

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2007–08** ..... **\$347.9m**

**Establishment ceiling 2007–08** (notional annual mid-point salary value) representing an estimated 409 non-directorate posts as at 31 March 2007 and as at 31 March 2008 ..... **\$179.9m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2007 and as at 31 March 2008.

### Controlling Officer's Report

#### Programmes

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

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

	2005–06 (Actual)	2006–07 (Original)	2006–07 (Revised)	2007–08 (Estimate)
Financial provision (\$m)	68.4	76.1	70.9 (–6.8%)	<b>76.9</b> (+8.5%)
				(or +1.1% on 2006–07 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 are designed to promote Hong Kong as Asia's world city. Particular emphasis is put on Hong Kong's position as the best two-way platform for international business to enter the Mainland market and for Mainland business to access the international market. 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 audiences outside Hong Kong, visiting VIPs and journalists and the international community in Hong Kong. The Department monitors media coverage to assess perceptions of Hong Kong and responds to press reports as necessary.

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

#### Target

	Target	2005 (Actual)	2006 (Actual)	2007 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	<b>100</b>

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### *Indicators*

	2005 (Actual)	2006 (Actual)	2007 (Estimate)
locally based foreign media organisations assisted .....	96	95	95
visiting journalists and film crews assisted.....	295	132#	190
publications produced and distributed.....	18	16	18
videos produced .....	3	0	6
sponsored visitors and visiting VIPs assisted .....	728	373¶	600
speaking engagements outside Hong Kong arranged .....	169	174	170
high-level outward missions co-ordinated .....	8	10	8
public relations projects outside Hong Kong co-ordinated and assisted .....	45	43	47

# In 2006, the number of visiting journalists and film crews assisted returned to the annual average level following a sharp increase in 2005 due to the Sixth World Trade Organization Ministerial Conference.

¶ The decrease in 2006 was mainly attributed to a significant drop in the number of VIPs requiring assistance.

### *Matters Requiring Special Attention in 2007–08*

6 The events that the Department will give special attention to include: the celebration activities for the 10th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR), the 2008 Olympic and Paralympic Equestrian Events, and the preceding Test Event in 2007, all of which will provide further opportunities for promoting Hong Kong to the international community.

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

	2005–06 (Actual)	2006–07 (Original)	2006–07 (Revised)	2007–08 (Estimate)
Financial provision (\$m)	138.2	153.2	141.9 (-7.4%)	152.8 (+7.7%)
				(or -0.3% on 2006–07 Original)

### *Aim*

7 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*

8 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.

9 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.

10 The Department continues to make the best use of the Internet in disseminating government information. The Government News and Media Information System integrates in a single website all government press releases, fax broadcast, photographs and video news clips for easy access by the media round the clock. In addition, the online government news bulletin - news.gov.hk - presents to the public government news and information in multimedia format. Apart from breaking news, the e-bulletin also provides background and related information through feature stories, photo galleries, videos and links.

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11 During the year, the Department continued to enhance co-ordination of public relations efforts for various government policies and initiatives. Major events and activities which required significant public relations input and support included the Chief Executive's Policy Address, the Budget, the visit of Chinese People's Political Consultative Conference Chairman Jia Qinglin, the introduction of five-day week in the Government, public consultation on Goods and Services Tax, promotion of health and food safety, prevention of avian influenza and other communicable diseases, the Action Blue Sky Campaign and other environmental issues, discussions on political development and major infrastructural projects, the Economic Summit on China's 11th Five-Year Plan and Development of Hong Kong, the International Telecommunication Union TELECOM WORLD 2006 and the visit of the National People's Congress Standing Committee Chairman Wu Bangguo.

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

### *Targets*

	Target	2005 (Actual)	2006 (Actual)	2007 (Plan)
responding to public criticism or misconception of government policies				
within the same day (%).....	92§	96	97	<b>95</b>
issue of press releases (minutes) .....	45	45	45	<b>45</b>
issue of press photographs (hours).....	2.0	1.7	2.0	<b>2.0</b>
dealing with enquiries from the media (day).....	1	1	1	<b>1</b>
dealing with enquiries from the public (minutes) .....	10	10	10	<b>10</b>
arranging media facilities (day) .....	1	1	1	<b>1</b>

§ Enhanced target as from 2007.

### *Indicators*

	2005 (Actual)	2006 (Actual)	2007 (Estimate)
press releases issued (in English and Chinese).....	37 665	40 996	<b>41 000</b>
press photographs distributed.....	3 364	3 708	<b>3 800</b>
enquiries dealt with .....	1 133 157	1 155 617	<b>1 156 000</b>
media facilities arranged			
press conferences and briefings.....	1 547	1 473	<b>1 480</b>
web broadcast.....	361	311	<b>320</b>
interviews .....	5 091	4 699	<b>4 700</b>
media visits.....	216	418	<b>420</b>
public functions .....	4 730	4 925	<b>4 930</b>

### *Matters Requiring Special Attention in 2007-08*

13 During 2007-08, 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**

	2005-06 (Actual)	2006-07 (Original)	2006-07 (Revised)	2007-08 (Estimate)
Financial provision (\$m)	18.5	18.4	17.9 (-2.7%)	<b>18.5</b> (+3.4%)
				(or +0.5% on 2006-07 Original)

### *Aim*

14 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.

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### *Brief Description*

15 The Department monitors 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 56 English and Chinese newspapers and magazines, and about 270 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.

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

#### *Targets*

	Target	2005 (Actual)	2006 (Actual)	2007 (Plan)
production of media summaries (hours).....	2.8	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*

	2005 (Actual)	2006 (Actual)	2007 (Estimate)
newspapers monitored each day .....	25	25	25
weekly/monthly magazines and journals monitored .....	35	31	32
hours of news and public affairs programmes monitored as broadcast on			
six television channels .....	4 142	3 936	4 000
seven radio channels .....	10 107	10 017	10 100
media reviews and special reports produced .....	21 768	22 585	22 500

### *Matters Requiring Special Attention in 2007–08*

17 During 2007–08, the Department will continue to monitor public opinion through newspapers, magazines and the electronic media.

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

	2005–06 (Actual)	2006–07 (Original)	2006–07 (Revised)	2007–08 (Estimate)
Financial provision (\$m)	32.1	34.2	34.3 (+0.3%)	36.6 (+6.7%)
				(or +7.0% on 2006–07 Original)

#### *Aim*

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

### *Brief Description*

19 The Department provides strategic advice and technical support to policy bureaux and government departments in mounting publicity campaigns and promotion drives. The publicity programmes are mainly funded by bureaux and departments. Through a wide range of publicity channels such as 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 Avian Flu, Harmful Effects of Second-hand Smoke, Prevention of Noroviral Gastroenteritis, Hong Kong Smart ID Card Replacement Exercise, Fight Crime, Road Safety, Environmental Protection, Civic Education, Fire Safety and Safer Living: Reducing Natural Disasters.

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20 The key performance measures for civic responsibility are:

### *Targets*

	Target	2005 (Actual)	2006 (Actual)	2007 (Plan)
production of posters upon request within two months (%) .....	100	100	100	<b>100</b>
production of Announcements in the Public Interest upon request within two months (%) .....	100	100	100	<b>100</b>

### *Indicators*

	2005 (Actual)	2006 (Actual)	2007 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns.....	10	10	<b>10</b>
minor campaigns .....	123	160	<b>160</b>
posters produced and displayed.....	290	235	<b>290</b>
Announcements in the Public Interest produced .....	819	876	<b>870</b>
exhibitions mounted .....	178	153	<b>170</b>

### *Matters Requiring Special Attention in 2007–08*

21 During 2007–08, the Department will continue to provide support for bureaux and departments in their publicity campaigns and promotion drives.

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

	2005–06 (Actual)	2006–07 (Original)	2006–07 (Revised)	2007–08 (Estimate)
Financial provision (\$m)	61.9	64.8	58.7 (–9.4%)	<b>63.1</b> (+7.5%)
				(or –2.6% on 2006–07 Original)

### *Aim*

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

### *Brief Description*

23 The Department co-ordinates the Government's publishing requirements including editorial input where needed, production, distribution and sale of government publications. Online sale has become a popular way to purchase government publications.

24 The key performance measures in respect of publishing are:

### *Targets*

	Target	2005 (Actual)	2006 (Actual)	2007 (Plan)
updating publications, including their electronic version (days) .....	60	60	60	<b>60</b>
producing new publications (Annual Report and books on special topics) (months) .....	9	9	9	<b>9</b>
processing publication sales transactions at counter (minutes) .....	3§	4	3	<b>3</b>
responding to requests by post (days).....	3	3	3	<b>3</b>
delivering publications ordered from the online Government Bookstore (days) .....	3	3	3	<b>3</b>

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	Target	2005 (Actual)	2006 (Actual)	<b>2007 (Plan)</b>
processing requests for purchase of photographs and slides (days)Ω .....	5§	6	5	<b>5</b>
processing requests for free publication(s) at counter (minutes) .....	3	3	3	<b>3</b>
by post (days).....	3	3	3	<b>3</b>

§ Enhanced targets as from 2007.

Ω Previous description of target revised by removing “by post” as from 2007 to reflect the present situation that most of the purchase requests for photographs and slides are made by other means.

**Indicators**

	2005 (Actual)	2006 (Actual)	<b>2007 (Estimate)</b>
publications updated.....	869	747	<b>700</b>
new publications produced.....	735	574	<b>510</b>
copies distributed .....	19 800 757	15 377 583	<b>15 000 000</b>
copies sold.....	440 250	428 470	<b>400 000</b>
revenue received (\$m).....	11.5	10.3	<b>10.0</b>
advertisements placed.....	9 764	10 518	<b>10 000</b>

**Matters Requiring Special Attention in 2007–08**

**25** During 2007–08, the Department will continue to co-ordinate the Government’s publishing requirements and to promote wider use of the online Government Bookstore.

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### ANALYSIS OF FINANCIAL PROVISION

Programme	2005-06 (Actual) (\$m)	2006-07 (Original) (\$m)	2006-07 (Revised) (\$m)	2007-08 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong .....	68.4	76.1	70.9	<b>76.9</b>
(2) Local Public Relations and Public Information .....	138.2	153.2	141.9	<b>152.8</b>
(3) Public Opinion .....	18.5	18.4	17.9	<b>18.5</b>
(4) Civic Responsibility .....	32.1	34.2	34.3	<b>36.6</b>
(5) Publishing .....	61.9	64.8	58.7	<b>63.1</b>
	319.1	346.7	323.7 (-6.6%)	<b>347.9</b> <b>(+7.5%)</b>
				<b>(or +0.3% on 2006-07 Original)</b>

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2007-08 is \$6.0 million (8.5%) higher than the revised estimate for 2006-07. This is mainly due to an increase in expenses for projects promoting Hong Kong's brand identity, an expected increase in promotional activities outside Hong Kong, the full-year effect of filling existing vacancies in 2006-07 and salary increments for existing staff.

##### Programme (2)

Provision for 2007-08 is \$10.9 million (7.7%) higher than the revised estimate for 2006-07. This is mainly due to the full-year effect of filling existing vacancies in 2006-07 and salary increments for existing staff.

##### Programme (3)

Provision for 2007-08 is \$0.6 million (3.4%) higher than the revised estimate for 2006-07. This is mainly due to the full-year effect of filling existing vacancies in 2006-07 and salary increments for existing staff.

##### Programme (4)

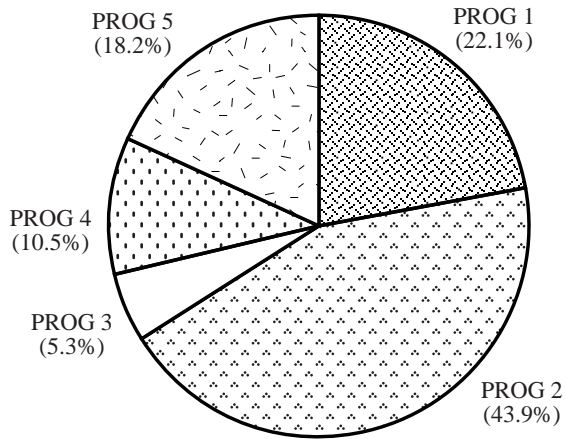
Provision for 2007-08 is \$2.3 million (6.7%) higher than the revised estimate for 2006-07. This is mainly due to the full-year effect of filling existing vacancies in 2006-07 and salary increments for existing staff.

##### Programme (5)

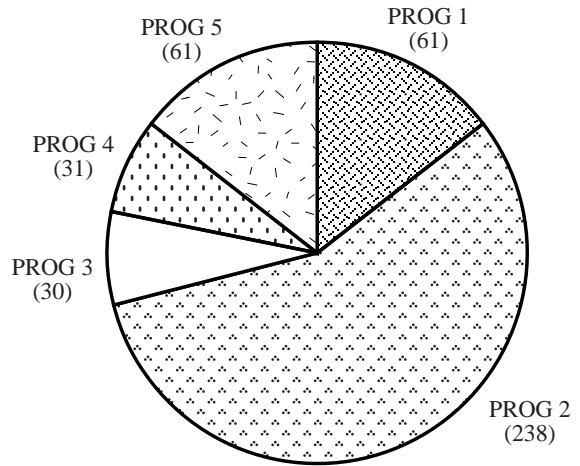
Provision for 2007-08 is \$4.4 million (7.5%) higher than the revised estimate for 2006-07. This is mainly due to increase in operating expenses, the full-year effect of filling existing vacancies in 2006-07 and salary increments for existing staff.

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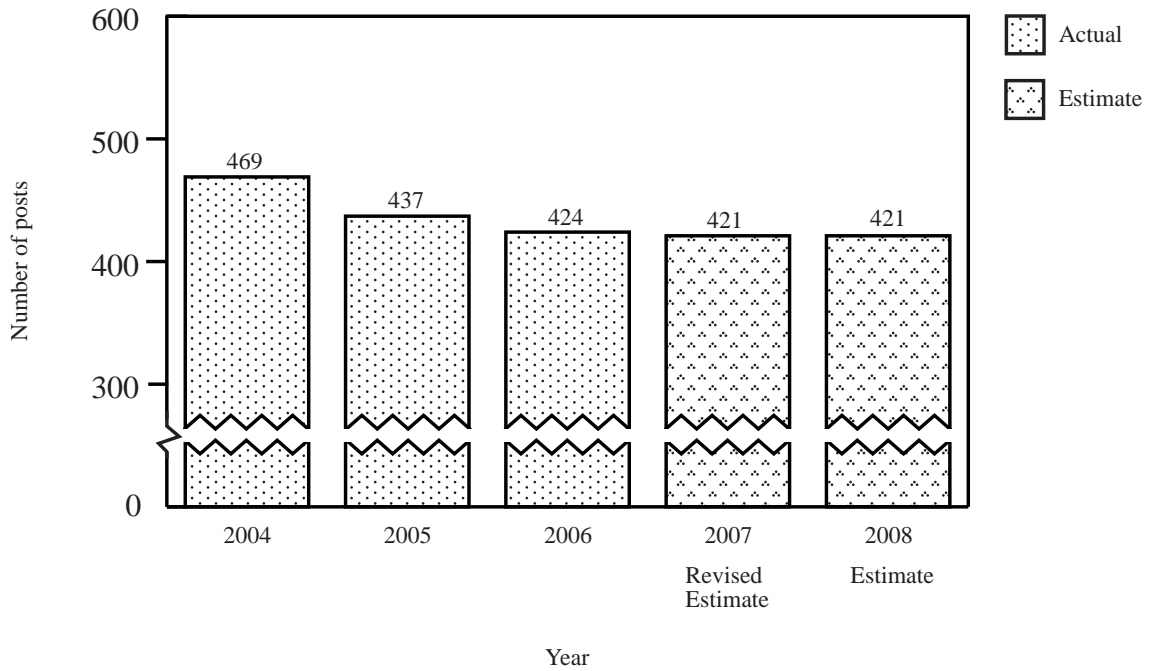
*Allocation of provision to programmes (2007-08)*



*Staff by programme (as at 31 March 2008)*



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





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Sub-head (Code)	Actual expenditure 2005-06	Approved estimate 2006-07	Revised estimate 2006-07	<b>Estimate 2007-08</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses.....	319,121	346,736	323,667	<b>347,918</b>
	Total, Recurrent .....	<u>319,121</u>	<u>346,736</u>	<u>323,667</u>	<b><u>347,918</u></b>
	Total, Operating Account.....	<u>319,121</u>	<u>346,736</u>	<u>323,667</u>	<b><u>347,918</u></b>
<hr/>					
	Total Expenditure.....	<u><u>319,121</u></u>	<u><u>346,736</u></u>	<u><u>323,667</u></u>	<b><u><u>347,918</u></u></b>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2007–08 for the salaries and expenses of the Information Services Department is \$347,918,000. This represents an increase of \$24,251,000 over the revised estimate for 2006–07 and of \$28,797,000 over actual expenditure in 2005–06.

#### *Operating Account*

#### Recurrent

**2** Provision of \$347,918,000 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 2007 will be 421 permanent posts. No net change in establishment is expected in 2007–08. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2007–08, but the notional annual mid-point salary value of all such posts must not exceed \$179,876,000.

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

	2005–06 (Actual) (\$'000)	2006–07 (Original) (\$'000)	2006–07 (Revised) (\$'000)	2007–08 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	192,213	204,332	189,270	<b>204,098</b>
- Allowances.....	4,425	5,631	5,156	<b>5,631</b>
- Job-related allowances .....	113	373	169	<b>373</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	176	300	197	<b>510</b>
- Civil Service Provident Fund contribution.....	—	—	54	<b>494</b>
Departmental Expenses				
- General departmental expenses.....	40,087	42,345	40,890	<b>41,807</b>
Other Charges				
- Publicity .....	47,216	53,548	50,987	<b>53,690</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements.....	34,891	40,207	36,944	<b>41,315</b>
	319,121	346,736	323,667	<b>347,918</b>