style constraints to devise and script five short videos for a celebratory exhibition.

VIDEO ONE (EXHIBITION INTRODUCTION)

GRAND OPENING. SWIRLING SHOTS OF HOUSING EXTERIORS LOOKING UP. SWOOPING DOWN. SWIRL ENDS WITH HOUSING AUTHORITY LOGO

V.O. TALKS OVER MOVING FOOTAGE OF INDIVIDUALS FROM DIFFERENT WALKS OF LIFE, AGES, SEXS ETC. ALL ARE SMILING AND LAUGHING -- INCLUDE CHAN FAMILY MEMBERS. INTERSPERSE WITH GENERAL SHOTS OF HONG KONG INCLUDING PORT. CENTRAL. PEAK. AIRPORT.

V.O:

First it provided shelter, then it provided a home. Today, the Housing Authority is helping the people of the Hong Kong S-A-R to build a remarkable new environment that is worthy of a truly world-class city.

V.O. TALKS OVER SHOTS OF MOVING FOOTAGE OF PEOPLE IN AND OUTSIDE HOUSING AUTHORITY HOMES. CUT TO BLACK AND WHITE PHOTOS OF 1950S ONWARDS. MOVE TO MOVING FOOTAGE OF 1970S AND 1980S. END ON SHOTS OF NEW TOWNS, ESPECIALLY PEOPLE STROLLING ALONG WALKWAYS NEVER WATER, E.G. SHATIN OR TAI PO

V.O:

It is five decades since Hong Kong embarked on a bold public housing programme for its citizens. Much has been accomplished.

The vast squatter areas are long gone.... Urban crowding has eased..... Decent and

affordable accommodation is widely available Renewal is producing elegant towers in new towns that are thriving communities

V.O. TALKS OVER SHOTS OF MAP OF HONG KONG. NEW TOWNS APPEAR AS GRAPHICS.

V.O:

The Hong Kong Housing Authority provides nearly one million homes. It is responsible for rented flats and home ownership units that house more than half the population of the S-A-R.

V.O. TALKS OVER MONTAGE OF FACES IN SHAPE OF MAP. CAMERA ZOOMS INTO MAP AND CUTS TO MOVING FOOTAGE OF INTERIOR OF HOUSING AUTHORITY OFFICES. PEOPLE WORKING, DISCUSSING PLANS AND MODELS. CUT TO PEOPLE – THE CHAN FAMILY - TRYING OUT A MODEL NEW FLAT – AS SEEN IN THE EXHIBITION

V.O:

Yet there is always more to do. More challenges.... to ensure there will be sufficient homes in the years to come... to meet people’s growing expectations ... to make living in Hong Kong more comfortable ... to make life better....

V.O. TALKS OVER SHOTS OF HOUSING AUTHORITY BOARD IN SESSION. BOARD MEMBERS AND ALSO OFFICIALS IN PUBLIC MEETINGS/ SITUATIONS WITH, SAY, TUNG CHEE WAH, AND THEN WITH TENANTS, EXPLAINING WHAT THEY DO

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V.O:

The Housing Authority itself has evolved to meet all these challenges and many others.... While the core role remains undimmed – to provide housing for everyone who needs it – today’s Housing Authority answers to many stakeholders. The community. The government. Its tenants. Home owners. Its customers.

They all demand effective, cost-efficient and quality housing services.

Housing Authority Speaker V.O:

“Our vision is to be the community’s pride.....

CUT TO HEAD AND SHOULDERS

Housing Authority Speaker V.O:

..... a professional team striving and working to improve our services. Our guiding philosophy is to be caring, customer-focused and committed. The authority is organized to make such core values a reality. ”

V.O. TALKS OVER HOUSING AUTHORITY LOGO SPLIT INTO QUADRANTS. EACH QUADRANT IS REPRESENTS A BUSINESS UNIT. AS EACH BUSINESS UNIT IS MENTIONED A QUADRANT ZOOMS UP AND WE ARE IN MOVING FOOTAGE OF PEOPLE INVOLVED IN THAT ACTIVITY. ALSO INCLUDE GRAPHICS/BULLET POINTS OF KEY ROLES – TAKEN FROM EXHIBITION HEAD UP DISPLAYS

V.O:

The work of the Housing Authority is split into four dedicated, performance-oriented businesses.

A building business

A housing rental business.....

An operation that assists families to become home owners

And a commercial arm responsible for more than two million square feet of shops, factories, offices, kindergartens, community facilities and car parks.

V.O. TALKS OVER CUT BACK TO HOUSING AUTHORITY LOGO. LINES OF THE LOGO ARE REVERSED/TRANSPARENT. INSIDE IS MOVING FOOTAGE – EACH QUADRANT IS DIFFERENT AND REPEATS OF SOME OF THE MOVING FOOTAGE SEEN ABOVE.

V.O:

Increasingly, these four businesses see their role as to guide and to facilitate. To delegate estate management. To out-source maintenance. To contract out routine operations. To involve the private sector in the many different home ownership schemes. Such initiatives ensure cost-effective and rational use of tax payers’ money. They also give tenants and home owners more say and more control in many areas of their lives.

V.O. TALKS OVER VARIATION OF GRAND OPENING. SWIRLING SHOTS, BUT INCLUDE SHOTS OF PEOPLE. SMILES. LAUGHTER – ENDS WITH FAMILY SHOT OF SMILING CHAN FAMILY

V.O:

The work of the Housing Authority continues apace ... the challenges of yesterday have been replaced by exciting, new opportunities. Now more than ever, the Housing Authority knows creating a home is a life-time affair.

SWIRL ENDS WITH HOUSING AUTHORITY LOGO

Ends one