



畢得鳥家庭 · 童心同步 全港小學生看圖作文比賽

The But's Family

Inter-school Picture Composition Competition
for Primary School Students



家庭議會
Family Council
www.familycouncil.gov.hk



民政事務局
Home Affairs Bureau

▶ 目的 Objectives

民政事務局和家庭議會藉舉辦此比賽，希望讓家長了解子女對一頓晚飯的所思所想，從而向他們提倡重視家庭觀念及推廣「愛與關懷」的家庭核心價值

Home Affairs Bureau and Family Council launch this Competition to advocate cherishing the family and promote the family core value of "Love and Care" to primary school students and their parents through the latter's understanding of their kid's idea on a dinner

▶ 參賽組別 Categories

初小組（小一至小三）及高小組（小四至小六）

Junior Primary (Primary 1 to Primary 3) and Senior Primary (Primary 4 to Primary 6)

▶ 參賽資格 Eligibility

- 於香港就讀的小學學生
Primary school students studying in Hong Kong
- 參賽者必須透過學校報名參賽及遞交參賽作品，並得到其家長或監護人同意
Entrants must submit their entries through their schools with parents' or guardians' consent

▶ 參賽作品規格 Specifications of Entries

- 於家庭議會網站 www.familycouncil.gov.hk 下載書寫紙，並列印於A4尺寸（210毫米 x 297毫米）的紙上。作品必須使用藍色或黑色原子筆書寫，電腦列印版本恕不接受
Download the writing sheet from the Family Council's website (www.familycouncil.gov.hk) and print it on an A4 size paper (210mm x 297mm). The entry must be written by Blue or Black Ball Pen; printed version is not accepted
- 字數限制（包括標點符號）：
The word limit for two categories (including punctuation marks):
初小組：100字內 Junior Primary: within 100 words
高小組：100至150字 Senior Primary: 100 to 150 words

▶ 遞交作品方法 Submission of Entries

參賽學校請填妥學校報名表格連同已於作品背面貼上參賽者報名表格的參賽作品原稿，親身遞交到「畢得鳥家庭 - 童心同步」推廣活動秘書處（地址：九龍長沙灣青山道505號通源工業大廈9樓D室）（辦公時間：星期一至五，上午9時正至下午5時半）

Participating schools should submit by hand the School Enrolment Forms and all original hardcopy of entries each affixed with an Entrant Enrolment Form on the back of the entry to The Secretariat of "The But's Family" Publicity Campaign (Address: Room D, 9/F, Tong Yuen Factory Building, 505 Castle Peak Road, Cheung Sha Wan, Kowloon) (Working hour: Monday to Friday from 9:00 a.m. to 5:30 p.m.)



評審團 Adjudication Panel

評審團包括家庭議會委員、「畢得鳥家庭」創作者、民政事務局代表、教育局代表、香港幼兒教育及服務聯會代表及具有中文寫作背景的專業評審
Members of the Family Council, illustrator of "The But's Family", representatives from Home Affairs Bureau, Education Bureau, Hong Kong Council of Early Childhood Education and Services and professional adjudicators with Chinese writing background

評審準則 Assessment Criteria



✓ 內容及主題切合度 Content and Relevancy to the Theme	40%
✓ 組織 Organisation	30%
✓ 修辭及語法 Language	20%
✓ 標點及錯別字 Punctuation Marks & Errors in Chinese characters	10%

★ 獎項 Awards ★

得獎者可獲得證書乙張、「畢得鳥家庭」故事書乙本及分別獲得以下獎品：
All winners will be given a certificate, a storybook of "The But's Family"
and the prize below respectively:



亞軍 1st Runner-up

港幣800元書券
HK\$800 Book Coupon



冠軍 Champion

港幣1,000元書券
HK\$1,000 Book Coupon



季軍 2nd Runner-up

港幣500元書券
HK\$500 Book Coupon



五名優異獎

Five Merit Awards

各得港幣300元書券
HK\$300 Book Coupon each



網上最具人氣獎

The Most Liked Award

港幣500元書券
HK\$500 Book Coupon



最積極參與學校獎

The Most Active
Participating School Award

100本「畢得鳥家庭」故事書
100 Storybooks of "The But's Family"

時間表 Schedule

開始收集作品日期 Start date of Entries Collection	2019年5月14日 15 May 2019
截止收集作品日期 Deadline of Entries Collection	2019年7月14日 14 July 2019
網上投票 Online Voting Period	2019年9月至10月 September to October 2019
頒獎典禮 Prize Presentation Ceremony	2019年11月尾 Late November 2019



比賽查詢
Enquiry

電話 Telephone No. :
3188 1856

電郵 Email Address :
healthy@ceces.com.hk

▶ 條款及細則

- 每位參賽者只可遞交一份作品，同一份作品只可遞交一次。
- 參賽作品一經遞交，不能修改、調換或退還。
- 參賽者必須透過學校報名參賽及遞交參賽作品，並得到其家長或監護人同意。參賽作品正本須由學校親身遞交給「畢得鳥家庭 - 童心同步」推廣活動秘書處。
- 冠、亞、季軍作品將被刊登於「畢得鳥家庭」故事書內。
- 所有參賽者將獲得「畢得鳥家庭」磁石書籤乙份。磁石書籤將經學校派予參賽者。
- 主辦機構在收到參賽作品後，不會個別通知參賽者，亦不會退還參賽作品。
- 看圖作文比賽的作品必須使用藍色或黑色原子筆書寫，電腦列印版本恕不接受。
- 參賽作品不能含有淫褻、暴力、色情、誹謗、不良意識、侮辱成分或任何具爭議性及不恰當之內容。
- 主辦機構有權拒絕不恰當、與比賽主題無關或格式錯誤的參賽作品。
- 參賽作品不能含有宣傳商業或政治元素。
- 參賽作品必須為原創及不會侵犯第三者的權利(包括知識產權、保密權或私隱權)。如有違規，即被取消參賽或得獎資格。參賽作品如抵觸任何法例，一切法律責任將由參賽者承擔，主辦機構概不負責。參賽者須就全部訴訟、損失、損害賠償、申索、付款要求、開支(包括律師、代理人及專家證人收取的費用及開銷)，以及為任何研訊程序及任何性質的法律責任達成和解而可能同意支付的獎金及訟費，向主辦機構及其授權使用者作出彌償，並使其完全及有效地獲得彌償。
- 參賽者只應在獲得有關第三方事先書面同意的情况下，才可於參賽作品中採用、修改或改編第三方之書面作品，並須根據有關版權法律於參賽作品中註明。主辦機構將不會直接或間接為任何或以任何方式因抵觸任何版權法例而引起的責任負責。參賽者同意及承諾會接受及為所有該等責任負責。有關《版權條例》(香港法例第528章)的詳情，請瀏覽www.legislation.gov.hk。參賽者亦須獲得有關第三方的同意書許政府使用、複製、編輯及廣播該第三方素材之權利。如有需要，主辦機構有權要求參賽者提供合法授權的書面證明。
- 參賽者必須清楚並同意所有參賽作品的版權將由主辦機構擁有。主辦機構有權將作品的圖像、內容及參賽者姓名、班級及學校名稱以任何媒體形式展覽、出版、宣傳或作非牟利用途，包括但不限於上載至家庭議會網頁和Facebook專頁及輯錄於「畢得鳥家庭」故事書。主辦機構亦有權將作品的全部或部份內容作出修改、翻譯、改編、使用、複製、廣播及派發，而毋須事先取得參賽者同意或向參賽者繳付任何費用。
- 入圍的參賽作品連同參賽者姓名、班級及學校名稱將會刊登於家庭議會Facebook專頁供公眾瀏覽及投票。獲得最高「Like」票數的作品將獲頒「網上最具人氣」獎。若超過一篇作品獲得相同數目的票數，則會交由評審團決定最後結果。投票結果以主辦機構伺服器的記錄為準。如發現有任何欺騙、駭客、空號或假帳戶，或其它非法行為破壞活動規則或異常之投票，主辦機構有權取消該參賽者的資格，或採取其他行動而無須另行通知和給予理由。
- 參賽者必須保證其作品並未曾以任何形式或渠道作公開發表、出版等；亦未曾涉及其他商業用途及參與其他比賽。
- 比賽結果以評審團的決定為準。參賽者不得對比賽結果或排名提出異議。
- 得獎者不得將其得獎資格轉讓予其他人。
- 參賽者一旦遞交作品參賽，即同意接納比賽的所有條款及細則。如主辦機構相信有任何違反比賽相關條款及細則的行為，將保留隨時取消有關參賽者參賽及獲獎資格的權利，是次比賽亦不設任何上訴機制。
- 參賽者同意遵守主辦機構對比賽的所有安排並擁有最終決定權，包括演繹、更改、取消或暫停比賽的條款及細則、獎項及其他安排，而不需事先通知。
- 得獎者必須由家長或教師陪同領獎。於領獎時，家長或教師必須出示其本人的身份證明文件，例如香港身份證或教師證(如適用)，及得獎者之身份證明文件，例如學生證、學生手冊，或其他有效文件以供主辦機構核實身份。
- 此中文版參賽條款及細則為英文版本之譯本，如兩個版本有任何抵觸或不相符之處，應以英文版本為準。

▶ Terms and Conditions

- Each entrant may only submit one entry. The same entry may not be submitted more than once.
- Once an entry is submitted, it cannot be modified or replaced and will not be returned to the entrant.
- Entrants must submit their entries through their schools with parents' or guardians' consent. Original hardcopy of entries should be submitted by schools in person to the Secretariat of "The But's Family" Publicity Campaign.
- The top three winning entries of the Competition will be published in the storybook of "The But's Family".
- All entrants will receive one "The But's Family" magnetic bookmark as souvenir. The souvenir will be distributed to individual entrants through their schools.
- The Organisers will not notify individual entrant upon receipt of entries. All submitted entries will not be returned.
- The entry must be written by Blue or Black Ball Pen; printed version is not accepted.
- An entry should not contain any material that is obscene, violent, pornographic, defamatory, indecent, disparaging or content that is controversial and inappropriate.
- The Organisers have the right to reject entries that are inappropriate, irrelevant to the theme of the Competition or in the wrong format.
- Entries must not promote any commercial enterprise or political cause.
- All entries must be the original work of the entrants and do not infringe upon the rights (including intellectual property rights, rights of privacy or confidentiality) of any other parties. Otherwise, they would be disqualified. Entrants are responsible for all legal liabilities. Should an entry violate any laws, the Organisers would not be held legally responsible. The related entrant shall indemnify and keep the Organisers and their authorised users fully and effectively indemnified against any and all actions, damages, costs, claims, demands, expenses (including the fees and disbursements of lawyers, agents and expert witnesses) and any awards and costs which may be agreed to be paid in settlement of any proceedings and liabilities of any nature.
- All entrants shall only use, amend or adapt written work from a third party in their submitted work only after written consent has been given by the relevant third party. Such usage shall be acknowledged in their work in accordance with the relevant copyright laws. The Organisers shall not be responsible, whether directly or indirectly, for any liability arising whatsoever or howsoever from any violation of any copyright law. All entrants shall agree and undertake to accept and be responsible for all such liability arising therefrom. For details about the Copyright Ordinance of Hong Kong (Chapter 528 of the Laws of Hong Kong), please visit www.legislation.gov.hk. All entrants must have also obtained relevant permissions from the third party to allow the Government to use, copy, edit and broadcast the third party material. The Organisers reserves the right to request written proof of consents or permissions from any entrant if necessary.
- Entrants shall understand and agree to grant and assign exclusively to the Organisers all the intellectual property rights of the entries. The Organisers have the right to display the entry and entrant's name, class and school name in any form of media for demonstration, publication, exhibition, promotion or any non-commercial activities, including but not limited to, uploading the entries to the website and Facebook page of the Family Council and publish in "The But's Family" storybook. The Organisers also have the authority to edit, translate, adapt, use, copy, broadcast and distribute, in whole or in part of the entries without any need for prior consent or payment of fees to the entrants.
- The finalist entries, together with entrants' names, class and school name will be posted for public viewing and voting at the Family Council's Facebook page. A "Most Liked Award" will be given to the entry with the highest number of "likes". If more than one entry has the same number of "likes", the Assessment Panel shall make the final decision on the results. Voting results will be based on the records of the Organiser's server system. If any entrant is found to be committing any fraud, hacking, or using empty or false account, or conducting other illegal acts to sabotage the Competition or to result in any unusual voting, the Organisers reserve the right to disqualify the entrant or take other actions without giving prior notice and stating the reason.
- All entrants must guarantee that their entries submitted have neither been openly shown, or publicised in any other media platforms; nor have been involved in any commercial activities or submitted for other competitions.
- The decisions of the Assessment Panel on the Competition results shall be final. Entrants shall raise no objection to the Competition results or rankings.
- The right to receive a prize is non-assignable and non-transferable.
- By submitting an entry in the Competition, each entrant agrees to be bound by the Terms and Conditions. The Organisers reserve the right to disqualify any entrant or retract any award from an entrant who it believes has breached any of the Terms and Conditions. No appeals will be entertained.
- Entrants are to abide by the Organisers' decision on all matters relating to the Competition, which shall be final. This includes the right to interpret, amend, cancel or suspend the terms and conditions, prizes and other arrangements of the Competition without prior notice.
- All winners must be accompanied by their parents or teachers to receive the prize. The teachers or parents are required to show their identification documents, such as Hong Kong Identity Card or teacher identity card (if applicable), and the students' identification documents, such as student ID card, student handbook or any other valid documents, for verification purposes before receiving the prize.
- The Terms and Conditions has been translated into Chinese. If there is any inconsistency or ambiguity between the English version and the Chinese version, the English version shall prevail.

▶ 收集個人資料公告

- 個人資料乃由參賽者自願提供，並只會用作此比賽之用。資料只會供相關人員處理參賽作品、聯絡及相關的宣傳用途。除非獲得參賽者同意，因參加比賽而收集的個人資料會於比賽完結後的6個月內被銷毀。
- 參賽者所提供的個人資料，主要供主辦機構內部使用，但如有需要，也可能為比賽中所述目的，向其他政府決策局/部門或有關方面披露。此外，只有在參賽者同意作出該項披露或該項披露是《個人資料(私隱)條例》所允許的情況下，主辦機構才會向其他方面披露有關資料。
- 根據《個人資料(私隱)條例》第18及第22條，以及附表1第6原則的規定，參賽者有權查閱和改正他們的個人資料。參賽者的查閱權包括有權索取他們在本比賽的參賽學生報名表所提供個人資料的複本一份。為依從查閱資料要求，可能會徵收費用。有關個人資料的查詢(包括查閱和改正資料)，應送交九龍長沙灣青山道505號通源工業大廈9樓D室「畢得鳥家庭 - 童心同步」推廣活動秘書處(電話：3188 1856)。

▶ Collection of Personal Data

- The personal data is provided by the participant voluntarily for the Competition. The information will be provided to relevant staff for application processing, contact and other relevant publicity purposes. Except with the consent of entrants, all the personal data collected will be destroyed within 6 months after the completion of the Competition.
- The personal data provided by the entrants are mainly for use by the Organiser but they may also be disclosed to other Government bureaux/departments or relevant parties for the purposes mentioned in this Competition, if required. Apart from this, the data may only be disclosed to parties which the entrants concerned have given consent to such disclosure or where such disclosure is allowed under the Personal Data (Privacy) Ordinance.
- The entrants have the right of access and correction with respect to their personal data as provided for in Sections 18 and 22 and Principle 6 of Schedule 1 of the Personal Data (Privacy) Ordinance. Their right of access includes the right to obtain a copy of their personal data provided by them in the Entrant Enrolment Form of the Competition. A fee may be imposed for complying with a data access request. Enquiries concerning personal data provided, including the making of access and corrections, should be addressed to the Secretariat of "The But's Family" Publicity Campaign (Address: Room D, 9/F, Tong Yuen Factory Building, 505 Castle Peak Road, Cheung Sha Wan, Kowloon; Tel. No.: 3188 1856).