

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2010–11** ..... **\$373.8m**

**Establishment ceiling 2010–11** (notional annual mid-point salary value) representing an estimated 418 non-directorate posts as at 31 March 2010 reducing by one post to 417 posts as at 31 March 2011 ..... **\$199.9m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2010 and as at 31 March 2011.

### 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>
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#### Detail

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

	2008–09 (Actual)	2009–10 (Original)	2009–10 (Revised)	2010–11 (Estimate)
Financial provision (\$m)	74.2	88.3	82.6 (–6.5%)	<b>87.4</b> (+5.8%)
				(or –1.0% on 2009–10 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 and its strengths as a cosmopolitan, well-connected and dynamic city. The economic potential of the Pan-Pearl River Delta is also highlighted. 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	2008 (Actual)	2009 (Actual)	2010 (Plan)
initiating action to all requests within the same day (%) .....	100	100	100	<b>100</b>

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### Indicators

	2008 (Actual)	2009 (Actual)	2010 (Estimate)
locally based foreign media organisations assisted .....	106	99	100
visiting journalists and film crews assisted .....	615#	364#	100
publications produced and distributed .....	14	14	17
videos produced .....	2	2	3
sponsored visitors and visiting VIPs assisted.....	379	383	400
speaking engagements outside Hong Kong arranged.....	208	202	200
high-level outward missions co-ordinated.....	12	11	10
public relations projects outside Hong Kong co-ordinated and assisted.....	38	47^	30

# The increase in 2008 and 2009 was mainly due to a higher number of visiting journalists to cover the 2008 Olympic and Paralympic Equestrian Events and the 2009 East Asian Games.

^ The increase in the number of public relations projects outside Hong Kong co-ordinated and assisted in 2009 was attributed to the 2009 East Asian Games. In 2010, the number is expected to return to normal.

### Matters Requiring Special Attention in 2010–11

6 ExPo 2010 Shanghai China will provide an excellent platform to publicise Hong Kong as a city of quality living and creativity. The Department will continue to organise promotional campaigns with our Economic and Trade Offices overseas and in the Mainland to highlight Hong Kong's positioning as Asia's world city.

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

	2008–09 (Actual)	2009–10 (Original)	2009–10 (Revised)	2010–11 (Estimate)
Financial provision (\$m)	156.9	161.5	155.0 (-4.0%)	157.5 (+1.6%)
				(or -2.5% on 2009–10 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, Bureau officials as well as 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.

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 up-to-date news, the e-bulletin also provides background and related information on government services to the community 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 2009 East Asian Games, the fight against human swine influenza, beat drug programmes, activities celebrating the 60th Anniversary of the Founding of the People's Republic of China, consultation on the electoral methods for the Chief Executive and the Legislative Council for 2012, development of six industries with potential for economic growth and reconstruction of Sichuan earthquake-stricken areas.

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

### *Targets*

	Target	2008 (Actual)	2009 (Actual)	2010 (Plan)
responding to public criticism or misconception of government policies within the same day (%).....	92	96	96	<b>96</b>
issue of press releases (minutes).....	45	45	45	<b>45</b>
issue of press photographs (hours) .....	2	2	2	<b>2</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>

### *Indicators*

	2008 (Actual)	2009 (Actual)	2010 (Estimate)
press releases issued (in English and Chinese).....	38 811	40 789	<b>40 000</b>
press photographs distributed .....	4 076	5 000	<b>4 100</b>
enquiries dealt with.....	1 102 018	999 919	<b>1 000 000</b>
media facilities arranged			
press conferences and briefings .....	1 181	1 461	<b>1 450</b>
web broadcast .....	390	449	<b>500</b>
interviews.....	3 231	4 064	<b>4 070</b>
media visits .....	313	310	<b>300</b>
public functions.....	4 571	5 017	<b>5 030</b>

### *Matters Requiring Special Attention in 2010–11*

13 During 2010–11, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments. In addition, the Department will continue to provide public relations input and support for major events and activities.

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

	2008–09 (Actual)	2009–10 (Original)	2009–10 (Revised)	2010–11 (Estimate)
Financial provision (\$m)	18.4	20.2	18.3 (-9.4%)	<b>18.9</b> (+3.3%)

(or -6.4% on  
2009–10 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.

### *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 54 English and Chinese newspapers, magazines, and about 254 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.

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

### *Targets*

	Target	2008 (Actual)	2009 (Actual)	2010 (Plan)
production of media summaries (hours) .....	2.8	2.5	2.8	2.8
production of radio/television summaries (hours).....	2	2	2	2
production of special reports (day).....	0.5	0.5	0.5	0.5

### *Indicators*

	2008 (Actual)	2009 (Actual)	2010 (Estimate)
newspapers monitored each day.....	22	22	22
weekly/monthly magazines and journals monitored.....	33	32	31
hours of news and public affairs programmes monitored as broadcast on			
seven television channels .....	4 164	4 415	4 400
seven radio channels .....	9 367	8 792	8 800
media reviews and special reports produced.....	26 763	29 895	30 000

### *Matters Requiring Special Attention in 2010–11*

17 During 2010–11, 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**

	2008–09 (Actual)	2009–10 (Original)	2009–10 (Revised)	2010–11 (Estimate)
Financial provision (\$m)	41.9	42.9	44.2 (+3.0%)	45.2 (+2.3%)  (or +5.4% on 2009–10 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. Campaign messages are conveyed to target audiences through a wide range of publicity channels such as television, radio, digital media, print materials, outdoor advertising and community involvement activities. Publicity and promotion of large-scale/major campaigns or events conducted with the Department's assistance during the year included: the 2009 East Asian Games; the 60th Anniversary of the Founding of the People's Republic of China; the ExPo 2010 Shanghai China; the fight against human swine influenza; anti-drug efforts; clean Hong Kong; tree management; fight crime; civic education; the 2012 electoral methods; environmental protection; road safety and fire prevention.

20 The key performance measures for civic responsibility are:

### *Targets*

	Target	2008 (Actual)	2009 (Actual)	2010 (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

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### Indicators

	2008 (Actual)	2009 (Actual)	2010 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	8	11	11
minor campaigns .....	106	119	120
posters produced and displayed .....	258	250	250
Announcements in the Public Interest produced .....	823	822	830
exhibitions mounted .....	115	264¶	250¶

¶ The increase in 2009 was mainly due to Government's efforts in anti-drug campaign. The trend is expected to continue in 2010.

### Matters Requiring Special Attention in 2010–11

21 During 2010–11, the Department will continue to provide support to bureaux and departments for their publicity campaigns and promotion drives, including the ExPo 2010 Shanghai China.

### Programme (5): Publishing

	2008–09 (Actual)	2009–10 (Original)	2009–10 (Revised)	2010–11 (Estimate)
Financial provision (\$m)	61.7	66.4	60.5 (–8.9%)	64.8 (+7.1%)
				(or –2.4% on 2009–10 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	2008 (Actual)	2009 (Actual)	2010 (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
processing requests for purchase of digital photographs (days) .....	5	5	5	5
processing requests for free publication(s) at counter (minutes) .....	3	3	3	3
by post (days) .....	3	3	3	3

### Indicators

	2008 (Actual)	2009 (Actual)	2010 (Estimate)
publications updated .....	771	633	740
new publications produced .....	580	759‡	620

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	2008 (Actual)	2009 (Actual)	2010 (Estimate)
copies distributed .....	7 584 812	8 976 370 <sup>Ψ</sup>	<b>8 980 000<sup>λ</sup></b>
copies sold .....	358 125	238 732	<b>250 000</b>
revenue received (\$m).....	8.3	6.9 <sup>§</sup>	<b>7.3</b>
advertisements placed .....	9 616	10 270	<b>10 500</b>

‡ The greater number of new publications produced in 2009 was mainly attributed to an increased quantity of ordinances and regulations produced.

Ψ The greater number of copies distributed in 2009 was mainly attributed to publicity efforts in the 2009 East Asian Games and prevention of human swine influenza.

λ The large amount of copies to be distributed in 2010 is mainly due to continuous publicity efforts in prevention of human swine influenza and Hong Kong's participation in the ExPo 2010 Shanghai China.

§ The decrease of revenue in 2009 was mainly due to the decreasing copies of publications sold.

### *Matters Requiring Special Attention in 2010–11*

**25** In 2010–11, 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	2008-09 (Actual) (\$m)	2009-10 (Original) (\$m)	2009-10 (Revised) (\$m)	2010-11 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong .....	74.2	88.3	82.6	<b>87.4</b>
(2) Local Public Relations and Public Information .....	156.9	161.5	155.0	<b>157.5</b>
(3) Public Opinion .....	18.4	20.2	18.3	<b>18.9</b>
(4) Civic Responsibility .....	41.9	42.9	44.2	<b>45.2</b>
(5) Publishing .....	61.7	66.4	60.5	<b>64.8</b>
	353.1	379.3	360.6 (-4.9%)	<b>373.8</b> <b>(+3.7%)</b>
				<b>(or -1.5% on 2009-10 Original)</b>

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2010-11 is \$4.8 million (5.8%) higher than the revised estimate for 2009-10. This is mainly due to an increase in expenses for promoting Hong Kong overseas and in the Mainland and the full-year effect of filling an existing vacancy in 2009-10, partly offset by the deletion of one post.

##### Programme (2)

Provision for 2010-11 is \$2.5 million (1.6%) higher than the revised estimate for 2009-10. This is mainly due to the full-year effect of filling existing vacancies in 2009-10.

##### Programme (3)

Provision for 2010-11 is \$0.6 million (3.3%) higher than the revised estimate for 2009-10. This is mainly due to the full-year effect of filling existing vacancies in 2009-10 and an increase in general departmental expenses.

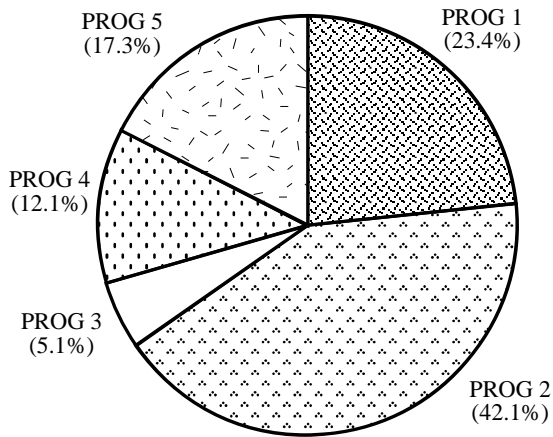
##### Programme (4)

Provision for 2010-11 is \$1.0 million (2.3%) higher than the revised estimate for 2009-10. This is mainly due to slight increase in local promotion and publicity activities and the full-year effect of filling existing vacancies in 2009-10.

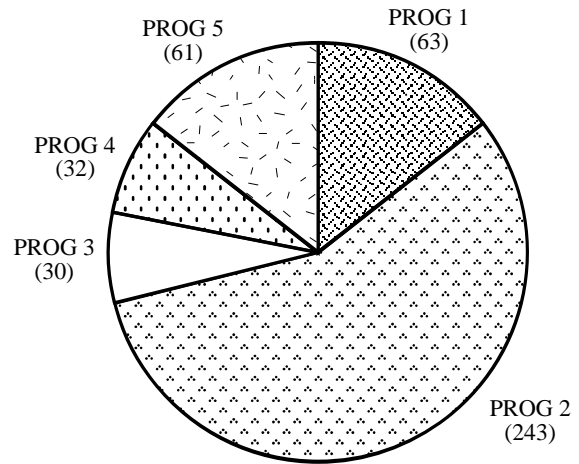
##### Programme (5)

Provision for 2010-11 is \$4.3 million (7.1%) higher than the revised estimate for 2009-10. This is mainly due to an increase in the operating expenses and the full-year effect of filling an existing vacancy in 2009-10.

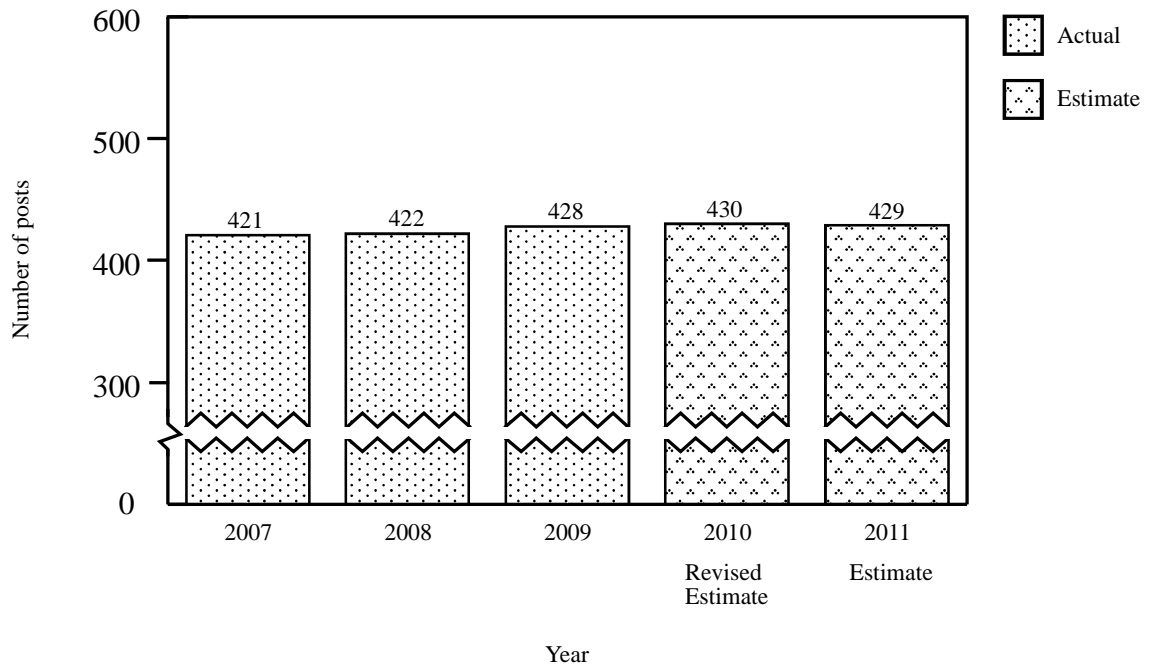
*Allocation of provision to programmes (2010-11)*



*Staff by programme (as at 31 March 2011)*



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



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Sub-head (Code)	Actual expenditure 2008-09	Approved estimate 2009-10	Revised estimate 2009-10	<b>Estimate 2010-11</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses.....	350,506	379,335	360,643	<b>373,769</b>
	Total, Recurrent .....	350,506	379,335	360,643	<b>373,769</b>
	Total, Operating Account.....	350,506	379,335	360,643	<b>373,769</b>
<b>Capital Account</b>					
Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote).....	2,547	—	—	—
	Total, Plant, Equipment and Works .....	2,547	—	—	—
	Total, Capital Account .....	2,547	—	—	—
	Total Expenditure .....	<u>353,053</u>	<u>379,335</u>	<u>360,643</u>	<u><b>373,769</b></u>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2010–11 for the salaries and expenses of the Information Services Department is \$373,769,000. This represents an increase of \$13,126,000 over the revised estimate for 2009–10 and of \$20,716,000 over actual expenditure in 2008–09.

#### *Operating Account*

#### Recurrent

**2** Provision of \$373,769,000 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 2010 will be 430 permanent posts. It is expected that there will be a net decrease of one post in 2010–11. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2010–11, but the notional annual mid-point salary value of all such posts must not exceed \$199,865,000.

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

	2008–09 (Actual) (\$'000)	2009–10 (Original) (\$'000)	2009–10 (Revised) (\$'000)	<b>2010–11 (Estimate) (\$'000)</b>
Personal Emoluments				
- Salaries .....	211,826	223,511	211,448	<b>215,610</b>
- Allowances .....	5,258	7,012	6,637	<b>6,649</b>
- Job-related allowances.....	307	337	321	<b>326</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	530	774	665	<b>735</b>
- Civil Service Provident Fund contribution .....	889	977	1,144	<b>1,385</b>
Departmental Expenses				
- General departmental expenses.....	38,004	38,761	37,024	<b>38,791</b>
Other Charges				
- Publicity.....	56,695	60,446	57,791	<b>61,413</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements.....	36,997	47,517	45,613	<b>48,860</b>
	350,506	379,335	360,643	<b>373,769</b>