

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2009–10** ..... **\$379.3m**

**Establishment ceiling 2009–10** (notional annual mid-point salary value) representing an estimated 416 non-directorate posts as at 31 March 2009 rising by two posts to 418 posts as at 31 March 2010 . **\$206.5m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2009 and as at 31 March 2010.

### 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

	2007–08 (Actual)	2008–09 (Original)	2008–09 (Revised)	2009–10 (Estimate)
Financial provision (\$m)	69.9	82.7	79.4 (–4.0%)	<b>88.3</b> (+11.2%)
				(or +6.8% on 2008–09 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 publicity efforts seek to promote Hong Kong as Asia's world city and a two-way platform for international businesses to enter the Mainland market, and for Mainland businesses to access the international market. Particular emphasis is placed on promoting Hong Kong's role as a major business and financial service hub, the benefits of the Closer Economic Partnership Arrangement with the Mainland, and the economic potential of the Pan-Pearl River Delta. The Department monitors media coverage to assess perceptions about Hong Kong and responds to press reports as necessary.

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

#### Targets

	Target	2007 (Actual)	2008 (Actual)	2009 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	<b>100</b>

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### *Indicators*

	2007 (Actual)	2008 (Actual)	2009 (Estimate)
locally based foreign media organisations assisted .....	103	106	106
visiting journalists and film crews assisted.....	291	615 <sup>Ψ</sup>	265
publications produced and distributed.....	16	14	14
videos produced.....	2	2	1
sponsored visitors and visiting VIPs assisted .....	544 <sup>^</sup>	379	400
speaking engagements outside Hong Kong arranged.....	196	208	200
high-level outward missions co-ordinated.....	12	12	10
public relations projects outside Hong Kong co-ordinated and assisted .....	70 <sup>§</sup>	38	32

<sup>Ψ</sup> The increase in 2008 was mainly due to a large number of overseas/Mainland media corps who came to cover the 2008 Olympic and Paralympic Equestrian Events.

<sup>^</sup> The greater number of sponsored visitors and visiting VIPs assisted in 2007 was attributed to the 10th Anniversary of the Establishment of the HKSAR.

<sup>§</sup> The greater number of public relations projects outside Hong Kong co-ordinated and assisted in 2007 was attributed to the 10th Anniversary of the Establishment of the HKSAR.

### *Matters Requiring Special Attention in 2009–10*

6 The staging of the 2009 East Asian Games in December 2009 will provide an excellent opportunity to promote Hong Kong's credentials as one of Asia's major sporting event locations. The Department will also assist in the promotion of the World Exposition 2010 Shanghai China. Ongoing efforts will be made to promote Hong Kong as Asia's world city welcoming entrepreneurs, talented people and students to invest, work or study in it.

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

	2007–08 (Actual)	2008–09 (Original)	2008–09 (Revised)	2009–10 (Estimate)
Financial provision (\$m)	146.4	159.3	157.8 (-0.9%)	161.5 (+2.3%)
				(or +1.4% on 2008–09 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 on the government homepage and providing an archive for public information;
- dealing with enquiries from the media and the public; and
- distributing press photographs and video clips.

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**10** The Department continues to make the best use of the Internet in disseminating government information. The Government News and Media Information System (GNMIS) 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 on government services to the community through feature stories, photo galleries, videos and links.

**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 Beijing 2008 Olympic Torch Relay, the 2008 Olympic and Paralympic Equestrian Events held in Hong Kong, the Legislative Council election, Hong Kong's rescue and relief efforts after the Sichuan earthquake, visits of Mainland Olympic Gold medalists and the Shenzhou VII delegation.

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

### *Targets*

	Target	2007 (Actual)	2008 (Actual)	2009 (Plan)
responding to public criticism or misconception of government policies within the same day (%) .....	92	97	96	97
issue of press releases (minutes) .....	45	45	45	45
issue of press photographs (hours).....	2	2	2	2
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*

	2007 (Actual)	2008 (Actual)	2009 (Estimate)
press releases issued (in English and Chinese).....	42 739	38 811	39 000
press photographs distributed .....	4 107	4 076	4 100
enquiries dealt with.....	1 099 913	1 102 018	1 100 000
media facilities arranged			
press conferences and briefings.....	1 100	1 181	1 200
web broadcast .....	292	390	400
interviews .....	3 649	3 231	3 230
media visits .....	263	313	300
public functions .....	4 798	4 571	4 600

### *Matters Requiring Special Attention in 2009–10*

**13** During 2009–10, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries and Heads of Departments, and will continue to provide public relations input and support for major events and activities including the 2009 East Asian Games.

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

	2007–08 (Actual)	2008–09 (Original)	2008–09 (Revised)	2009–10 (Estimate)
Financial provision (\$m)	17.0	18.2	19.3 (+6.0%)	20.2 (+4.7%)

(or +11.0% on  
2008–09 Original)

### *Aim*

**14** The aim is to keep the Government informed of public opinion as expressed through the media and to advise the Government on public reaction to government policies and measures.

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### *Brief Description*

15 The Department monitors public opinion expressed in the media to ensure that policy bureaux and departments are kept abreast of public views on subjects under their purview. The process involves the monitoring of about 55 English and Chinese newspapers, magazines, and about 250 hours every week of news and public affairs programmes on radio and television. Summaries, translation, reports, transcripts and clippings are produced and distributed as soon as possible to relevant policy bureaux and departments.

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

#### *Targets*

	Target	2007 (Actual)	2008 (Actual)	2009 (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*

	2007 (Actual)	2008 (Actual)	2009 (Estimate)
newspapers monitored each day .....	28	22@	22
weekly/monthly magazines and journals monitored.....	33	33	33
hours of news and public affairs programmes monitored as broadcast on			
seven television channels.....	4 184	4 164	4 100
seven radio channels.....	9 920	9 367	9 300
media reviews and special reports produced .....	24 440	26 763	26 800

@ Monitoring of six mainland newspapers has been done by Hong Kong Economic and Trade Offices in the Mainland as from late 2007.

### *Matters Requiring Special Attention in 2009–10*

17 During 2009–10, the Department will continue to monitor public opinion as expressed through newspapers, magazines as well as the electronic and new media.

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

	2007–08 (Actual)	2008–09 (Original)	2008–09 (Revised)	2009–10 (Estimate)
Financial provision (\$m)	41.2	44.1	40.9 (-7.3%)	42.9 (+4.9%)
				(or -2.7% on 2008–09 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: promoting Olympism and the 2008 Olympic and Paralympic Equestrian Events; campaigning against youth drug abuse; voter registration; Legislative Council election; road safety; environmental protection; civic education; and fire prevention.

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20 The key performance measures for civic responsibility are:

### *Targets*

	Target	2007 (Actual)	2008 (Actual)	2009 (Plan)
production of posters upon request within two months (%) .....	100	100	100	100
production of Announcements in the Public Interest upon request within two months (%) .....	100	100	100	100

### *Indicators*

	2007 (Actual)	2008 (Actual)	2009 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	8	8	8
minor campaigns .....	135	106	110
posters produced and displayed .....	265	258	250
Announcements in the Public Interest produced .....	897	823	820
exhibitions mounted .....	219	115	130

### *Matters Requiring Special Attention in 2009–10*

21 During 2009–10, the Department will continue to provide support for bureaux and departments in their publicity campaigns and promotion drives, including the 2009 East Asian Games.

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

	2007–08 (Actual)	2008–09 (Original)	2008–09 (Revised)	2009–10 (Estimate)
Financial provision (\$m)	65.3	65.7	62.3 (–5.2%)	66.4 (+6.6%)
				(or +1.1% on 2008–09 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.

24 The key performance measures in respect of publishing are:

### *Targets*

	Target	2007 (Actual)	2008 (Actual)	2009 (Plan)
updating publications, including their electronic version (days) .....	60	60	60	60
producing new publications (Annual Report and books on special topics) (months) .....	9	9	9	9
processing publication sales transactions at counter (minutes) .....	3	3	3	3
responding to requests by post (days) .....	3	3	3	3
delivering publications ordered from the online Government Bookstore (days) .....	3	3	3	3

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	Target	2007 (Actual)	2008 (Actual)	<b>2009 (Plan)</b>
processing requests for purchase of photographs and slides (days)# .....	5	5	—	—
processing requests for purchase of digital photographs (days)# .....	5	—	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>

# Due to the cessation of the sale of hard copies of photographs and slides to the public from March 2008 onwards, the target has been revised from “processing requests for purchase of photographs and slides” to “processing requests for purchase of digital photographs”.

### *Indicators*

	2007 (Actual)	2008 (Actual)	<b>2009 (Estimate)</b>
publications updated .....	688	771	<b>760</b>
new publications produced .....	569	580	<b>530</b>
copies distributed.....	9 325 324 $\Delta$	7 584 812	<b>7 580 000</b>
copies sold .....	384 952	358 125	<b>340 000</b>
revenue received (\$m) .....	10.0	8.3	<b>8.0</b>
advertisements placed.....	9 836	9 616	<b>9 600</b>

$\Delta$  The greater number of copies distributed in 2007 was attributed to the distribution of information materials on “Government Five-day Week” and the 10th Anniversary of the Establishment of the HKSAR.

### *Matters Requiring Special Attention in 2009–10*

**25** In 2009–10, the Department will continue to co-ordinate the Government’s publishing requirements and finetune the operation of the online Government Bookstore to better meet customer needs.

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### ANALYSIS OF FINANCIAL PROVISION

Programme	2007-08 (Actual) (\$m)	2008-09 (Original) (\$m)	2008-09 (Revised) (\$m)	2009-10 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong.....	69.9	82.7	79.4	<b>88.3</b>
(2) Local Public Relations and Public Information .....	146.4	159.3	157.8	<b>161.5</b>
(3) Public Opinion .....	17.0	18.2	19.3	<b>20.2</b>
(4) Civic Responsibility .....	41.2	44.1	40.9	<b>42.9</b>
(5) Publishing .....	65.3	65.7	62.3	<b>66.4</b>
	339.8	370.0	359.7 (-2.8%)	<b>379.3</b> <b>(+5.4%)</b>
				<b>(or +2.5% on 2008-09 Original)</b>

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2009-10 is \$8.9 million (11.2%) higher than the revised estimate for 2008-09. This is mainly due to the creation of one post in 2009-10, an increase in promotional activities outside Hong Kong including those preparing for Hong Kong's participation in the World Exposition 2010 Shanghai China, the full-year effect of filling existing vacancies in 2008-09 and salary increments for existing staff.

##### Programme (2)

Provision for 2009-10 is \$3.7 million (2.3%) higher than the revised estimate for 2008-09. This is mainly due to a net increase of one post in 2009-10, the full-year effect of filling existing vacancies in 2008-09 and salary increments for existing staff.

##### Programme (3)

Provision for 2009-10 is \$0.9 million (4.7%) higher than the revised estimate for 2008-09. This is mainly due to the full-year effect of filling existing vacancies in 2008-09 and salary increments for existing staff.

##### Programme (4)

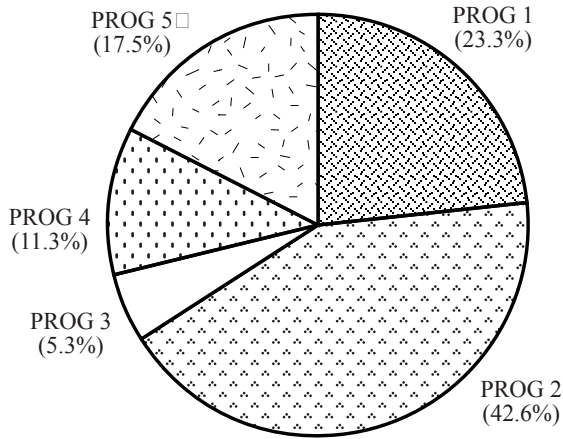
Provision for 2009-10 is \$2.0 million (4.9%) higher than the revised estimate for 2008-09. This is mainly due to the full-year effect of filling an existing vacancy in 2008-09 and salary increments for existing staff.

##### Programme (5)

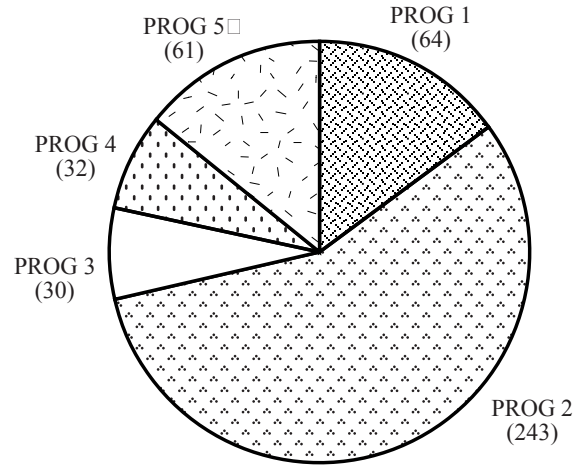
Provision for 2009-10 is \$4.1 million (6.6%) higher than the revised estimate for 2008-09. This is mainly due to salary increments for existing staff and an increase in the operating expenses.

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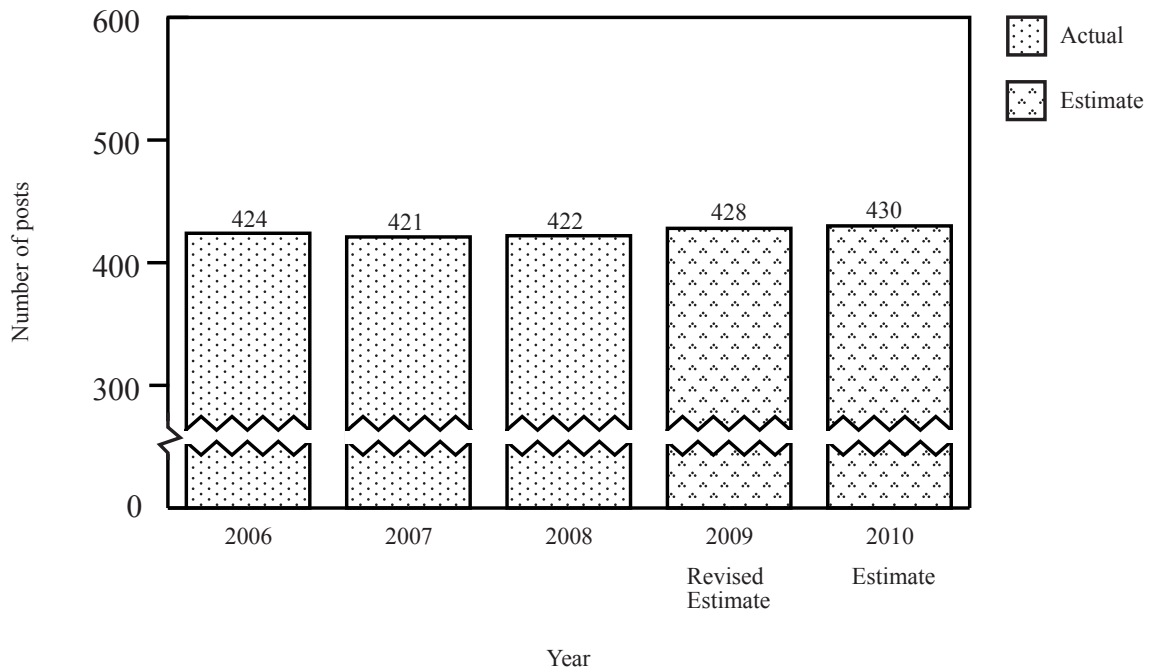
*Allocation of provision to programmes (2009-10)*



*Staff by programme (as at 31 March 2010)*



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





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Sub-head (Code)	Actual expenditure 2007-08	Approved estimate 2008-09	Revised estimate 2008-09	<b>Estimate 2009-10</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses .....	339,807	367,207	357,103	<b>379,335</b>
	Total, Recurrent .....	339,807	367,207	357,103	<b>379,335</b>
	Total, Operating Account .....	339,807	367,207	357,103	<b>379,335</b>
<b>Capital Account</b>					
Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote) .....	—	2,840	2,547	—
	Total, Plant, Equipment and Works .....	—	2,840	2,547	—
	Total, Capital Account .....	—	2,840	2,547	—
	Total Expenditure .....	339,807	370,047	359,650	<b>379,335</b>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2009–10 for the salaries and expenses of the Information Services Department is \$379,335,000. This represents an increase of \$19,685,000 over the revised estimate for 2008–09 and of \$39,528,000 over actual expenditure in 2007–08.

#### *Operating Account*

#### Recurrent

**2** Provision of \$379,335,000 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 2009 will be 428 permanent posts. It is expected that there will be a net increase of two posts in 2009–10. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2009–10, but the notional annual mid-point salary value of all such posts must not exceed \$206,464,000.

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

	2007–08 (Actual) (\$'000)	2008–09 (Original) (\$'000)	2008–09 (Revised) (\$'000)	<b>2009–10 (Estimate) (\$'000)</b>
Personal Emoluments				
- Salaries .....	199,365	210,640	213,647	<b>223,511</b>
- Allowances .....	4,832	6,732	6,496	<b>7,012</b>
- Job-related allowances .....	149	379	320	<b>337</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	415	612	564	<b>774</b>
- Civil Service Provident Fund contribution .....	304	639	892	<b>977</b>
Departmental Expenses				
- General departmental expenses .....	35,283	39,145	38,838	<b>38,761</b>
Other Charges				
- Publicity .....	61,835	64,147	56,709	<b>60,446</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	37,624	44,913	39,637	<b>47,517</b>
	339,807	367,207	357,103	<b>379,335</b>