

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2013–14..... **\$406.0m**

Establishment ceiling 2013–14 (notional annual mid-point salary value) representing an estimated 419 non-directorate posts as at 31 March 2013 rising by one post to 420 posts as at 31 March 2014 **\$227.0m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2013 and as at 31 March 2014.

Controlling Officer's Report

Programmes

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

	2011–12 (Actual)	2012–13 (Original)	2012–13 (Revised)	2013–14 (Estimate)
Financial provision (\$m)	76.2	86.5	86.4 (–0.1%)	89.6 (+3.7%)
				(or +3.6% on 2012–13 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 visit programmes and promotions in the Mainland and overseas;
- Hong Kong Economic and Trade Offices overseas and in the Mainland, the Beijing Office, and the Economic, Trade and Cultural Office in Taiwan; and
- the international community in Hong Kong.

4 The Department's publicity efforts are geared to promoting Hong Kong as Asia's world city and a two-way platform for international firms seeking access to the Mainland market, and for Mainland companies reaching out to the world. The focus is on Hong Kong's role as a major business and financial services hub and the industries where Hong Kong enjoys clear advantages. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic, diverse and liveable city and its growing emphasis on quality living and conservation of nature and heritage. 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:

Target

	Target	2011 (Actual)	2012 (Actual)	2013 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

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Indicators

	2011 (Actual)	2012 (Actual)	2013 (Estimate)
locally based foreign media organisations assisted	91	86	85
visiting journalists and film crews assisted	122	169	120
publications produced and distributed	45	103#	90#
videos produced	9	69^	25^
sponsored visitors and visiting VIPs assisted.....	405	377	390
speaking engagements outside Hong Kong arranged.....	251	203	200
high-level outward missions co-ordinated	12	11	10
public relations projects outside Hong Kong co-ordinated and assisted	44	50	40

The figures in 2012 and 2013 are relatively higher as more electronic versions of publications have been and will be produced.

^ The figures in 2012 and 2013 are relatively higher as many documentary episodes on multi-faceted Hong Kong have been and will be produced.

Matters Requiring Special Attention in 2013–14

6 The Department will continue to support promotional campaigns in conjunction with our Government offices around the world to highlight Hong Kong's key advantages and its positioning as Asia's world city. It will support major promotions and activities outside Hong Kong involving senior officials and work closely with other agencies tasked with promoting the city.

Programme (2): Local Public Relations and Public Information

	2011–12 (Actual)	2012–13 (Original)	2012–13 (Revised)	2013–14 (Estimate)
Financial provision (\$m)	167.1	176.8	185.7 (+5.0%)	182.0 (–2.0%)
				(or +2.9% on 2012–13 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. These include release of government information in multimedia format and in various ways such as:

- 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; and
- dealing with enquiries from the media and the public.

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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 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, photos, videos and links. The website underwent a revamp in October 2010 as part of the Government's drive to make greater use of the new media to disseminate news and information to various sectors of the community. The Department has also set up accounts with social media on YouTube, Twitter and Weibo to communicate with the public. The site also caters for people accessing the Internet via their mobile phones and other mobile devices.

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 inauguration of the Fourth Term Government of the Hong Kong Special Administrative Region (HKSAR), the 2012 Legislative Council Election, the Chief Executive's Policy Address, the Budget and the vessel collision off Lamma Island.

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

Targets

	Target	2011 (Actual)	2012 (Actual)	2013 (Plan)
responding to public criticism or misconception of government policies within the same day (%).....	92	97	96	96
issue of press releases (minutes).....	45	45	45	45
issue of press photographs (hours).....	2	2	1	1
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

	2011 (Actual)	2012 (Actual)	2013 (Estimate)
press releases issued (in English and Chinese).....	64 949	179 006¶	180 000¶
press photographs distributed.....	4 874	4 920	5 000
enquiries dealt with.....	798 852	822 840	828 750
media facilities arranged			
press conferences and briefings.....	1 073	1 372	1 305
web broadcast.....	356	418	435
interviews.....	4 105	4 347	4 345
media visits.....	264	263	255
public functions.....	4 601	4 679	4 710

¶ The increase in 2012 was due to the significant increase in the number of incident reports issued by relevant disciplinary departments and the number is expected to grow in 2013.

Matters Requiring Special Attention in 2013–14

13 During 2013–14, 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

	2011–12 (Actual)	2012–13 (Original)	2012–13 (Revised)	2013–14 (Estimate)
Financial provision (\$m)	19.8	20.7	21.6 (+4.3%)	21.4 (–0.9%)
				(or +3.4% on 2012–13 Original)

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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 stay abreast of public views on subjects under their purview. The process involves the monitoring of about 50 English and Chinese newspapers, magazines and about 268 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	2011 (Actual)	2012 (Actual)	2013 (Plan)
production of media summaries (hours per day).....	2.8	2.8	2.8	2.8
production of radio/television summaries (hours per day).....	2.0	2.0	2.2	2.2
production of special reports (day).....	0.5	0.5	0.5	0.5

Indicators

	2011 (Actual)	2012 (Actual)	2013 (Estimate)
newspapers monitored each day	24	24	25
weekly/monthly magazines and journals monitored	25	26	25
hours of news and public affairs programmes monitored as broadcast on			
nine television channels	5 264	6 133‡	6 300‡
six radio channels	8 332	7 816Ψ	8 000
media reviews and special reports produced.....	27 948	28 838	29 050

‡ The figures in 2012 and 2013 are relatively higher as two more television channels are added.

Ψ The decrease in number of hours in 2012 was due to the cessation of monitoring of two radio channels in 2012, partly offset by inclusion of one channel aired in digital audio broadcasting from May to October 2012.

Matters Requiring Special Attention in 2013–14

17 During 2013–14, 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

	2011–12 (Actual)	2012–13 (Original)	2012–13 (Revised)	2013–14 (Estimate)
Financial provision (\$m)	38.9	45.2	43.6 (–3.5%)	46.4 (+6.4%)
				(or +2.7% on 2012–13 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.

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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 2012 Voter Registration campaign; the 2012 Legislative Council Election; the 15th Anniversary of the Establishment of the HKSAR; the visit of Mainland astronauts to Hong Kong; anti-drug efforts; fight crime; environmental protection; road safety and fire prevention.

20 The key performance measures for civic responsibility are:

Targets

	Target	2011 (Actual)	2012 (Actual)	2013 (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

	2011 (Actual)	2012 (Actual)	2013 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	9	9	8
minor campaigns	134	100	100
posters produced and displayed	220	217	210
Announcements in the Public Interest produced	942	875	800
exhibitions mounted	124	103	90

Matters Requiring Special Attention in 2013–14

21 During 2013–14, the Department will continue to provide support to bureaux and departments for their publicity campaigns and promotional activities, including voter registration.

Programme (5): Publishing

	2011–12 (Actual)	2012–13 (Original)	2012–13 (Revised)	2013–14 (Estimate)
Financial provision (\$m)	60.1	66.5	66.4 (-0.2%)	66.6 (+0.3%)
				(or +0.2% on 2012–13 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.

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24 The key performance measures in respect of publishing are:

Targets

	Target	2011 (Actual)	2012 (Actual)	2013 (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

	2011 (Actual)	2012 (Actual)	2013 (Estimate)
publications updated	516	558	540
new publications produced	540	576	500
copies distributed.....	6 773 699	4 657 870§	5 056 100
copies sold	179 226	166 034	170 000
revenue received (\$m)	6.4	5.2	5.5
advertisements placed.....	10 339	9 876	10 000

§ The decrease in 2012 was mainly due to reduced requirement for hard copies of publications.

Matters Requiring Special Attention in 2013–14

25 During 2013–14, the Department will continue to co-ordinate the Government's publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2011–12 (Actual) (\$m)	2012–13 (Original) (\$m)	2012–13 (Revised) (\$m)	2013–14 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong.....	76.2	86.5	86.4	89.6
(2) Local Public Relations and Public Information.....	167.1	176.8	185.7	182.0
(3) Public Opinion	19.8	20.7	21.6	21.4
(4) Civic Responsibility	38.9	45.2	43.6	46.4
(5) Publishing.....	60.1	66.5	66.4	66.6
	362.1	395.7	403.7 (+2.0%)	406.0 (+0.6%)
				(or +2.6% on 2012–13 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2013–14 is \$3.2 million (3.7%) higher than the revised estimate for 2012–13. This is mainly due to the full-year effect of filling vacancies in 2012–13 and general increase in expenses for promoting Hong Kong overseas and in the Mainland.

Programme (2)

Provision for 2013–14 is \$3.7 million (2.0%) lower than the revised estimate for 2012–13. This is mainly due to a decrease in capital expenditure. In addition, there will be an increase of one post in 2013–14.

Programme (3)

Provision for 2013–14 is \$0.2 million (0.9%) lower than the revised estimate for 2012–13. This is mainly due to a slight decrease in operating expenses.

Programme (4)

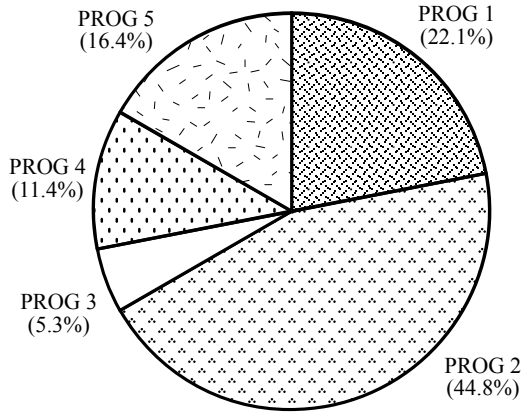
Provision for 2013–14 is \$2.8 million (6.4%) higher than the revised estimate for 2012–13. This is mainly due to an increase in expenses for local promotion and publicity activities.

Programme (5)

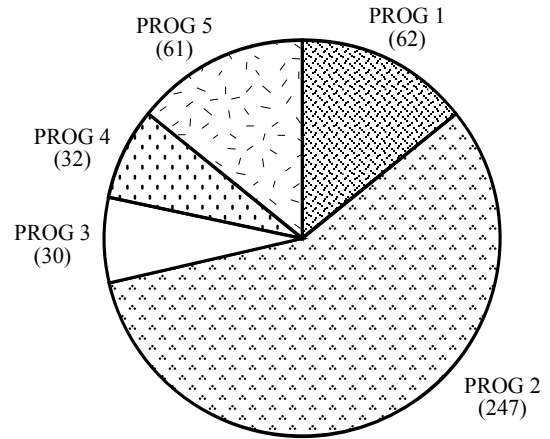
Provision for 2013–14 is \$0.2 million (0.3%) higher than the revised estimate for 2012–13. This is mainly due to a slight increase in operating expenses.

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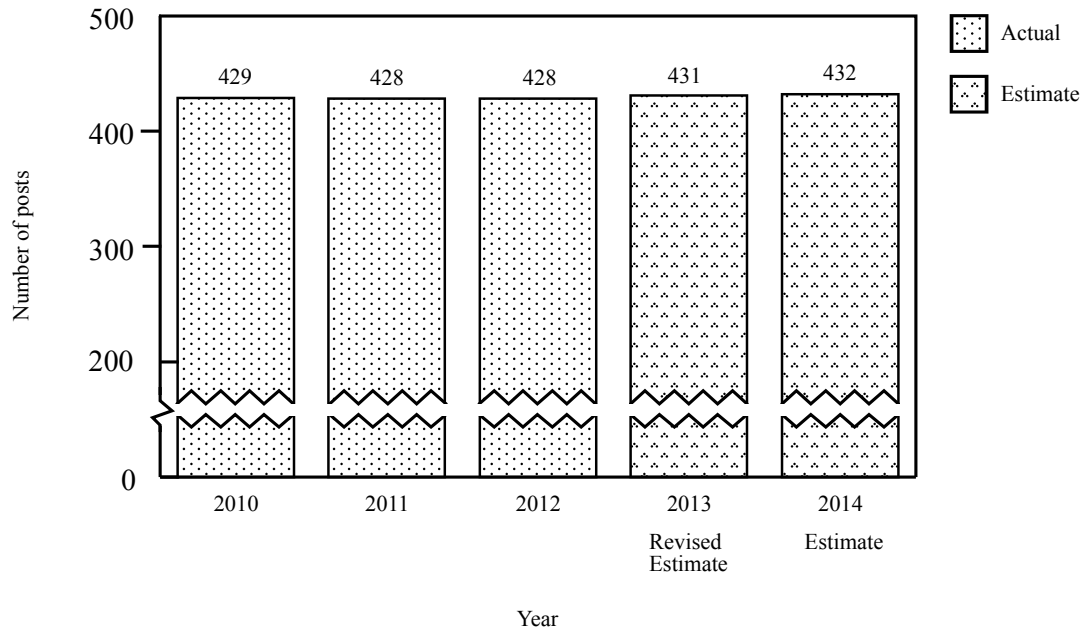
Allocation of provision to programmes (2013-14)



Staff by programme (as at 31 March 2014)



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



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Sub-head (Code)	Actual expenditure 2011-12	Approved estimate 2012-13	Revised estimate 2012-13	Estimate 2013-14	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	362,080	391,622	398,729	405,986
	Total, Recurrent	362,080	391,622	398,729	405,986
	Total, Operating Account.....	362,080	391,622	398,729	405,986
Capital Account					
Plant, Equipment and Works					
	Plant, vehicles and equipment	—	4,080	4,080	—
	Minor plant, vehicles and equipment (block vote).....	—	—	857	—
	Total, Plant, Equipment and Works	—	4,080	4,937	—
	Total, Capital Account.....	—	4,080	4,937	—
	Total Expenditure	<u>362,080</u>	<u>395,702</u>	<u>403,666</u>	<u>405,986</u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2013–14 for the salaries and expenses of the Information Services Department is \$405,986,000. This represents an increase of \$2,320,000 over the revised estimate for 2012–13 and of \$43,906,000 over actual expenditure in 2011–12.

Operating Account

Recurrent

2 Provision of \$405,986,000 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 2013 will be 431 permanent posts. It is expected that one post will be created in 2013–14. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2013–14, but the notional annual mid-point salary value of all such posts must not exceed \$226,995,000.

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

	2011–12 (Actual) (\$'000)	2012–13 (Original) (\$'000)	2012–13 (Revised) (\$'000)	2013–14 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	223,172	224,443	236,647	233,795
- Allowances	7,267	7,889	6,906	7,998
- Job-related allowances.....	246	327	349	363
Personnel Related Expenses				
- Mandatory Provident Fund contribution	507	485	642	659
- Civil Service Provident Fund contribution	3,588	4,775	5,580	6,353
Departmental Expenses				
- General departmental expenses	39,227	45,167	52,250	55,009
Other Charges				
- Publicity.....	50,284	61,413	54,042	58,400
- Expenses of visitors to Hong Kong and overseas speaking engagements	37,789	47,123	42,313	43,409
	362,080	391,622	398,729	405,986