

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2004–05	\$373.0m
Establishment ceiling 2004–05 (notional annual mid-point salary value) representing an estimated 457 non-directorate posts as at 31 March 2004 reducing by 29 posts to 428 posts as at 31 March 2005	\$203.2m
In addition there will be an estimated 12 directorate posts as at 31 March 2004 and as at 31 March 2005.	
Commitment balance	\$6.7m

Controlling Officer's Report

Programmes

Programme (1) Public Relations Outside Hong Kong

Programme (2) Local Public Relations and Public Information

Programme (3) Public Opinion

Programme (4) Civic Responsibility

Programme (5) Publishing

These programmes contribute to Policy Area 27: Intra-Governmental Services (Secretary for Home Affairs).

Detail

Programme (1): Public Relations Outside Hong Kong

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	75.1	96.7	77.4 (–20.0%)	90.5 (+16.9%)
				(or –6.4% on 2003–04 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
- the international community in Hong Kong.

4 The most important activity this year was dealing with the Severe Acute Respiratory Syndrome (SARS) outbreak. This involved ensuring that overseas audiences were provided with accurate and up-to-date information on the epidemic, and how Hong Kong was dealing with it. This was particularly important because of the serious impact the outbreak had on business with Hong Kong, and on its image. When the epidemic came to an end, our efforts concentrated on letting the world know that Hong Kong had bounced back with renewed vitality. These included the placement of advertisements in the overseas media and invitations to more influential opinion formers from overseas to undertake sponsored visits to Hong Kong. Publicity and promotional activities were also launched in the Mainland and overseas. Following the signing of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), one of our key activities was promoting the abundant opportunities for the international business community to partner with Hong Kong to tap the Mainland market.

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

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Target

	2002 (Actual)	2003 (Actual)	2004 (Plan)
Initiation of action - to all requests within one day	Yes	Yes	Yes

Indicators

	2002 (Actual)	2003 (Actual)	2004 (Estimate)
locally based foreign media organisations assisted	101	95	100
visiting journalists and film crews assisted.....	93	236	160
publications produced and distributed.....	15	16	17
videos produced	5	6	5
sponsored visitors and visiting VIPs assisted	643	542	700
speaking engagements outside Hong Kong arranged	252	172	250
high-level outward missions co-ordinated	8	5	10
public relations projects outside Hong Kong co-ordinated and assisted	13	25	22

6 The overall performance in 2003 as reflected by the above key indicators was generally satisfactory. The significant drop in the number of incoming visitors was because invited guests had decided to withhold or cancel their planned visits as a result of the SARS outbreak in the second quarter of 2003. The SARS outbreak had the same impact on the speaking engagements outside Hong Kong and high-level outward missions, the numbers of which had also reduced. There was however a substantial increase in the number of incoming journalists mainly from the Mainland in the latter half of 2003 due to enhanced publicity on the post-SARS relaunch programmes and the CEPA.

Matters Requiring Special Attention in 2004–05

7 During 2004–05, the department will continue to promote Hong Kong as a strategic partner for business undertakings wishing to enter the fast growing Mainland market, in particular, Pearl River Delta and to take advantage of the unique position Hong Kong holds in harnessing the vast business opportunities rendered under the CEPA.

Programme (2): Local Public Relations and Public Information

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	156.3	168.1	157.8 (–6.1%)	154.5 (–2.1%)
				(or –8.1% on 2003–04 Original)

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 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, 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.

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11 In addition, the department continues to make the best use of the Internet in disseminating government information. This includes an online government news bulletin - news.gov.hk, which adopts a multi-media approach, 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 and activities which required significant public relations input and support included the Chief Executive's Policy Address, the Budget, SARS prevention and economic relaunch, Team Clean measures, CEPA, the conference jointly organised by Boao Forum for Asia and World Tourism Organisation, the visit by Premier Wen Jiabao for the celebration of the 6th anniversary of the establishment of the HKSAR, the visit by China's first astronaut Yang Liwei and 2003 District Council Elections.

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

Targets

	Target	2002 (Actual)	2003 (Actual)	2004 (Plan)
responding to public criticism or misconception of government policies within the same day (%)	90	95	96	96
issue of press releases (minutes)	50	46	46	45
issue of press photographs (hours).....	2	1.75	1.75	1.70
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

	2002 (Actual)	2003 (Actual)	2004 (Estimate)
press releases issued (in English and Chinese).....	41 283	38 271	38 000
press photographs distributed	3 025	3 118	3 100
enquiries dealt with	1 153 796	1 099 404	1 100 000
media facilities arranged			
press conferences and briefings	1 561	1 885	1 800
web broadcast	275	676	510
interviews	5 644	4 284	4 300
media visits.....	467	439	440
public functions	8 802	5 096	5 100

14 The department achieved its targets in 2003.

Matters Requiring Special Attention in 2004-05

15 During 2004-05, the department will strengthen its core services, including the upgrading of the computer system for news dissemination. It will continue to enhance public relations support for Bureau Directors, Permanent Secretaries and Heads of Departments.

Programme (3): Public Opinion

	2002-03 (Actual)	2003-04 (Original)	2003-04 (Revised)	2004-05 (Estimate)
Financial provision (\$m)	19.7	19.0	19.5 (+2.6%)	18.6 (-4.6%)

(or -2.1% on
2003-04 Original)

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.

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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 260 hours every week of news and public affairs programmes on radio and television. Summaries, translation, 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	2002 (Actual)	2003 (Actual)	2004 (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

Indicators

	2002 (Actual)	2003 (Actual)	2004 (Estimate)
newspapers monitored each day	26	25	25
weekly/monthly magazines and journals monitored	36	37	37
hours of news and public affairs programmes monitored as broadcast on			
six television channels	4 304	4 230	4 300
six radio channels	9 691	9 000	9 200
media reviews and special reports produced	14 419	18 374	18 400

19 The department achieved its targets in 2003.

Matters Requiring Special Attention in 2004–05

20 During 2004–05, the department will continue to monitor public opinion through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	33.1	33.6	37.6 (+11.9%)	32.0 (–14.9%)
				(or –4.8% on 2003–04 Original)

Aim

21 The aim is to enhance public awareness of, and educate the public on, major issues of social concern and to promote a greater sense of civic responsibility within the community.

Brief Description

22 The department provides strategic advice and technical support for policy bureaux and government departments in conducting campaigns and publicity drives. The publicity programmes, mainly funded by bureaux and departments, are aimed at promoting government policies and matters in the public interest. Efforts are sustained throughout the year to generate maximum impact. Television and radio, print and digital media, outdoor advertising and community involvement activities are the major means for conducting publicity programmes.

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

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Targets

	2002 (Actual)	2003 (Actual)	2004 (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

	2002 (Actual)	2003 (Actual)	2004 (Estimate)
publicity programmes planned and organised			
major campaigns.....	11	10	10
minor campaigns	72	96	90
posters produced and displayed.....	223	270	270
Announcements in the Public Interest produced	601	847	700
exhibitions mounted	234	302	300

24 The department achieved its targets in 2003.

Matters Requiring Special Attention in 2004–05

25 During 2004–05, the department will continue to provide professional support for bureaux and departments in their publicity campaigns. Large-scale publicity programmes in 2004–05 will include Prevention of SARS, Voter Registration, Legislative Council Elections, New Identity Card, Prevention of Dengue Fever, Fight Crime, Road Safety, Fire Safety, Promotion of Basic Law and Anti-drug.

Programme (5): Publishing

	2002–03 (Actual)	2003–04 (Original)	2003–04 (Revised)	2004–05 (Estimate)
Financial provision (\$m)	85.3	85.0	79.2 (–6.8%)	77.4 (–2.3%)
				(or –8.9% on 2003–04 Original)

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 purchases are encouraged.

28 The key performance measures in respect of publishing are:

Targets

	Target Working Time Per Case	2002 (Actual)	2003 (Actual)	2004 (Plan)
updating of publications, including their electronic version (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
delivery of publications ordered from the online Government Bookstore (days)† ...	4	-	3	3
reply to request by post for purchase of photographs and slides (days)	7	6	6	6

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	Target Working Time Per Case	2002 (Actual)	2003 (Actual)	2004 (Plan)
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

§ Modified indicator to include updating of electronic version. Starting from 2003, hard copies of the Fact Sheet series and the Hong Kong Background Information will no longer be produced.

† New indicator as from 2004

Indicators

	2002 (Actual)	2003 (Actual)	2004 (Estimate)
publications updated.....	1 359	1 207	1 100
new publications produced.....	1 089	2 008	1 900
copies distributed Δ	23 167 946	32 704 029	12 704 000
copies sold.....	833 631	715 219	650 000
revenue received (\$m).....	20.0	17.2	15.0
advertisements placed.....	15 285	12 236	11 000

Δ The drastic increase in the number of copies distributed in 2003 was largely due to the production of the various SARS-related publications.

29 The department achieved its targets in 2003.

Matters Requiring Special Attention in 2004–05

30 During 2004–05, the department will continue to co-ordinate the Government's publishing requirements. The department will also promote the use of the Internet for the purchase of government publications from the online Government Bookstore.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2002-03 (Actual) (\$m)	2003-04 (Original) (\$m)	2003-04 (Revised) (\$m)	2004-05 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong	75.1	96.7	77.4	90.5
(2) Local Public Relations and Public Information	156.3	168.1	157.8	154.5
(3) Public Opinion	19.7	19.0	19.5	18.6
(4) Civic Responsibility	33.1	33.6	37.6	32.0
(5) Publishing	85.3	85.0	79.2	77.4
	369.5	402.4	371.5 (-7.7%)	373.0 (+0.4%)
				(or -7.3% on 2003-04 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2004-05 is \$13.1 million (16.9%) higher than the revised estimate for 2003-04. This is mainly to cover the expected increase in promotional activities outside Hong Kong, partly offset by the deletion of seven posts.

Programme (2)

Provision for 2004-05 is \$3.3 million (2.1%) lower than the revised estimate for 2003-04. The reduction is mainly due to the deletion of 11 posts, partly offset by an increase in IT maintenance service cost.

Programme (3)

Provision for 2004-05 is \$0.9 million (4.6%) lower than the revised estimate for 2003-04. The reduction is mainly due to reduced operating expenses.

Programme (4)

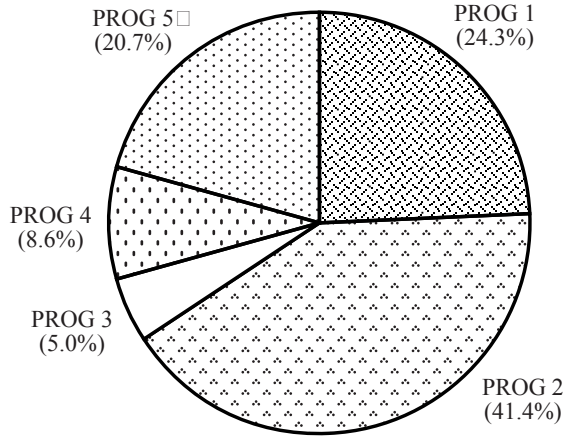
Provision for 2004-05 is \$5.6 million (14.9%) lower than the revised estimate for 2003-04. This is mainly due to reduced operating expenses and the deletion of seven posts.

Programme (5)

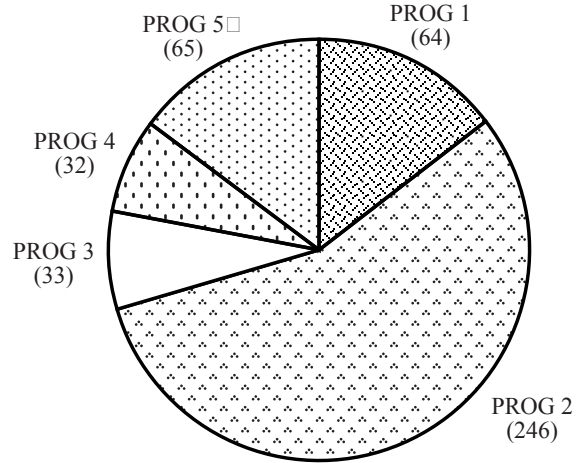
Provision for 2004-05 is \$1.8 million (2.3%) lower than the revised estimate for 2003-04. This is mainly due to the deletion of four posts.

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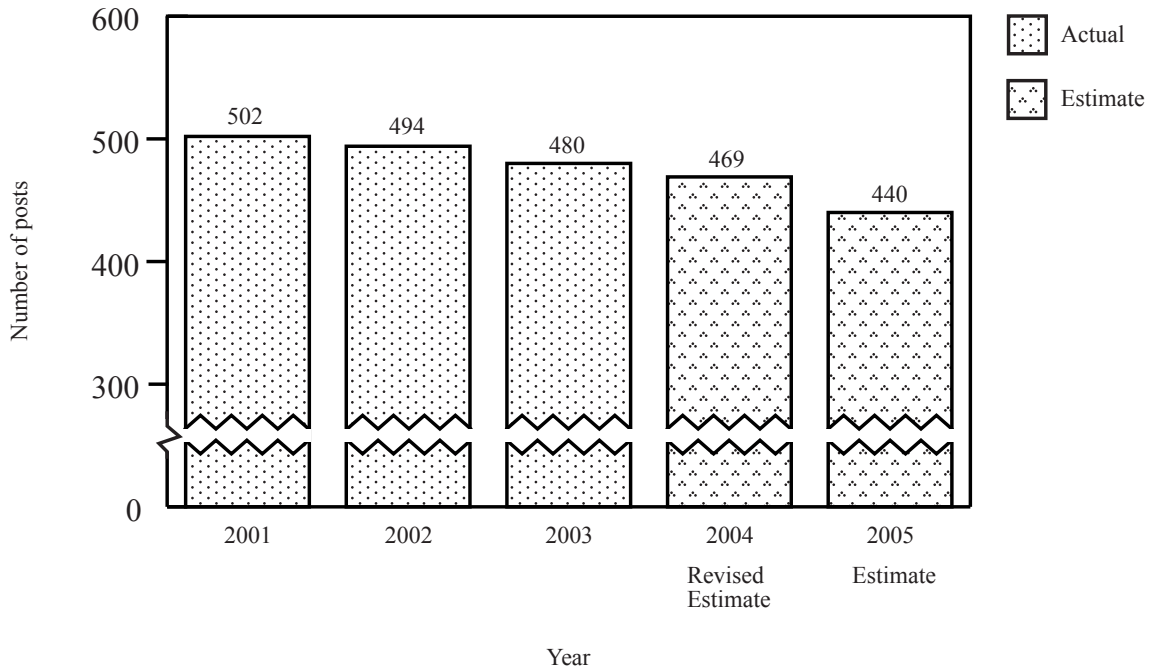
Allocation of provision to programmes (2004-05)



Staff by programme (as at 31 March 2005)



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



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Sub-head (Code)	Actual expenditure 2002-03	Approved estimate 2003-04	Revised estimate 2003-04	Estimate 2004-05	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses.....	359,476	392,924	368,360	366,381
	Total, Recurrent	<u>359,476</u>	<u>392,924</u>	<u>368,360</u>	<u>366,381</u>
Non-Recurrent					
700	General non-recurrent.....	10,050	9,500	3,187	6,655
	Total, Non-Recurrent	<u>10,050</u>	<u>9,500</u>	<u>3,187</u>	<u>6,655</u>
	Total, Operating Account.....	369,526	402,424	371,547	373,036
<hr/>					
	Total Expenditure.....	<u><u>369,526</u></u>	<u><u>402,424</u></u>	<u><u>371,547</u></u>	<u><u>373,036</u></u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2004–05 for the salaries and expenses of the Information Services Department is \$373,036,000. This represents an increase of \$1,489,000 over the revised estimate for 2003–04 and of \$3,510,000 over actual expenditure in 2002–03.

Operating Account

Recurrent

2 Provision of \$366,381,000 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 2004 will be 469 permanent posts. It is expected that there will be a deletion of 29 permanent posts in 2004–05. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2004–05, but the notional annual mid-point salary value of all such posts must not exceed \$203,248,000.

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

	2002–03 (Actual) (\$'000)	2003–04 (Original) (\$'000)	2003–04 (Revised) (\$'000)	2004–05 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	237,950	247,000	231,312	220,422
- Allowances.....	6,029	7,677	5,909	5,666
- Job-related allowances	196	400	289	376
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	—	204	251	248
Departmental Expenses				
- General departmental expenses.....	33,248	35,202	38,702	41,173
Other Charges				
- Publicity	60,983	61,216	62,685	58,859
- Expenses of visitors to Hong Kong and overseas speaking engagements.....	21,070	41,225	29,212	39,637
	359,476	392,924	368,360	366,381

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Commitments

Sub- head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2003	Revised estimated expenditure for 2003-04	Balance
			\$'000	\$'000	\$'000	\$'000
<i>Operating Account</i>						
700	554	<i>General non-recurrent</i> Overseas BrandHK Project 2002-03	9,980	2,352	973	6,655
		Total.....	9,980	2,352	973	6,655