

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2005–06**..... **\$346.7m**

**Establishment ceiling 2005–06** (notional annual mid-point salary value) representing an estimated 425 non-directorate posts as at 31 March 2005 reducing by 12 posts to 413 posts as at 31 March 2006 ..... **\$183.8m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2005 and as at 31 March 2006.

### Controlling Officer's Report

#### Programmes

<p><b>Programme (1) Public Relations Outside Hong Kong</b>  <b>Programme (2) Local Public Relations and Public Information</b>  <b>Programme (3) Public Opinion</b>  <b>Programme (4) Civic Responsibility</b>  <b>Programme (5) Publishing</b></p>	<p>These programmes contribute to Policy Area 27: Intra-Governmental Services (Secretary for Home Affairs).</p>
---	---

#### Detail

##### Programme (1): Public Relations Outside Hong Kong

	2003–04 (Actual)	2004–05 (Original)	2004–05 (Revised)	2005–06 (Estimate)
Financial provision (\$m)	74.4	90.5	80.2 (–11.4%)	73.7 (–8.1%)
				(or –18.6% on 2004–05 Original)

#### Aim

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

#### Brief Description

- 3 The work of the Department under this programme is carried out mainly through:

- the media including overseas media based in Hong Kong and visiting journalists;
- sponsored visits programmes and promotions in the Mainland and overseas;
- Hong Kong Economic and Trade Offices overseas and in the Mainland and the Beijing Office; and
- the international community in Hong Kong.

4 The Department's ongoing publicity efforts - particularly overseas speaking engagements by senior officials - continue to focus on the importance of Hong Kong as the best international platform for doing business in Asia and in the Mainland of China. The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), enhanced co-operation with the Pearl River Delta (PRD) and the Pan-PRD (9+2) initiative are among the positive factors promoted to overseas audiences, visiting VIPs and journalists and the international community in Hong Kong. In addition to publicising the Hong Kong message on trade, economic development and business opportunities, the Department counters inaccurate reports on issues that need to be put into proper perspective.

- 5 The key performance measures in respect of public relations outside Hong Kong are:

#### Target

	2003 (Actual)	2004 (Actual)	2005 (Plan)
initiate action to all requests within one day .....	Yes	Yes	Yes

## Head 74 — INFORMATION SERVICES DEPARTMENT

### *Indicators*

	2003 (Actual)	2004 (Actual)	2005 (Estimate)
locally based foreign media organisations assisted.....	95	94	94
visiting journalists and film crews assisted .....	236	111	150
publications produced and distributed .....	16	18	18
videos produced.....	6	3	3
sponsored visitors and visiting VIPs assisted.....	542	685	700
speaking engagements outside Hong Kong arranged.....	172	146	160
high-level outward missions co-ordinated .....	5	5	8
public relations projects outside Hong Kong co-ordinated and assisted .....	25	34	28

6 The overall performance in 2004 was satisfactory. There was an upturn in the number of visitors in the last quarter, due to improving economic sentiment in Hong Kong and increased interest in the CEPA, PRD and Pan-PRD stories.

### *Matters Requiring Special Attention in 2005–06*

7 During 2005–06, the Department will continue to promote Hong Kong as Asia's world city and as the best two-way platform for international business to enter the Mainland market, and for Mainland business to access the global market and international capital markets. The opening of Hong Kong Disneyland in September 2005 and the Sixth World Trade Organization Ministerial Conference planned for December 2005 will provide significant opportunities to showcase Hong Kong to the world.

### **Programme (2): Local Public Relations and Public Information**

	2003–04 (Actual)	2004–05 (Original)	2004–05 (Revised)	2005–06 (Estimate)
Financial provision (\$m)	154.2	154.5	150.9 (–2.3%)	150.5 (–0.3%)
				(or –2.6% on 2004–05 Original)

### *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 helping to develop, co-ordinate and implement local public relations strategies, and providing a public relations advisory service to the Chief Secretary for Administration, the Financial Secretary, the Secretary for Justice, Bureau Directors, Permanent Secretaries and Heads of Departments through the Press Secretaries, the Secretariat Press Office teams and departmental information units.

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

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

11 In addition, the Department continues to make the best use of the Internet in disseminating government information. These include an online government news bulletin - news.gov.hk and the development of an Internet-based Government News and Media Information System.

12 During the year, co-ordination of public relations efforts for various government policies and initiatives continued to be enhanced. Major events and activities which required significant public relations input and support included the Chief Executive's Policy Address, the Budget, the Pan-PRD Regional Co-operation and Development Forum, Hong Kong/Guangdong Co-operation Joint Conference, public consultation on constitutional development, the visit of Chinese Olympic gold medallists, the 2004 Legislative Council election, prevention of avian influenza and other

## Head 74 — INFORMATION SERVICES DEPARTMENT

communicable diseases, the academic structure reform for senior secondary education and higher education, development of West Kowloon Cultural District, and assistance to Hong Kong residents affected by the tsunami disaster.

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

### *Targets*

	Target	2003 (Actual)	2004 (Actual)	2005 (Plan)
responding to public criticism or misconception of government policies within the same day (%) .....	90	96	96	96
issue of press releases (minutes).....	50	46	45	45
issue of press photographs (hours).....	2	1.75	1.7	1.7
dealing with enquiries from the media (day).....	1	1	1	1
dealing with enquiries from the public (minutes).....	10	10	10	10
arranging media facilities (day).....	1	1	1	1

### *Indicators*

	2003 (Actual)	2004 (Actual)	2005 (Estimate)
press releases issued (in English and Chinese) .....	38 271	37 929	38 000
press photographs distributed .....	3 118	3 522	3 500
enquiries dealt with.....	1 099 404	1 114 709	1 112 000
media facilities arranged			
press conferences and briefings .....	1 885	1 476	1 500
web broadcast .....	676	504	510
interviews.....	4 284	4 743	4 750
media visits .....	439	267	270
public functions .....	5 096	4 631	4 630

14 The Department achieved its targets in 2004.

### *Matters Requiring Special Attention in 2005–06*

15 During 2005–06, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries and Heads of Departments.

### **Programme (3): Public Opinion**

	2003–04 (Actual)	2004–05 (Original)	2004–05 (Revised)	2005–06 (Estimate)
Financial provision (\$m)	18.8	18.6	18.4 (-1.1%)	19.2 (+4.3%)
				(or +3.2% on 2004–05 Original)

### *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 58 English and Chinese newspapers and magazines, and about 290 hours every week of news and public affairs programmes on radio and television. Summaries, translation, 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:

## Head 74 — INFORMATION SERVICES DEPARTMENT

### *Targets*

	Target Working Time Per Case	2003 (Actual)	2004 (Actual)	2005 (Plan)
production of media summaries (hours).....	3	2.5	2.5	2.5
production of radio/television summaries (hours) .....	2	2	2	2
production of special reports (day).....	0.5	0.5	0.5	0.5

### *Indicators*

	2003 (Actual)	2004 (Actual)	2005 (Estimate)
newspapers monitored each day .....	25	25	25
weekly/monthly magazines and journals monitored .....	37	33	32
hours of news and public affairs programmes monitored as broadcast on			
six television channels .....	4 230	4 200	4 800
seven radio channels .....	9 000	9 800	11 100
media reviews and special reports produced.....	18 374	20 614	20 620

19 The Department achieved its targets in 2004.

### *Matters Requiring Special Attention in 2005–06*

20 During 2005–06, the Department will continue to monitor public opinion through newspapers, magazines and the electronic media.

### **Programme (4): Civic Responsibility**

	2003–04 (Actual)	2004–05 (Original)	2004–05 (Revised)	2005–06 (Estimate)
Financial provision (\$m)	36.4	32.0	31.5 (-1.6%)	32.7 (+3.8%)
				(or +2.2% on 2004–05 Original)

### *Aim*

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

### *Brief Description*

22 The Department provides strategic advice and technical support for policy bureaux and government departments in conducting publicity campaigns and promotion drives. The publicity programmes are mainly funded by bureaux and departments. Through a wide range of publicity tools including television, radio, digital media, print materials, outdoor advertising and community involvement activities, the campaign messages are conveyed to the target audiences. Large-scale publicity campaigns conducted with the Department's assistance during the year included Prevention of Severe Acute Respiratory Syndrome (SARS), Voter Registration, 2004 Legislative Council election, New Identity Card, Prevention of Dengue Fever, Fight Crime, Road Safety, Fire Safety, Promotion of Basic Law and Anti-drug.

23 The key performance measures for civic responsibility are:

### *Targets*

	2003 (Actual)	2004 (Actual)	2005 (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

## Head 74 — INFORMATION SERVICES DEPARTMENT

### *Indicators*

	2003 (Actual)	2004 (Actual)	2005 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	10	10	10
minor campaigns .....	96	121	125
posters produced and displayed .....	270	229	230
Announcements in the Public Interest produced .....	847	903	900
exhibitions mounted .....	302	195	200

24 The Department achieved its targets in 2004.

### *Matters Requiring Special Attention in 2005–06*

25 During 2005–06, the Department will continue to provide support for bureaux and departments in their publicity campaigns and promotion drives.

### **Programme (5): Publishing**

	2003–04 (Actual)	2004–05 (Original)	2004–05 (Revised)	2005–06 (Estimate)
Financial provision (\$m)	70.0	77.4	70.6 (–8.8%)	70.6 (—)

(or –8.8% on  
2004–05 Original)

### *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 including editorial input where needed, production, marketing and sales of government publications. Online purchases by members of the public have become increasingly popular.

28 The key performance measures in respect of publishing are:

### *Targets*

	Target Working Time Per Case	2003 (Actual)	2004 (Actual)	2005 (Plan)
updating of publications, including their electronic version (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
delivery of publications ordered from the online Government Bookstore (days) .....	4	3	3	3
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

## Head 74 — INFORMATION SERVICES DEPARTMENT

---

### *Indicators*

	2003 (Actual)	2004 (Actual)	2005 (Estimate)
publications updated .....	1 207	969	<b>1 000</b>
new publications produced .....	2 008	788	<b>800</b>
copies distributed .....	32 704 029	14 874 118	<b>15 000 000</b>
copies sold .....	715 219	637 470	<b>550 000</b>
revenue received (\$m) .....	17.2	14.5	<b>11.0</b>
advertisements placed .....	12 236	11 702	<b>11 000</b>

**29** The Department achieved its targets in 2004.

### *Matters Requiring Special Attention in 2005–06*

**30** During 2005–06, the Department will continue to co-ordinate the Government's publishing requirements and to further promote the use of the Internet for the purchase of government publications from the online Government Bookstore.

## Head 74 — INFORMATION SERVICES DEPARTMENT

### ANALYSIS OF FINANCIAL PROVISION

Programme	2003-04 (Actual) (\$m)	2004-05 (Original) (\$m)	2004-05 (Revised) (\$m)	2005-06 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong.....	74.4	90.5	80.2	73.7
(2) Local Public Relations and Public Information.....	154.2	154.5	150.9	150.5
(3) Public Opinion .....	18.8	18.6	18.4	19.2
(4) Civic Responsibility .....	36.4	32.0	31.5	32.7
(5) Publishing.....	70.0	77.4	70.6	70.6
	353.8	373.0	351.6 (-5.7%)	346.7 (-1.4%)
				(or -7.1% on 2004-05 Original)

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2005-06 is \$6.5 million (8.1%) lower than the revised estimate for 2004-05. This is mainly due to the deletion of one post and completion of a time-limited project, partly offset by increased operating expenses.

##### Programme (2)

Provision for 2005-06 is \$0.4 million (0.3%) lower than the revised estimate for 2004-05. This is mainly due to the deletion of seven posts, partly offset by increased operating expenses.

##### Programme (3)

Provision for 2005-06 is \$0.8 million (4.3%) higher than the revised estimate for 2004-05. This is mainly due to an increase in operating expenses.

##### Programme (4)

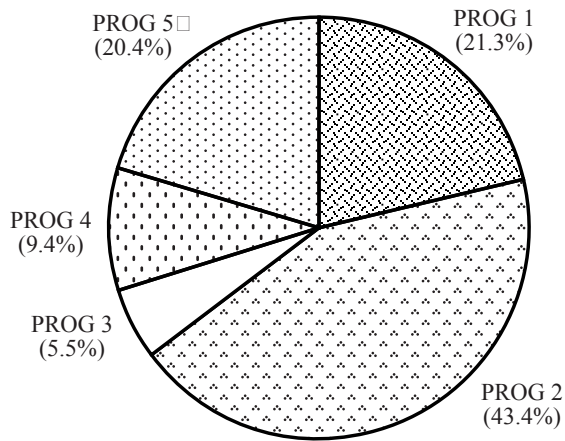
Provision for 2005-06 is \$1.2 million (3.8%) higher than the revised estimate for 2004-05. This is mainly to cover the expected increase in publicity activities, partly offset by the deletion of one post.

##### Programme (5)

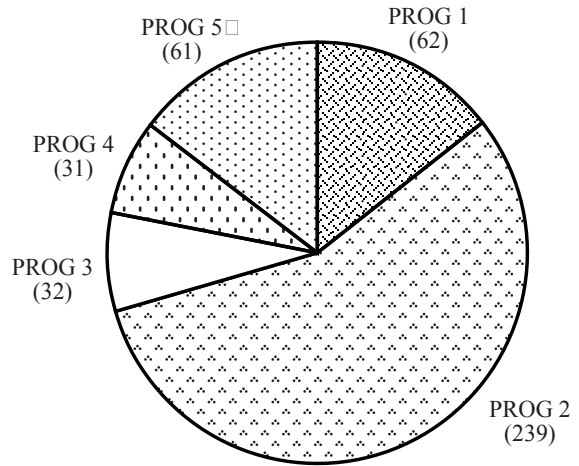
Provision for 2005-06 is the same as the revised estimate for 2004-05. There will be a deletion of three posts in 2005-06.

Head 74 — INFORMATION SERVICES DEPARTMENT

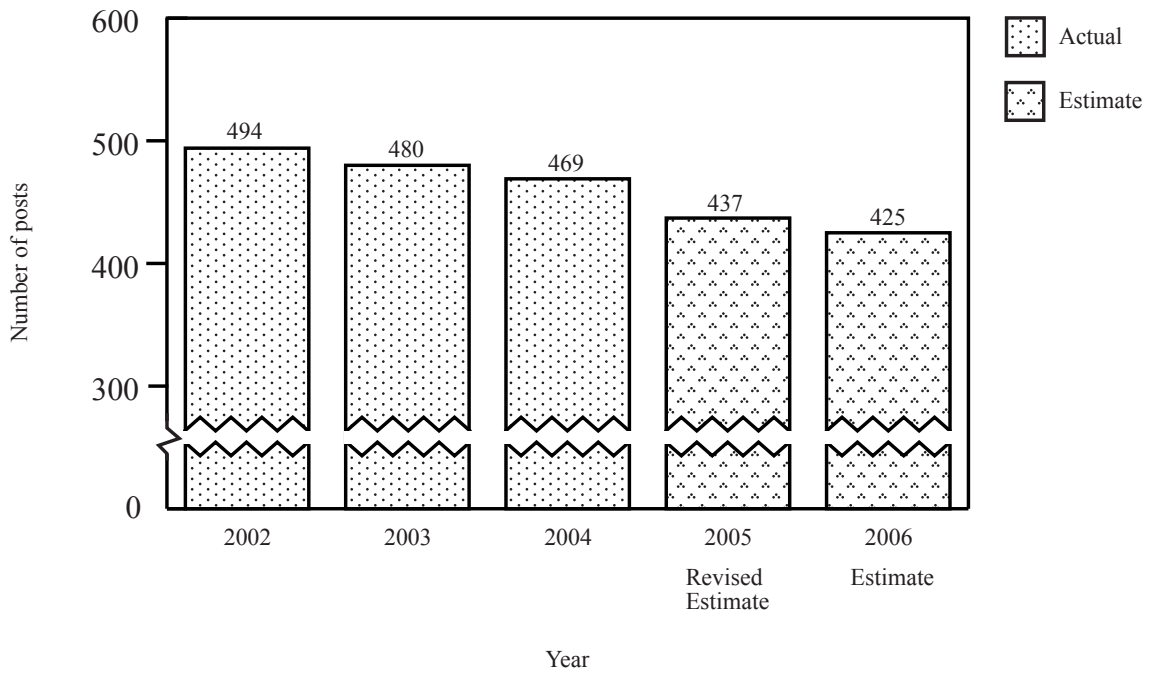
*Allocation of provision to programmes (2005-06)*



*Staff by programme (as at 31 March 2006)*



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





**Head 74 — INFORMATION SERVICES DEPARTMENT**

Sub-head (Code)	Actual expenditure 2003-04	Approved estimate 2004-05	Revised estimate 2004-05	<b>Estimate 2005-06</b>
	\$'000	\$'000	\$'000	<b>\$'000</b>
<b>Operating Account</b>				
Recurrent				
000 Operational expenses .....	350,791	366,381	344,960	<b>346,736</b>
Total, Recurrent.....	<u>350,791</u>	<u>366,381</u>	<u>344,960</u>	<u><b>346,736</b></u>
Non-Recurrent				
General non-recurrent .....	3,051	6,655	6,655	—
Total, Non-Recurrent.....	<u>3,051</u>	<u>6,655</u>	<u>6,655</u>	<u>—</u>
Total, Operating Account .....	353,842	373,036	351,615	<b>346,736</b>
<hr/>				
Total Expenditure .....	<u><u>353,842</u></u>	<u><u>373,036</u></u>	<u><u>351,615</u></u>	<u><u><b>346,736</b></u></u>

## Head 74 — INFORMATION SERVICES DEPARTMENT

### Details of Expenditure by Subhead

The estimate of the amount required in 2005–06 for the salaries and expenses of the Information Services Department is \$346,736,000. This represents a decrease of \$4,879,000 against the revised estimate for 2004–05 and of \$7,106,000 against actual expenditure in 2003–04.

#### *Operating Account*

#### Recurrent

**2** Provision of \$346,736,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Information Services Department.

**3** The establishment as at 31 March 2005 will be 437 permanent posts. It is expected that there will be a deletion of 12 permanent posts in 2005–06. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2005–06, but the notional annual mid-point salary value of all such posts must not exceed \$183,804,000.

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

	2003–04 (Actual) (\$'000)	2004–05 (Original) (\$'000)	2004–05 (Revised) (\$'000)	2005–06 (Estimate) (\$'000)
Personal Emoluments				
- Salaries .....	229,682	220,422	213,340	<b>209,687</b>
- Allowances .....	5,604	5,666	4,581	<b>5,666</b>
- Job-related allowances .....	233	376	204	<b>376</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	225	248	217	<b>252</b>
Departmental Expenses				
- General departmental expenses .....	31,859	41,173	38,181	<b>43,565</b>
Other Charges				
- Publicity .....	54,870	58,859	54,843	<b>52,103</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	28,318	39,637	33,594	<b>35,087</b>
	350,791	366,381	344,960	<b>346,736</b>