

Head 74 —INFORMATION SERVICES DEPARTMENT

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

Estimate 2000–01	\$373.5m
Establishment ceiling 2000–01 (notional annual mid-point salary value) representing an estimated 500 non-directorate posts at 31 March 2000 rising by eight posts to 508 posts at 31 March 2001.....	\$225.3m
In addition there will be an estimated 12 directorate posts at 31 March 2000 and at 31 March 2001.	
Capital Account commitment balance	\$6.6m

Controlling Officer's Report

Programmes

Programme (1) Overseas Public Relations	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): Overseas Public Relations

	1998–99 (Actual)	1999–2000 (Approved)	1999–2000 (Revised)	2000–01 (Estimate)
Financial provision (\$m)	70.3	87.6 (+24.6%)	89.0 (+1.6%)	63.2 (–29.0%)

Aim

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

Brief Description

- 3 The work of the department under this programme is two-fold:

- to promote a favourable image of Hong Kong overseas through the media; and
- to promote a favourable image of Hong Kong through other public relations efforts.

4 In addition to putting across the Hong Kong message on trade, economy and business opportunities, the department counters inaccurate reports on issues which need to be put into proper perspective. With these objectives in mind, the department's overseas publicity is centred to a large extent on the media, business networking and promotional activities.

- 5 The key performance measures in respect of overseas public relations are:

Targets

	1998 (Actual)	1999 (Actual)	2000 (Plan)
Initiation of action - to all requests within one day.....	Yes	Yes	Yes

Indicators

	1998 (Actual)	1999 (Actual)	2000 (Estimate)
locally based foreign media organisations assisted.....	171	129	129
overseas visiting journalists and film crews assisted.....	504	113	100
publications produced and distributed.....	14	16	16
videos produced.....	1	1	1
sponsored overseas visitors and visiting VIPs assisted.....	1 028	789	900
overseas speaking engagements arranged.....	499	606	500
high-level outward missions co-ordinated.....	12	12	12
overseas public relations projects co-ordinated and assisted...	35	26	29

Head 74 —INFORMATION SERVICES DEPARTMENT

6 The department achieved its targets in 1999.

Matters Requiring Special Attention in 2000–01

7 During 2000–01, the department will continue its efforts to publicise developments in Hong Kong and promote Hong Kong as a world-class city in the 21st century. In collaboration with the Hong Kong Economic and Trade Offices, specific promotional activities will be conducted in selected countries. The sponsored visitors programme will continue to target visitors from Europe, North America, the Asia Pacific region and the Mainland in particular.

Programme (2): Local Public Relations and Public Information

	1998–99 (Actual)	1999–2000 (Approved)	1999–2000 (Revised)	2000–01 (Estimate)
Financial provision (\$m)	135.4	149.8 (+10.6%)	150.8 (+0.7%)	155.0 (+2.8%)

Aim

8 The aim is to map out co-ordinated public relations strategies and plans for the presentation of government policies locally, 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 developing, co-ordinating and implementing local public relations strategies, and providing a public relations advisory service to the Chief Secretary for Administration, Financial Secretary, Secretary for Justice, all Bureau Secretaries, and Heads of Departments through the Secretariat Press Offices and departmental information units.

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

- issuing press releases;
- distributing press photographs;
- dealing with enquiries from the media and the public;
- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions; and
- arranging officials to participate in radio phone-in programmes and television panel discussions.

11 During the year, new information units were set up to provide more comprehensive public relations support for departments. Co-ordination of public relations approach between policy bureaux and executive departments continued to be enhanced. Major events that required significant public relations input included the Chief Executive's Policy Address, the Budget, the 50th Anniversary of the People's Republic of China, the Disney Theme Park Agreement, the first District Councils Election, the celebration of the second anniversary of the Hong Kong Special Administrative Region, the visit to Hong Kong by Vice-President Hu Jintao, the right of abode issue, the second meeting of the Chief Executive's Council of International Advisers, the re-organisation of municipal services, Cyberport, Hong Kong's preparations for the Y2K problem and the Millennium celebrations. The department also handled several major incidents involving intensive media coverage like the plane crash in August, typhoon York and a landslide at Shek Kip Mei. Monitoring of press reports shows that the information released by the department is generally accurately presented. Feedback from departments with daily contacts with the public and public surveys conducted by the Home Affairs Bureau indicates that the public has a reasonably good knowledge of the government's policies and actions.

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

Targets

	Target	1998 (Actual)	1999 (Actual)	2000 (Plan)
response to public criticism or misconception of government policies				
within the same day (%)	90	91	93	93
issue of press releases (minutes).....	50	50	47	47
issue of press photographs (hours).....	2	2	1¾	1¾
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

Head 74 —INFORMATION SERVICES DEPARTMENT

Indicators

	1998 (Actual)	1999 (Actual)	2000 (Estimate)
press releases issued (in English and Chinese).....	43 515	45 718	45 810
press photographs distributed.....	1 737	2 538	2 550
enquiries dealt with	967 254	1 045 360	1 051 600
media facilities arranged			
press conferences and briefings	1 340	1 320	1 325
interviews	2 817	3 320	3 400
media visits	335	200	250
public functions	4 001	6 041	6 055

13 The department achieved its targets in 1999.

Matters Requiring Special Attention in 2000–01

14 During 2000–01, the department will continue to strengthen the public relations support to Bureau Secretaries and Heads of Departments and enhance the co-ordination of public relations between policy bureaux and executive departments through internal redeployment of resources.

Programme (3): Public Opinion

	1998–99 (Actual)	1999–2000 (Approved)	1999–2000 (Revised)	2000–01 (Estimate)
Financial provision (\$m)	19.7	19.1 (–3.0%)	17.7 (–7.3%)	18.2 (+2.8%)

Aim

15 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

16 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 some 52 English and Chinese newspapers and magazines, and about 280 hours every week of news and public affairs programmes on radio and television. Summaries, translations, reports, transcripts and clippings are produced and distributed the same day to relevant policy bureaux and departments.

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

Targets

	Target Working Time Per Case	1998 (Actual)	1999 (Actual)	2000 (Plan)
production of media summaries (hours).....	3	3	2½	2½
production of radio/TV summaries (hours).....	2	2	2	2
production of special reports (day).....	1/2	1/2	1/2	1/2

Indicators

	1998 (Actual)	1999 (Actual)	2000 (Estimate)
newspapers monitored each day	25	33	33
no. of weekly/monthly magazines and journals monitored.....	25	42	37
hours of news and public affairs programmes monitored as broadcast on			
six television channels	5 021	5 157	5 300
five radio channels	8 582	9 555	9 600
media reviews and special reports produced.....	14 002	14 058	14 500

18 The department achieved its targets in 1999.

Head 74 —INFORMATION SERVICES DEPARTMENT

Matters Requiring Special Attention in 2000–01

19 During 2000–01, the department will continue to monitor public opinion through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	1998–99 (Actual)	1999–2000 (Approved)	1999–2000 (Revised)	2000–01 (Estimate)
Financial provision (\$m)	41.6	46.8 (+12.5%)	45.1 (–3.6%)	41.2 (–8.6%)

Aim

20 The aim is to increase public awareness of, and educate the public on, major issues of social concern and to promote greater sense of civic responsibilities.

Brief Description

21 The department plans and mounts major publicity campaigns and promotional programmes to arouse interest in and educate the public on major issues of concern and to enhance general awareness of civic responsibilities. These campaigns and programmes are mounted with input from policy bureaux, departments and steering committees concerned. Promotional means include Announcements in the Public Interest on television and radio, exhibitions, posters and leaflets, special television and radio programmes, messages on the Internet, outdoor advertising and functions with community participation. Surveys conducted from time to time have indicated that public awareness of major campaigns is generally high.

22 The key performance measures in respect of civic responsibility are:

Targets

	1998 (Actual)	1999 (Actual)	2000 (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

Indicators

	1998 (Actual)	1999 (Actual)	2000 (Estimate)
publicity programmes planned and organised			
major campaigns.....	11	10	11
minor campaigns	58	58	60
promotional events	662	682	700
posters produced and displayed.....	141	143	150
Announcements in the Public Interest produced	540	522	530
exhibitions mounted.....	157	153	160
functions involving community participation.....	742	702	710

23 The department achieved its targets in 1999.

Matters Requiring Special Attention in 2000–01

24 During 2000–01, the department will mount a series of promotional programmes and major campaigns, the latter comprising the Legislative Council Election, Fire Safety, Promotion of Services, Protection of Intellectual Property Right, Healthy Living, Fight Against Crime, Anti-Narcotics, Waste Reduction, Road Safety, Rehabilitation, Building Management and Healthy Aging. In addition, the department will continue to provide professional advice and assistance to bureaux, departments and other statutory bodies in their promotional and publicity projects.

Programme (5): Publishing

	1998–99 (Actual)	1999–2000 (Approved)	1999–2000 (Revised)	2000–01 (Estimate)
Financial provision (\$m)	46.0	100.4 (+118.3%)	97.8 (–2.6%)	95.9 (–1.9%)

Aim

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

Head 74 —INFORMATION SERVICES DEPARTMENT

Brief Description

26 The department co-ordinates the Government's publishing requirements, provides editorial input where needed, and produces, updates, promotes, distributes and sells government publications. The department has taken over the co-ordination of printing work for all government saleable publications as a result of the devolution to it in 1999 of the relevant printing vote under the Printing Department.

27 The key performance measures in respect of publishing are:

Targets

	Target Working Time Per Case	1998 (Actual)	1999 (Actual)	2000 (Plan)
updating of publications (per title) (days)...	80	70	70	70
production of new publications (Fact sheets and How to Apply series) (days).	75	65	60	60
production of new publications (Annual Report and books on special topics) (months).....	11	11	9	9
sales of publications (counter service) (minutes).....	5	5	4	4
reply to request by post for purchase of publications (days).....	7	5	5	5
reply to request by post for purchase of photographs and slides (days).....	7	7	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
placement of advertisements (minutes).....	10	9	8	8

Indicators

	1998 (Actual)	1999 (Actual)	2000 (Estimate)
publications up-dated.....	3 083	2 571	2 600
new publications produced.....	704	887	900
copies distributed.....	30 042 170	15 758 901	14 786 500
copies sold.....	2 380 872	1 366 895	1 400 000
revenue received (\$m).....	44.8	39.0	40.0
advertisements placed.....	18 022	17 989	18 200

28 The department achieved its targets in 1999.

Matters Requiring Special Attention in 2000-01

29 During 2000-01, the department will continue to co-ordinate the Government's publishing requirements, provide editorial input where needed, and produce, update, promote, distribute and sell government publications. The department will also increase the use of the Internet to disseminate government information and to make more publications accessible to the public.

Head 74 —INFORMATION SERVICES DEPARTMENT

ANALYSIS OF FINANCIAL PROVISION

Programme	1998–99 (Actual) (\$m)	1999–2000 (Approved) (\$m)	1999–2000 (Revised) (\$m)	2000–01 (Estimate) (\$m)
(1) Overseas Public Relations	70.3	87.6	89.0	63.2
(2) Local Public Relations and Public Information	135.4	149.8	150.8	155.0
(3) Public Opinion	19.7	19.1	17.7	18.2
(4) Civic Responsibility	41.6	46.8	45.1	41.2
(5) Publishing	46.0	100.4	97.8	95.9
	313.0	403.7 (+29.0%)	400.4 (–0.8%)	373.5 (–6.7%)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2000–01 is \$25.8 million (29.0%) lower than the revised estimate for 1999–2000. This is mainly due to reduced requirement upon the completion of three overseas promotion projects in North America, Mainland and Australia respectively, partly offset by the creation of two posts as part of the department's initiatives to improve its service in video production and multi-media design, and to review the Government Homepages.

Programme (2)

Provision for 2000–01 is \$4.2 million (2.8%) higher than the revised estimate for 1999–2000. This is mainly due to the creation of one post to strengthen public relations support for the Census and Statistics Department and two posts as part of the department's initiatives to improve its service in video production and multi-media design, and to review the Government Homepages.

Programme (3)

Provision for 2000–01 is \$0.5 million (2.8%) higher than the revised estimate for 1999–2000. This is mainly due to increased expenditure on general departmental expenses and salary increments for existing staff.

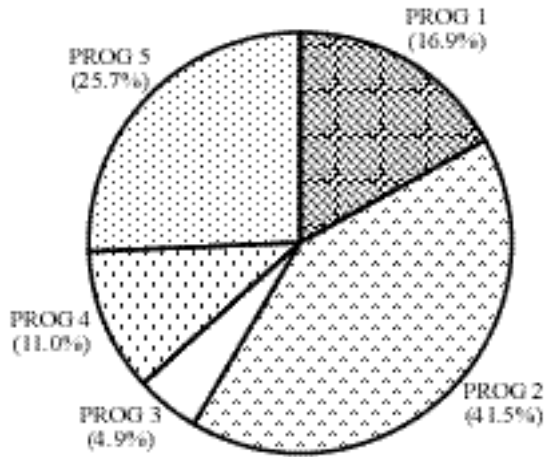
Programme (4)

Provision for 2000–01 is \$3.9 million (8.6%) lower than the revised estimate for 1999–2000. This is mainly due to reduced requirement upon the completion of a campaign to promote Mega Infrastructure Projects & Developments in the HKSAR, partly offset by the creation of one post as part of the department's initiatives to improve its service in video production and multi-media design, to review the Government Homepages.

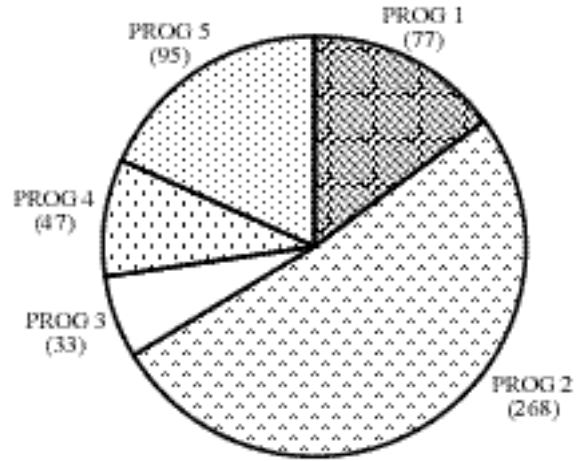
Programme (5)

Provision for 2000–01 is \$1.9 million (1.9%) lower than the revised estimate for 1999–2000. This is mainly due to the reduction of printing requirements under the Enhanced Productivity Programme, partly offset by the creation of two posts as part of the department's initiatives to improve its service in video production and multi-media design, and to review the Government Homepages.

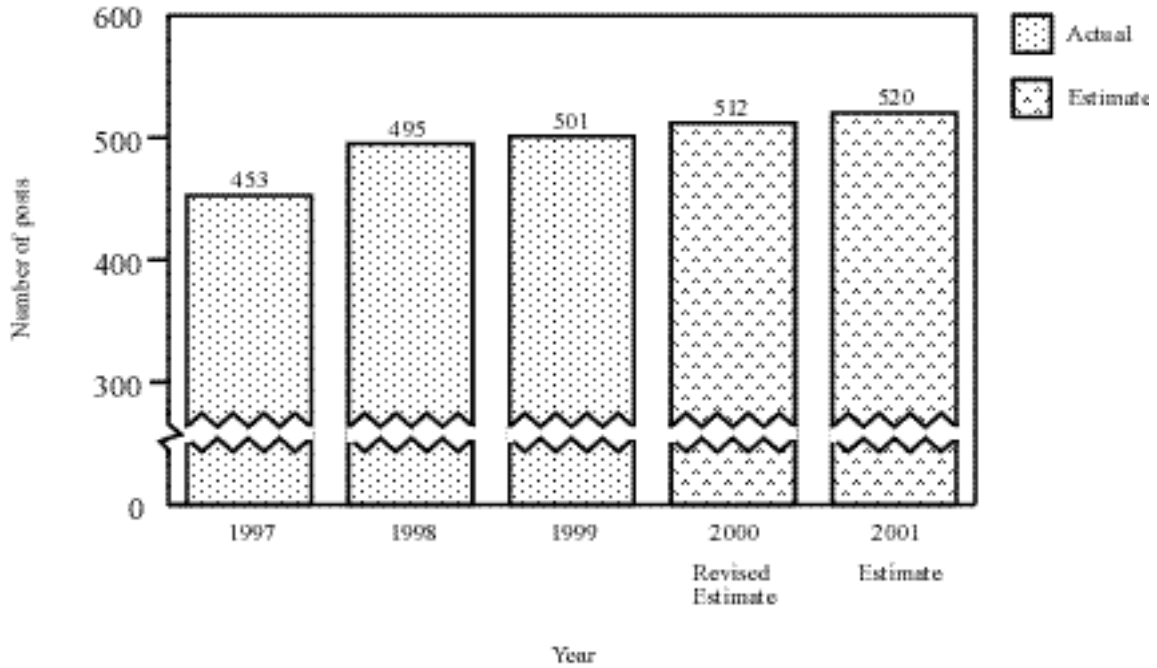
Allocation of provision to programmes (2000-01)



Staff by programme (as at 31 March 2001)



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



Head 74 — INFORMATION SERVICES DEPARTMENT

Sub-head (Code)		Actual expenditure 1998-99	Approved estimate 1999-2000	Revised estimate 1999-2000	Estimate 2000-01
		\$ '000	\$ '000	\$ '000	\$ '000
Recurrent Account					
I — Personal Emoluments					
001	Salaries.....	221,520	238,331	232,971	238,445
002	Allowances.....	9,670	11,119	10,165	10,045
007	Job-related allowances.....	202	251	247	251
	Total, Personal Emoluments	<u>231,392</u>	<u>249,701</u>	<u>243,383</u>	<u>248,741</u>
III — Departmental Expenses					
149	General departmental expenses.....	20,937	22,300	22,300	23,326
	Total, Departmental Expenses	<u>20,937</u>	<u>22,300</u>	<u>22,300</u>	<u>23,326</u>
IV — Other Charges					
205	Publicity.....	23,893	83,365	83,365	80,736
252	Expenses of visitors to Hong Kong and overseas speaking engagements.....	11,365	14,447	14,447	14,157
	Total, Other Charges	<u>35,258</u>	<u>97,812</u>	<u>97,812</u>	<u>94,893</u>
	Total, Recurrent Account	<u>287,587</u>	<u>369,813</u>	<u>363,495</u>	<u>366,960</u>
Capital Account					
I — Plant, Equipment and Works					
Minor plant, vehicles and equipment (block vote).....					
		—	858	858	—
	Total, Plant, Equipment and Works	<u>—</u>	<u>858</u>	<u>858</u>	<u>—</u>
II — Other Non-Recurrent					
700	General other non-recurrent.....	25,447	33,000	36,000	6,550
	Total, Other Non-Recurrent.....	<u>25,447</u>	<u>33,000</u>	<u>36,000</u>	<u>6,550</u>
	Total, Capital Account.....	<u>25,447</u>	<u>33,858</u>	<u>36,858</u>	<u>6,550</u>
	Total Expenditure	<u><u>313,034</u></u>	<u><u>403,671</u></u>	<u><u>400,353</u></u>	<u><u>373,510</u></u>

Head 74 —INFORMATION SERVICES DEPARTMENT

Details of Expenditure by Subhead

The estimate of the amount required in 2000–01 for the salaries and expenses of the Information Services Department is \$373,510,000. This represents a decrease of \$26,843,000 against the revised estimate for 1999–2000 and an increase of \$60,476,000 on actual expenditure in 1998–99.

Recurrent Account

Personal Emoluments

2 Provision of \$248,741,000 for personal emoluments represents an increase of \$5,358,000 over the revised estimate for 1999–2000. It takes into account the full-year provision for posts created and filled during 1999–2000 and posts to be created in 2000–01.

3 The establishment at 31 March 2000 will be 512 permanent posts. It is expected that a net eight posts will be created in 2000–01.

4 Subject to certain conditions, the controlling officer may under delegated powers create or delete non-directorate posts during 2000–01, but the notional annual mid-point salary value of all such posts must not exceed \$225,278,000, which will be reduced to \$224,772,000 upon the deletion of three posts as and when computerisation of departmental records for the newly introduced Intranet System for which these staff are deployed has been completed in the course of the year.

5 Provision of \$10,045,000 under *Subhead 002 Allowances* is for standard allowances.

6 Provision of \$251,000 under *Subhead 007 Job-related allowances* is for standard job-related allowances.

Departmental Expenses

7 Provision of \$23,326,000 under *Subhead 149 General departmental expenses* represents an increase of \$1,026,000 (4.6%) over the revised estimate for 1999–2000. This is mainly due to increased expenditure for purchase and maintenance of computer systems and equipment.

Other Charges

8 Provision of \$80,736,000 under *Subhead 205 Publicity* is for advertisements in local newspapers and publications; purchase of design and photographic materials; hire of services; major/minor publicity campaigns; promotion events and production of government publications. It represents a decrease of \$2,629,000 (3.2%) against the revised estimate for 1999–2000. This is mainly due to reduced printing requirements under the Enhanced Productivity Programme.

9 Provision of \$14,157,000 under *Subhead 252 Expenses of visitors to Hong Kong and overseas speaking engagements* is to meet the expenses of visits to Hong Kong by members of overseas legislatures and opinion-formers in overseas countries invited, in the interests of the Government, to visit Hong Kong; the expenses incurred by senior officials and other prominent Hong Kong personalities sent to speak overseas to put Hong Kong's case to appropriate influential groups in Hong Kong's major overseas markets; expenses incurred in organising visits of overseas journalists; and expenses for production of overseas publicity materials such as films, television newsclips and newsletters.

Head 74 —INFORMATION SERVICES DEPARTMENT

Capital Account

Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.99	Revised estimated expenditure for 1999–2000	Balance
			\$ 000	\$ 000	\$ 000	\$ 000
700		<i>General other non-recurrent</i>				
	538	HK Promotion in Australia	9,500	211	8,289	1,000
	539	HK Promotion in the Mainland.....	9,500	69	8,431	1,000
	540	HK Promotion in North America.....	9,500	1	8,499	1,000
	542	Internet broadcast of press conferences and briefings.....	6,550	—	3,000	3,550
		Total.....	<u>35,050</u>	<u>281</u>	<u>28,219</u>	<u>6,550</u>