

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2003–04	\$402.4m
Establishment ceiling 2003–04 (notional annual mid-point salary value) representing an estimated 468 non-directorate posts as at 31 March 2003 reducing by one post to 467 posts as at 31 March 2004.....	\$217.5m
In addition there will be an estimated 12 directorate posts as at 31 March 2003 and as at 31 March 2004.	
Capital Account commitment balance	\$9.5m

Controlling Officer's Report

Programmes

<p>Programme (1) Public Relations Outside Hong Kong</p> <p>Programme (2) Local Public Relations and Public Information</p> <p>Programme (3) Public Opinion</p> <p>Programme (4) Civic Responsibility</p> <p>Programme (5) Publishing</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

	2001–02 (Actual)	2002–03 (Approved)	2002–03 (Revised)	2003–04 (Estimate)
Financial provision (\$m)	79.6	103.3 (+29.8%)	87.4 (–15.4%)	96.7 (+10.6%)

Aim

2 The aim is to promote a favourable image of Hong Kong outside Hong Kong Special Administrative Region (HKSAR).

Brief Description

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

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

4 During the year, the department continued to publicise developments in Hong Kong and promote Hong Kong's position as "Asia's world city". 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 publicity and promotional activities outside Hong Kong focused to a large extent on the media and business sectors.

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

Targets

	2001 (Actual)	2002 (Actual)	2003 (Plan)
Initiation of action - to all requests within one day.....	Yes	Yes	Yes

Indicators

	2001 (Actual)	2002 (Actual)	2003 (Estimate)
locally based foreign media organisations assisted	122	101	110
visiting journalists and film crews assisted.....	101	93	100
publications produced and distributed.....	16	15	15

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	2001 (Actual)	2002 (Actual)	2003 (Estimate)
videos produced	1	5	3
sponsored visitors and visiting VIPs assisted	457	643	700
speaking engagements outside Hong Kong arranged	232	252	280
high-level outward missions co-ordinated	6	8	12
public relations projects outside Hong Kong co-ordinated and assisted	16	13	14

6 The department achieved its targets in 2002.

Matters Requiring Special Attention in 2003–04

7 During 2003–04, the department will promote Hong Kong as a strategic business partner for tapping the Mainland market, especially the Pearl River Delta. With the successful launch of the BrandHK, the department will step up efforts to promote the Brand and the core values that it represents.

Programme (2): Local Public Relations and Public Information

	2001–02 (Actual)	2002–03 (Approved)	2002–03 (Revised)	2003–04 (Estimate)
Financial provision (\$m)	154.7	169.5 (+9.6%)	160.8 (–5.1%)	168.1 (+4.5%)

Aim

8 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

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, the Financial Secretary, the Secretary for Justice, Directors and Permanent Secretaries of Bureaux and Heads of Departments through the Press Secretaries, the Secretariat Press Office teams and departmental information units.

10 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 programmes and television panel discussions;
- 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.

11 In addition, the department continues to make the best use of the Internet in disseminating government information. An online Government news bulletin - news.gov.hk was launched in December 2002. The bulletin, which adopts a multi-media approach, aims at providing easy access to government news and information.

12 During the year, co-ordination of public relations efforts for various government policies and initiatives continued to be enhanced. Major events that required significant public relations input and support included the Chief Executive's Policy Address, the Budget, the introduction of the Accountability System, the visit by President Jiang Zemin for the celebration of 5th anniversary of the establishment of the HKSAR and the swearing-in ceremony for the second term Government, the Forbes Global CEO Conference, the ITU Telecom Asia 2002 and the visit by Premier Zhu Rongji for the World Congress of Accountants 2002.

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

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Targets

	Target	2001 (Actual)	2002 (Actual)	2003 (Plan)
response to public criticism or misconception of government policies within the same day (%).....	90	95	95	96
issue of press releases (minutes)	50	47	46	46
issue of press photographs (hours).....	2	1.75	1.75	1.75
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

	2001 (Actual)	2002 (Actual)	2003 (Estimate)
press releases issued (in English and Chinese)	37 923	41 283	42 000
press photographs distributed	2 991	3 025	3 100
enquiries dealt with	980 838	1 153 796	1 153 000
media facilities arranged			
press conferences and briefings	1 336	1 561	1 600
web broadcast	329	275	300
interviews	5 025	5 644	5 600
media visits	328	467	470
public functions	7 423	8 802	8 900

14 The department achieved its targets in 2002.

Matters Requiring Special Attention in 2003-04

15 During 2003-04, the department will strengthen its core services, including the newly launched news bulletin on the Internet. It will continue to enhance public relations support for Bureau Directors, Permanent Secretaries and Heads of Departments through internal redeployment of resources.

Programme (3): Public Opinion

	2001-02 (Actual)	2002-03 (Approved)	2002-03 (Revised)	2003-04 (Estimate)
Financial provision (\$m)	21.0	19.3 (-8.1%)	19.9 (+3.1%)	19.0 (-4.5%)

Aim

16 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

17 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 62 English and Chinese newspapers and magazines, and about 270 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.

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

Targets

	Target Working Time Per Case	2001 (Actual)	2002 (Actual)	2003 (Plan)
production of media summaries (hours).....	3	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

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Indicators

	2001 (Actual)	2002 (Actual)	2003 (Estimate)
newspapers monitored each day	26	26	25
number of weekly/monthly magazines and journals monitored.....	35	36	36
hours of news and public affairs programmes monitored as broadcast on			
six television channels.....	4 840	4 304	4 400
six radio channels.....	8 936	9 691	9 700
media reviews and special reports produced	16 779	14 419	14 400

19 The department achieved its target in 2002.

Matters Requiring Special Attention in 2003–04

20 During 2003–04, the department will continue to monitor public opinion through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	2001–02 (Actual)	2002–03 (Approved)	2002–03 (Revised)	2003–04 (Estimate)
Financial provision (\$m)	26.1	34.7 (+33.0%)	34.0 (–2.0%)	33.6 (–1.2%)

Aim

21 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 responsibility.

Brief Description

22 The department provides strategic advice and technical support to policy bureaux and government departments in their publicity programmes to enhance greater public awareness of civic responsibility. These campaigns are mounted throughout the year. To generate maximum impact, various publicity and advertising means are used, including television and radio announcements, special programmes, exhibitions, the Internet, printed materials and community activities. Opinion surveys are conducted from time to time to assess the effectiveness of major campaigns.

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

Targets

	2001 (Actual)	2002 (Actual)	2003 (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

	2001 (Actual)	2002 (Actual)	2003 (Estimate)
publicity programmes planned and organised			
major campaigns.....	11	11	11
minor campaigns	69	72	70
promotional events	860	871	870
posters produced and displayed.....	255	223	220
Announcements in the Public Interest produced	610	601	600
exhibitions mounted	213	234	230
functions involving community participation.....	690	681	650

24 The department achieved its target in 2002.

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Matters Requiring Special Attention in 2003–04

25 During 2003–04, the department will continue to assist bureaux and departments in their publicity programmes. Major ones in 2003–04 will include District Council Elections, New Identity Card, Prevention of Dengue Fever, Service Promotion, Fight Crime, Road Safety, Fire Safety, BrandHK, Healthy Ageing and Promotion of Basic Law.

Programme (5): Publishing

	2001–02 (Actual)	2002–03 (Approved)	2002–03 (Revised)	2003–04 (Estimate)
Financial provision (\$m)	90.9	90.0 (–1.0%)	87.9 (–2.3%)	85.0 (–3.3%)

Aim

26 The aim is to serve as the Government’s publishing agency.

Brief Description

27 The department co-ordinates the Government’s publishing requirements including editorial input where needed, production, marketing and sales of government publications. Online purchase services are also provided.

28 The key performance measures in respect of publishing are:

Targets

	Target Working Time Per Case	2001 (Actual)	2002 (Actual)	2003 (Plan)
updating of publications (per title) (days)...	80	70	70	70
production of new publications (Fact sheets and How to Apply series) (days)...	75	60	60	60
production of new publications (Annual Report and books on special topics) (months)	11	9	9	9
sales of publications (counter service) (minutes)	5	4	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	6	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	8	8	8

Indicators

	2001 (Actual)	2002 (Actual)	2003 (Estimate)
publications updated.....	1 443	1 359	1 300
new publications produced	880	1 089	1 030
copies distributed	13 667 946	23 167 946	23 000 000
copies sold.....	811 857	833 631	830 000
revenue received (\$m).....	23.0	20.0	18.0
advertisements placed.....	16 201	15 285	15 000

29 The department achieved its targets in 2002.

Matters Requiring Special Attention in 2003–04

30 During 2003–04, the department will continue to co-ordinate the Government’s publishing requirements. The department will also increase the use of the Internet.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2001-02 (Actual) (\$m)	2002-03 (Approved) (\$m)	2002-03 (Revised) (\$m)	2003-04 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong	79.6	103.3	87.4	96.7
(2) Local Public Relations and Public Information	154.7	169.5	160.8	168.1
(3) Public Opinion	21.0	19.3	19.9	19.0
(4) Civic Responsibility	26.1	34.7	34.0	33.6
(5) Publishing	90.9	90.0	87.9	85.0
	372.3	416.8 (+12.0%)	390.0 (-6.4%)	402.4 (+3.2%)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2003-04 is \$9.3 million (10.6%) higher than the revised estimate for 2002-03. This is mainly to cover the expected increase in promotional activities outside Hong Kong.

Programme (2)

Provision for 2003-04 is \$7.3 million (4.5%) higher than the revised estimate for 2002-03. The increase is mainly due to the provision for the Government news bulletin service, partly offset by the net deletion of one post.

Programme (3)

Provision for 2003-04 is \$0.9 million (4.5%) lower than the revised estimate for 2002-03. The reduction is mainly due to reduced operating expenses.

Programme (4)

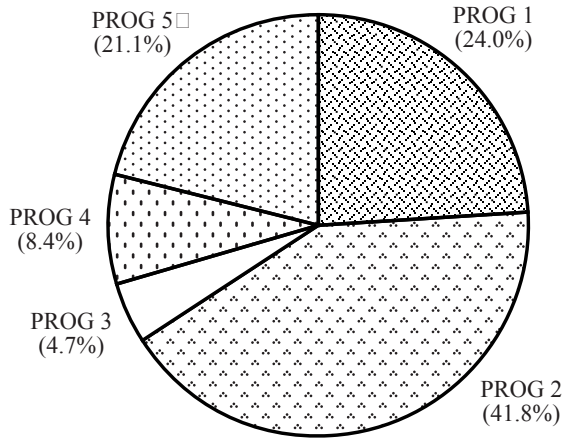
Provision for 2003-04 is \$0.4 million (1.2%) lower than the revised estimate for 2002-03. This is mainly due to reduced operating expenses.

Programme (5)

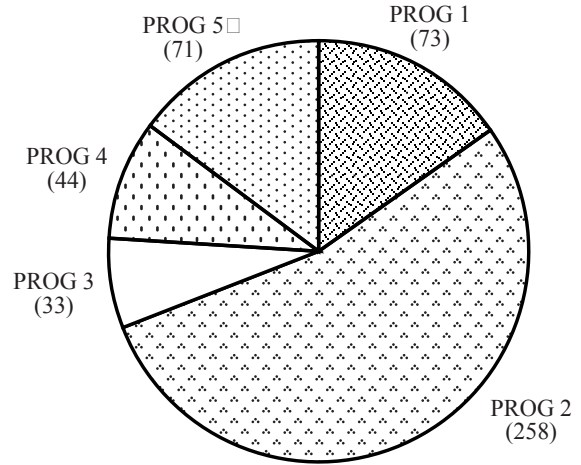
Provision for 2003-04 is \$2.9 million (3.3%) lower than the revised estimate for 2002-03. This is mainly due to the increasing use of the Internet and the reduction in demand for hard-copy publications.

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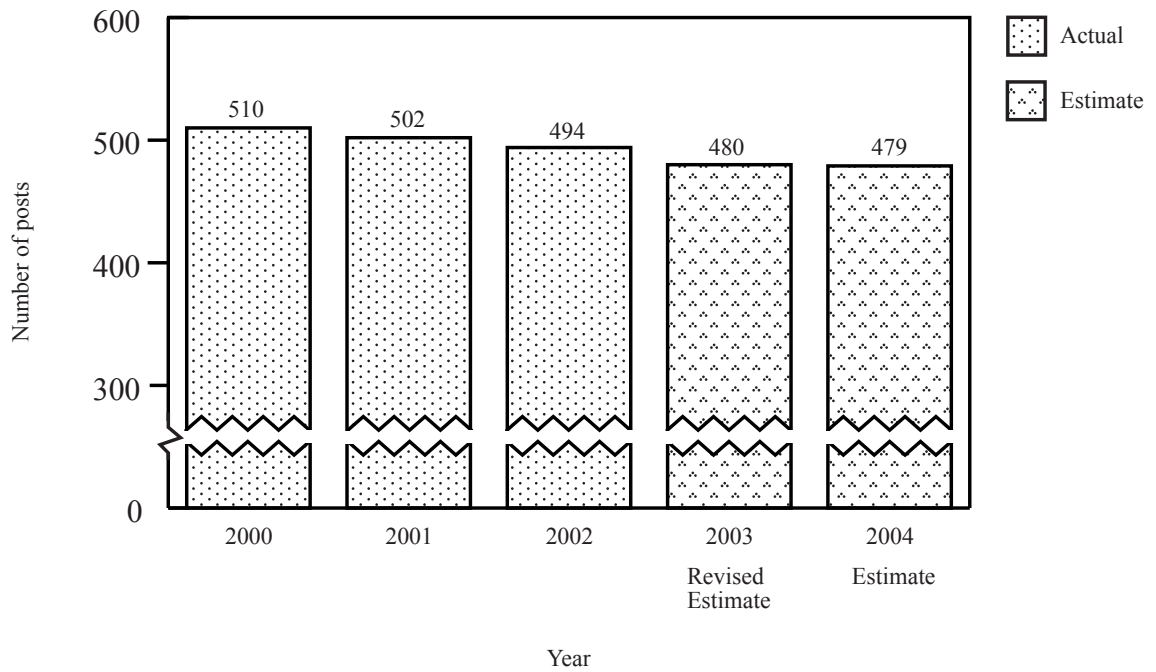
Allocation of provision to programmes (2003-04)



Staff by programme (as at 31 March 2004)



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



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Sub-head (Code)	Actual expenditure 2001-02	Approved estimate 2002-03	Revised estimate 2002-03	Estimate 2003-04	
	\$'000	\$'000	\$'000	\$'000	
Recurrent Account					
000	Operational expenses.....	344,089	405,287	379,566	392,924
	Total, Recurrent Account	344,089	405,287	379,566	392,924
Capital Account					
I — Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote).....	987	—	—	—
	Total, Plant, Equipment and Works	987	—	—	—
II — Other Non-Recurrent					
700	General other non-recurrent	27,190	11,500	10,394	9,500
	Total, Other Non-Recurrent	27,190	11,500	10,394	9,500
	Total, Capital Account	28,177	11,500	10,394	9,500
	Total Expenditure.....	372,266	416,787	389,960	402,424

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Details of Expenditure by Subhead

The estimate of the amount required in 2003–04 for the salaries and expenses of the Information Services Department is \$402,424,000. This represents an increase of \$12,464,000 over the revised estimate for 2002–03 and of \$30,158,000 over actual expenditure in 2001–02.

Recurrent Account

2 Provision of \$392,924,000 under *Subhead 000 Operational expenses* is for the salaries and allowances of staff of the Information Services Department and its other operating expenses.

3 The establishment as at 31 March 2003 will be 480 permanent posts. It is expected that there will be a net deletion of one permanent post in 2003–04. Subject to certain conditions, the controlling officer may under delegated powers create or delete non-directorate posts during 2003–04, but the notional annual mid-point salary value of all such posts must not exceed \$217,503,000.

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

	2001–02 (Actual) (\$'000)	2002–03 (Original Estimate) (\$'000)	2002–03 (Revised Estimate) (\$'000)	2003–04 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	242,142	256,839	241,700	247,000
- Allowances.....	6,509	7,645	7,891	7,677
- Job-related allowances	184	257	242	400
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	—	—	—	204
Departmental Expenses				
- General departmental expenses.....	24,639	31,886	34,733	35,202
Other Charges				
- Publicity	62,155	64,934	63,172	61,216
- Expenses of visitors to Hong Kong and overseas speaking engagements.....	8,460	43,726	31,828	41,225
	344,089	405,287	379,566	392,924

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Capital Account

Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2002	Revised estimated expenditure for 2002-03	Balance
			\$'000	\$'000	\$'000	\$'000
700		<i>General other non-recurrent</i>				
	553	Local BrandHK Project 2002-03.....	9,400	—	7,200	2,200
	554	Overseas BrandHK Project 2002-03	9,980	—	2,680	7,300
		Total.....	<u>19,380</u>	<u>—</u>	<u>9,880</u>	<u>9,500</u>