

Head 74 — INFORMATION SERVICES DEPARTMENT

Controlling officer: the Director of Information Services will account for expenditure under this Head.

Estimate 2001–02	\$373.3m
Establishment ceiling 2001–02 (notional annual mid-point salary value) representing an estimated 492 non-directorate posts at 31 March 2001 rising by two posts to 494 posts at 31 March 2002.....	\$218.2m
In addition there will be an estimated 11 directorate posts at 31 March 2001 and at 31 March 2002.	
Capital Account commitment balance	\$16.0m

Controlling Officer's Report

Programmes

Programme (1) Overseas Public Relations	These programmes contribute to Policy Area 27: Intra-Governmental Services (Secretary for Home Affairs).
Programme (2) Local Public Relations and Public Information	
Programme (3) Public Opinion	
Programme (4) Civic Responsibility	
Programme (5) Publishing	

Detail

Programme (1): Overseas Public Relations

	1999–2000 (Actual)	2000–01 (Approved)	2000–01 (Revised)	2001–02 (Estimate)
Financial provision (\$m)	71.3	63.2 (–11.4%)	92.0 (+45.6%)	71.8 (–22.0%)

Aim

- 2 The aim is to promote a favourable image of Hong Kong overseas.

Brief Description

- 3 The work of the department under this programme is two-fold:

- to promote a favourable image of Hong Kong overseas through the media; and
- to promote a favourable image of Hong Kong through other public relations efforts.

4 In addition to putting across the Hong Kong message on trade, economy and business opportunities, the department counters inaccurate reports on issues which need to be put into proper perspective. With these objectives in mind, the department's overseas publicity is centred to a large extent on the media, business networking and promotional activities.

- 5 The key performance measures in respect of overseas public relations are:

Targets

	1999 (Actual)	2000 (Actual)	2001 (Plan)
Initiation of action - to all requests within one day	Yes	Yes	Yes

Indicators

	1999 (Actual)	2000 (Actual)	2001 (Estimate)
locally based foreign media organisations assisted.....	129	126	126
overseas visiting journalists and film crews assisted.....	113	117	126
publications produced and distributed.....	16	12	12
videos produced.....	1	1	1
sponsored overseas visitors and visiting VIPs assisted	789	914	950
overseas speaking engagements arranged.....	606	508	500
high-level outward missions co-ordinated.....	12	12	12
overseas public relations projects co-ordinated and assisted...	26	21	20

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6 The department achieved its targets in 2000.

Matters Requiring Special Attention in 2001–02

7 During 2001–02, the department will continue its efforts to publicise developments in Hong Kong and promote Hong Kong as a world-class city in the 21st century. In collaboration with the Hong Kong Economic and Trade Offices, promotional activities will be conducted in selected countries. The sponsored visitors programme will continue to target visitors from North America, Europe, the Asia Pacific region and the Mainland.

Programme (2): Local Public Relations and Public Information

	1999–2000 (Actual)	2000–01 (Approved)	2000–01 (Revised)	2001–02 (Estimate)
Financial provision (\$m)	139.9	155.0 (+10.8%)	150.8 (–2.7%)	153.4 (+1.7%)

Aim

8 The aim is to map out co-ordinated public relations strategies and plans for the presentation of government policies locally; and to convey to the public information on, and enhance public understanding of, government policies, plans, decisions, activities and services.

Brief Description

9 The department is responsible for developing, co-ordinating and implementing local public relations strategies, and providing a public relations advisory service to the Chief Secretary for Administration, the Financial Secretary, the Secretary for Justice, all Bureau Secretaries, and Heads of Departments through the Secretariat Press Offices and departmental information units.

10 The department disseminates information on, and enhances public understanding of, government policies, plans, decisions, activities and services by:

- issuing press releases;
- distributing press photographs;
- dealing with enquiries from the media and the public;
- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions;
- arranging officials to participate in radio phone-in programmes and television panel discussions; and
- broadcasting press conferences and briefings, live or delayed, on the Government Homepage and providing an archive for public information.

11 In addition, the department continues to explore the potential of the use of the Internet in disseminating government information.

12 During the year, co-ordination of public relations approach for various government policies and initiatives continued to be enhanced. Major events that required significant public relations input and support included the Budget, the Chief Executive's Policy Address, the 2000 Legislative Council Elections and by-election, the 2006 Asian Games bid, visit of the Chairman of the Chinese People's Political Consultative Conference, Mr Li Ruihuan, the third meeting of the Chief Executive's Council of International Advisers, and the International Telecommunication Union's Telecom Asia 2000. Monitoring of press reports shows that the information released by the department is generally accurately presented. Feedback from departments with daily contacts with the community and public opinion surveys conducted by the Home Affairs Bureau indicates that the public has a reasonably good knowledge of the government's policies and actions.

13 The key performance measures in respect of local public relations and public information are:

Targets

	Target	1999 (Actual)	2000 (Actual)	2001 (Plan)
response to public criticism or misconception of government policies				
within the same day (%)	90	93	95	95
issue of press releases (minutes).....	50	47	47	46
issue of press photographs (hours).....	2	1¾	1¾	1¾
dealing with enquiries from the media (day).....	1	1	1	1
dealing with enquiries from the public (minutes).....	10	10	10	10

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	Target	1999 (Actual)	2000 (Actual)	2001 (Plan)
arranging media facilities (day).....	1	1	1	1

Indicators

	1999 (Actual)	2000 (Actual)	2001 (Estimate)
press releases issued (in English and Chinese).....	45 718	41 948	42 370
press photographs distributed.....	2 538	2 532	2 560
enquiries dealt with	1 045 360	875 264	879 200
media facilities arranged			
press conferences and briefings	1 320	1 197	1 205
web broadcast	—	173	250
interviews	3 320	2 597	2 600
media visits	200	161	160
public functions	6 041	5 360	5 390

14 The department achieved its targets in 2000.

Matters Requiring Special Attention in 2001–02

15 During 2001–02, the department will continue to strengthen the public relations support to Bureau Secretaries and Heads of Departments and enhance the co-ordination of public relations between policy bureaux and executive departments through internal redeployment of resources.

Programme (3): Public Opinion

	1999–2000 (Actual)	2000–01 (Approved)	2000–01 (Revised)	2001–02 (Estimate)
Financial provision (\$m)	19.5	18.2 (–6.7%)	19.0 (+4.4%)	18.9 (–0.5%)

Aim

16 The aim is to keep the Government informed of public opinion as expressed in the media and to advise the Government on public reaction to government policies and plans.

Brief Description

17 The department monitors and reflects to the Government public opinion expressed in the media. Particular emphasis is placed on speed and accuracy to ensure that policy bureaux and departments are promptly informed of public opinion relating to their sphere of activities, so that this can be taken into account in formulating policies. This process involves the monitoring of some 52 English and Chinese newspapers and magazines, and about 280 hours every week of news and public affairs programmes on radio and television. Summaries, translations, reports, transcripts and clippings are produced and distributed the same day to relevant policy bureaux and departments.

18 The key performance measures in respect of public opinion are:

Targets

	Target Working Time Per Case	1999 (Actual)	2000 (Actual)	2001 (Plan)
production of media summaries (hours).....	3	2½	2½	2½
production of radio/television summaries (hours).....	2	2	2	2
production of special reports (day).....	1/2	1/2	1/2	1/2

Indicators

	1999 (Actual)	2000 (Actual)	2001 (Estimate)
newspapers monitored each day	33	33	33
no. of weekly/monthly magazines and journals monitored.....	42	37	37
hours of news and public affairs programmes monitored as broadcast on			
six television channels	5 157	5 707	5 900

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	1999 (Actual)	2000 (Actual)	2001 (Estimate)
seven radio channels	9 555	9 338	9 500
media reviews and special reports produced.....	14 058	15 437	15 500

19 The department achieved its targets in 2000.

Matters Requiring Special Attention in 2001–02

20 During 2001–02, the department will continue to monitor public opinion through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	1999–2000 (Actual)	2000–01 (Approved)	2000–01 (Revised)	2001–02 (Estimate)
Financial provision (\$m)	43.9	41.2 (–6.2%)	44.8 (+8.7%)	34.1 (–23.9%)

Aim

21 The aim is to increase public awareness of, and educate the public on, major issues of social concern and to promote greater sense of civic responsibility.

Brief Description

22 The department plans and conducts large-scale publicity campaigns and promotional programmes to arouse interest in, and educate the public on, major issues of concern and to enhance general awareness of civic responsibility. These campaigns and programmes are mounted with input from policy bureaux, departments and steering committees concerned. Promotional means include Announcements in the Public Interest on television and radio, exhibitions, printed materials, special television and radio programmes, Internet publicity, vantage point advertising and functions with community participation. Opinion surveys conducted from time to time have indicated that public awareness of major campaigns is generally high. The Government Homepage is used to disseminate information on publicity campaigns and to encourage public participation through interactive programmes.

23 The key performance measures in respect of civic responsibility are:

Targets

	1999 (Actual)	2000 (Actual)	2001 (Plan)
production of posters upon request within two months.....	Yes	Yes	Yes
production of Announcements in the Public Interest upon request within two months.....	Yes	Yes	Yes

Indicators

	1999 (Actual)	2000 (Actual)	2001 (Estimate)
publicity programmes planned and organised			
major campaigns.....	10	11	11
minor campaigns	58	59	60
promotional events.....	682	796	790
posters produced and displayed.....	143	288	290
Announcements in the Public Interest produced	522	550	560
exhibitions mounted.....	153	156	160
functions involving community participation.....	702	743	740

24 The department achieved its targets in 2000.

Matters Requiring Special Attention in 2001–02

25 During 2001–02, the department will continue to mount a series of publicity campaigns and promotional programmes and provide professional advice and assistance to bureaux, departments and other statutory bodies in their publicity drives. Large-scale publicity programmes in 2001–02 will include Fire Safety, Promotion of Services, Protection of Intellectual Property Rights, Fight Crime, Anti-Narcotics, Waste Reduction, Road Safety, Building Safety and Management, Healthy Ageing and Promotion of Basic Law, among others.

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Programme (5): Publishing

	1999–2000 (Actual)	2000–01 (Approved)	2000–01 (Revised)	2001–02 (Estimate)
Financial provision (\$m)	101.3	95.9 (–5.3%)	95.3 (–0.6%)	95.1 (–0.2%)

Aim

26 The aim is to serve as the Government's publishing agency.

Brief Description

27 The department co-ordinates the Government's publishing requirements, provides editorial input where needed, produces, updates, promotes, distributes and sells government publications, as well as co-ordinates the printing work for all government saleable publications.

28 The key performance measures in respect of publishing are:

Targets

	Target Working Time Per Case	1999 (Actual)	2000 (Actual)	2001 (Plan)
updating of publications (per title) (days)...	80	70	70	70
production of new publications (Fact sheets and How to Apply series) (days).	75	60	60	60
production of new publications (Annual Report and books on special topics) (months).....	11	9	9	9
sales of publications (counter service) (minutes).....	5	4	4	4
reply to request by post for purchase of publications (days).....	7	5	5	5
reply to request by post for purchase of photographs and slides (days).....	7	6	6	6
distribution of free publications and leaflets (counter service) (minutes).....	4	3	3	3
distribution of free publications and leaflets by post (days).....	7	4	4	4
placement of advertisements (minutes).....	10	8	8	8

Indicators

	1999 (Actual)	2000 (Actual)	2001 (Estimate)
publications updated.....	2 571	2 010	1 950
new publications produced.....	887	1 046	1 000
copies distributed.....	15 758 901	14 724 977	13 000 000
copies sold.....	1 366 895	876 628	800 000
revenue received (\$m).....	39.0	29.0	25.0
advertisements placed.....	17 989	15 812	16 700

29 The department achieved its targets in 2000.

Matters Requiring Special Attention in 2001–02

30 During 2001–02, the department will continue to co-ordinate the Government's publishing requirements, provide editorial input where needed, produce, update, promote, distribute and sell government publications, and co-ordinate the printing work for saleable publications. The department will also increase the use of the Internet to disseminate government information and to make more publications accessible to the public. Services for online purchase of, and payment for, government publications will be provided.

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ANALYSIS OF FINANCIAL PROVISION

Programme	1999–2000 (Actual) (\$m)	2000–01 (Approved) (\$m)	2000–01 (Revised) (\$m)	2001–02 (Estimate) (\$m)
(1) Overseas Public Relations	71.3	63.2	92.0	71.8
(2) Local Public Relations and Public Information	139.9	155.0	150.8	153.4
(3) Public Opinion	19.5	18.2	19.0	18.9
(4) Civic Responsibility	43.9	41.2	44.8	34.1
(5) Publishing	101.3	95.9	95.3	95.1
	375.9	373.5 (–0.6%)	401.9 (+7.6%)	373.3 (–7.1%)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2001–02 is \$20.2 million (22.0%) lower than the revised estimate for 2000–01. This is mainly due to reduced requirement upon the completion of three overseas promotion projects in Europe, Mainland and New Zealand.

Programme (2)

Provision for 2001–02 is \$2.6 million (1.7%) higher than the revised estimate for 2000–01. This is mainly due to the creation of two posts to strengthen public relations support for the Customs and Excise Department, partly offset by reduced operating expenses under the Enhanced Productivity Programme.

Programme (3)

Provision for 2001–02 is \$0.1 million (0.5%) lower than the revised estimate for 2000–01. This is mainly due to reduced operating expenses under the Enhanced Productivity Programme.

Programme (4)

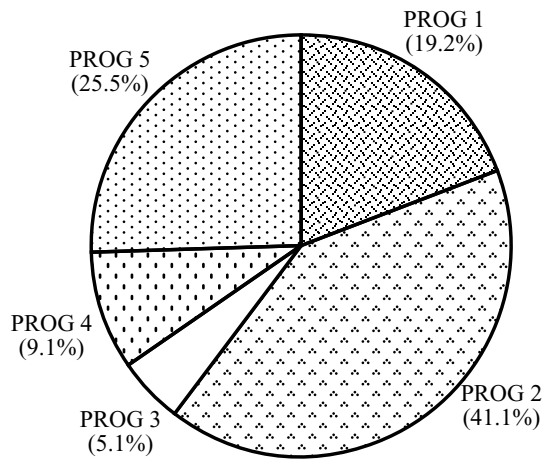
Provision for 2001–02 is \$10.7 million (23.9%) lower than the revised estimate for 2000–01. This is mainly due to reduced requirement under the revised system of funding for publicity and community education activities.

Programme (5)

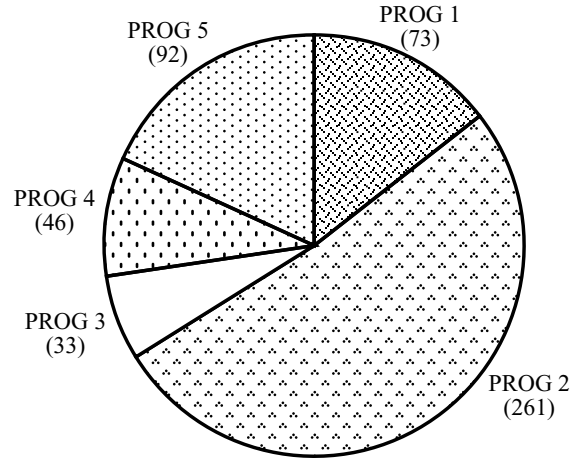
Provision for 2001–02 is \$0.2 million (0.2%) lower than the revised estimate for 2000–01. This is mainly due to the reduction of printing requirements under the Enhanced Productivity Programme.

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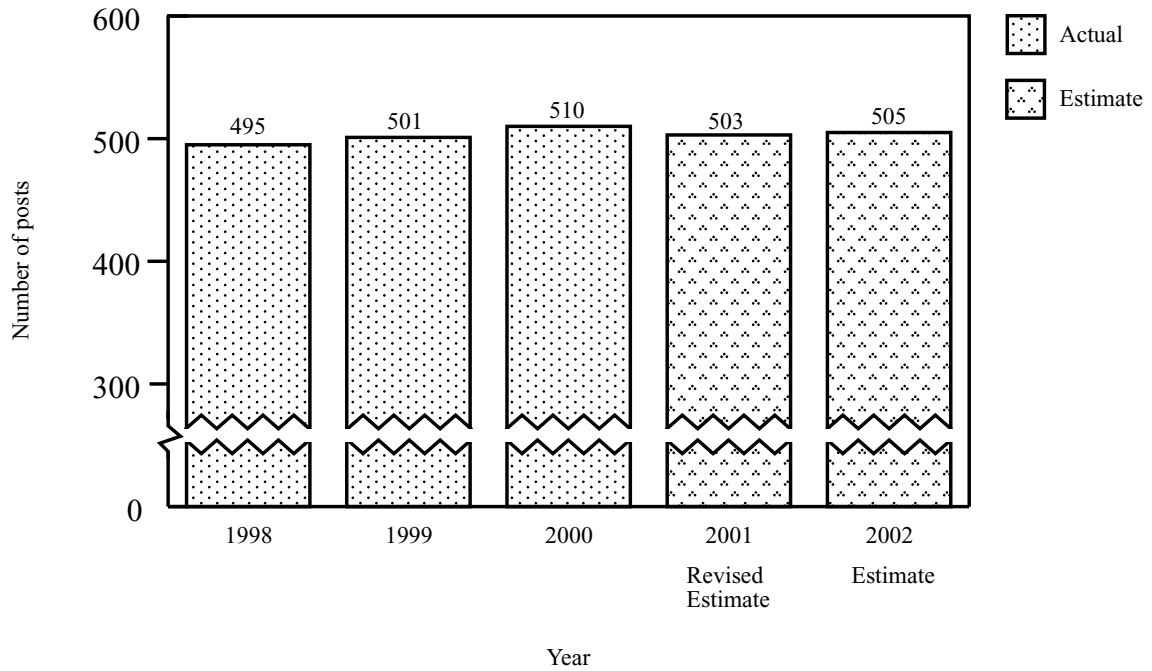
Allocation of provision to programmes (2001-02)



Staff by programme (as at 31 March 2002)



Changes in the size of the establishment (as at 31 March)



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Sub-head (Code)	Actual expenditure 1999–2000	Approved estimate 2000–01	Revised estimate 2000–01	Estimate 2001–02
	\$' 000	\$' 000	\$' 000	\$'000
Recurrent Account				
000	Operational expenses	—	—	356,839
	Salaries	228,667	238,445	—
	Allowances	7,657	10,045	—
	Job-related allowances	206	251	—
	General departmental expenses	21,383	23,326	—
	Publicity	82,944	80,736	—
	Expenses of visitors to Hong Kong and overseas speaking engagements	11,967	14,157	—
	Total, Recurrent Account	352,824	366,960	356,839
Capital Account				
I — Plant, Equipment and Works				
661	Minor plant, vehicles and equipment (block vote)	812	—	1,000
	Total, Plant, Equipment and Works	812	—	1,000
II — Other Non-Recurrent				
700	General other non-recurrent	22,245	6,550	15,500
	Total, Other Non-Recurrent	22,245	6,550	15,500
	Total, Capital Account	23,057	6,550	16,500
	Total Expenditure	375,881	373,510	373,339

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Details of Expenditure by Subhead

The estimate of the amount required in 2001–02 for the salaries and expenses of the Information Services Department is \$373,339,000. This represents a decrease of \$28,597,000 against the revised estimate for 2000–01 and of \$2,542,000 against actual expenditure in 1999–2000.

Recurrent Account

2 Provision of \$356,839,000 under *Subhead 000 Operational expenses* is for the salaries and allowances of staff of the Information Services Department and its other operating expenses. Management and control of the department's operational expenses takes the form of a one-line vote. The controlling officer is given flexibility in the virement of funds within the subhead to facilitate the achievement of greater efficiency and enhanced productivity.

3 As a vote-funded department, the department is subject to establishment control. The establishment at 31 March 2001 will be 503 permanent posts. It is expected that two permanent posts will be created in 2001–02. Subject to certain conditions, the controlling officer may under delegated powers create or delete non-directorate posts during 2001–02, but the notional annual mid-point salary value of all such posts must not exceed \$218,228,000.

4 An analysis of financial provision under *Subhead 000 Operational expenses* is as follows:

	1999–2000 (Actual) (\$' 000)	2000–01 (Original Estimate) (\$' 000)	2000–01 (Revised Estimate) (\$' 000)	2001–02 (Estimate) (\$'000)
Personal emoluments				
- Salaries	228,667	238,445	231,853	243,165
- Allowances	7,657	10,045	8,917	9,317
- Job-related allowances	206	251	247	251
Departmental expenses				
- General departmental expenses	21,383	23,326	23,326	23,684
Other charges				
- Publicity	82,944	80,736	80,736	67,310
- Expenses of visitors to Hong Kong and overseas speaking engagements	11,967	14,157	14,157	13,112
	352,824	366,960	359,236	356,839

5 Subject to the cash-limited ceiling of \$356,839,000 which will not be increased in the course of the year except for increases to the personal emoluments portion in line with the civil service pay adjustment, the controlling officer may deploy funds freely to meet requirements under each of the various expenditure components. The Administration will provide to Finance Committee quarterly financial reports showing actual spending and any redeployment of funds within *Subhead 000 Operational expenses* based on the above analysis.

Capital Account

Plant, Equipment and Works

6 Provision of \$1,000,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents an increase of \$1,000,000 over the revised estimate for 2000–01. This is due to the procurement of a digital printer processor.

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Capital Account

Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2000	Revised estimated expenditure for 2000-01	Balance
			\$ 000	\$ 000	\$ 000	\$ 000
700		<i>General other non-recurrent</i>				
	537	Development of a strategy for repositioning Hong Kong internationally	9,800	—	9,300	500
	543	HK Promotion in Europe 2000-01	9,500	—	8,500	1,000
	544	HK Inc. PR Projects 2000-01	8,000	—	1,000	7,000
	545	HK Promotion in the Mainland 2000-01	6,000	—	4,000	2,000
	546	HK Promotion in New Zealand 2000-01	9,500	—	5,000	4,500
	547	Survey on the effectiveness of government publicity campaigns	1,000	—	—	1,000
		Total	<u>43,800</u>	<u>—</u>	<u>27,800</u>	<u>16,000</u>