

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2006–07 **\$346.7m**

Establishment ceiling 2006–07 (notional annual mid-point salary value) representing an estimated 412 non-directorate posts as at 31 March 2006 reducing by two posts to 410 posts as at 31 March 2007 **\$178.8m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2006 and as at 31 March 2007.

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

	2004–05 (Actual)	2005–06 (Original)	2005–06 (Revised)	2006–07 (Estimate)
Financial provision (\$m)	67.6	73.7	69.3 (–6.0%)	76.1 (+9.8%)
				(or +3.3% on 2005–06 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 ongoing publicity efforts - particularly overseas speaking engagements by senior officials - continue to focus on the importance of Hong Kong as the best international platform for doing business in Asia and in the Mainland of China. The Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), enhanced co-operation with the Pearl River Delta (PRD) and the Pan-PRD (9+2) initiative are among the positive factors promoted to overseas audiences, visiting VIPs and journalists and the international community in Hong Kong. In addition to publicising the Hong Kong message on trade, economic development and business opportunities, the Department counters inaccurate reports on issues that need to be put into proper perspective.

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

Target

	Target	2004 (Actual)	2005 (Actual)	2006 (Plan)
initiate action to all requests within one day (%)	100	100	100	100

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Indicators

	2004 (Actual)	2005 (Actual)	2006 (Estimate)
locally based foreign media organisations assisted	94	96	96
visiting journalists and film crews assisted.....	111	295	150
publications produced and distributed.....	18	18	18
videos produced.....	3	3	3
sponsored visitors and visiting VIPs assisted	685	728	700
speaking engagements outside Hong Kong arranged.....	146	169	160
high-level outward missions co-ordinated.....	5	8	8
public relations projects outside Hong Kong co-ordinated and assisted	34	45	47

6 The overall performance in 2005 was satisfactory. There was an upturn in the number of visitors, due to improving economic sentiment in Hong Kong and increased interest in the CEPA, PRD and Pan-PRD stories. There was a sharp increase in the number of visiting journalists and film crews assisted due to the Sixth World Trade Organization Ministerial Conference.

Matters Requiring Special Attention in 2006–07

7 During 2006–07, the Department will continue to promote Hong Kong as Asia's world city and as the best two-way platform for international business to enter the Mainland market, and for Mainland business to access the global market and international capital markets. Many international events including the International Telecommunication Union TELECOM WORLD 2006 will provide ample opportunities to showcase Hong Kong's success to the world.

Programme (2): Local Public Relations and Public Information

	2004–05 (Actual)	2005–06 (Original)	2005–06 (Revised)	2006–07 (Estimate)
Financial provision (\$m)	145.3	150.5	141.4 (–6.0%)	153.2 (+8.3%)

(or +1.8% on
2005–06 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, Bureau Directors, Permanent Secretaries 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 and television public affairs programmes;
- 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 The Department continues to make the best use of the Internet in disseminating government information. A web-based news dissemination system was launched in August 2005 providing the media easy access to government announcements and information. The Government News and Media Information System (GNMIS) integrates in a single website all press releases, fax broadcast, photographs and video news clips. In addition, the online government news bulletin - news.gov.hk - presents to the public government news and information in multimedia format. Apart from breaking news, the e-bulletin also provides background and related information through feature stories, photo galleries, videos and links.

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12 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 visit to Hong Kong by Vice-President Zeng Qinghong, the grand opening ceremony of the Hong Kong Disneyland, the visit by the Chief Executive and Legislative Council Members to the PRD, public consultation on the development of West Kowloon Cultural District, promotion of health and food safety, prevention of avian influenza and other communicable diseases, the Delegation of Shenzhou-6 Manned Space Flight Mission to Hong Kong, and the Sixth World Trade Organization Ministerial Conference.

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

Targets

	Target	2004 (Actual)	2005 (Actual)	2006 (Plan)
respond to public criticism or misconception of government policies within the same day (%).....	90	96	96	96
issue press releases (minutes).....	45§	45	45	45
issue press photographs (hours).....	2	1.7	1.7	2
deal with enquiries from the media (day)....	1	1	1	1
deal with enquiries from the public (minutes).....	10	10	10	10
arrange media facilities (day).....	1	1	1	1

§ Enhanced target as from 2006.

Indicators

	2004 (Actual)	2005 (Actual)	2006 (Estimate)
press releases issued (in English and Chinese).....	37 929	37 665	38 000
press photographs distributed.....	3 522	3 364	3 400
enquiries dealt with.....	1 114 709	1 133 157	1 133 000
media facilities arranged			
press conferences and briefings.....	1 476	1 547	1 500
web broadcast.....	504	361	360
interviews.....	4 743	5 091	5 100
media visits.....	267	216	220
public functions.....	4 631	4 730	4 700

14 The Department achieved its targets in 2005.

Matters Requiring Special Attention in 2006–07

15 During 2006–07, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries and Heads of Departments.

Programme (3): Public Opinion

	2004–05 (Actual)	2005–06 (Original)	2005–06 (Revised)	2006–07 (Estimate)
Financial provision (\$m)	17.0	19.2	17.8 (–7.3%)	18.4 (+3.4%)

(or –4.2% on
2005–06 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 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 60 English and Chinese newspapers and magazines, and about 270 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	2004 (Actual)	2005 (Actual)	2006 (Plan)
production of media summaries (hours)	2.8§	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

§ Enhanced target as from 2006.

Indicators

	2004 (Actual)	2005 (Actual)	2006 (Estimate)
newspapers monitored each day	25	25	25
weekly/monthly magazines and journals monitored.....	33	35	35
hours of news and public affairs programmes monitored as broadcast on			
six television channels	4 200	4 142	4 110
seven radio channels	9 800	10 107	10 360
media reviews and special reports produced	20 614	21 768	21 780

19 The Department achieved its targets in 2005.

Matters Requiring Special Attention in 2006–07

20 During 2006–07, the Department will continue to monitor public opinion through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	2004–05 (Actual)	2005–06 (Original)	2005–06 (Revised)	2006–07 (Estimate)
Financial provision (\$m)	25.7	32.7	31.3 (–4.3%)	34.2 (+9.3%)
				(or +4.6% on 2005–06 Original)

Aim

21 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

22 The Department provides strategic advice and technical support to policy bureaux and government departments in conducting publicity campaigns and promotion drives. The publicity programmes are mainly funded by bureaux and departments. Through a wide range of publicity means including television, radio, digital media, print materials, outdoor advertising and community involvement activities, the campaign messages are conveyed to the target audiences. Large-scale publicity campaigns conducted with the Department's assistance during the year included Prevention of Avian Flu, the Sixth World Trade Organization Ministerial Conference, New Identity Card, Harmful Effects of Second-hand Smoke, Safer Sex, Prevention of Dengue Fever and Japanese Encephalitis, Fight Crime, Road Safety, Fire Safety and Anti-drug.

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23 The key performance measures for civic responsibility are:

Targets

	Target	2004 (Actual)	2005 (Actual)	2006 (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

	2004 (Actual)	2005 (Actual)	2006 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	10	10	10
minor campaigns	121	123	125
posters produced and displayed	229	290	290
Announcements in the Public Interest produced	903	819	830
exhibitions mounted	195	178	180

24 The Department achieved its targets in 2005.

Matters Requiring Special Attention in 2006–07

25 During 2006–07, the Department will continue to provide support for bureaux and departments in their publicity campaigns and promotion drives.

Programme (5): Publishing

	2004–05 (Actual)	2005–06 (Original)	2005–06 (Revised)	2006–07 (Estimate)
Financial provision (\$m)	56.0	70.6	62.3 (–11.8%)	64.8 (+4.0%)
				(or –8.2% on 2005–06 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, distribution and sales of government publications. Online sale of government publications has become increasingly popular.

28 The key performance measures in respect of publishing are:

Targets

	Target Working Time Per Case	2004 (Actual)	2005 (Actual)	2006 (Plan)
update publications, including their electronic version (days)	60§	60	60	60
produce new publications (Annual Report and books on special topics) (months) ...	9§	9	9	9
process publication sales				
transaction at counter (minutes)	4§	4	4	3
respond to request by post (days)	3§	5	3	3
deliver publications ordered from the online Government Bookstore (days)	3§	3	3	3

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	Target Working Time Per Case	2004 (Actual)	2005 (Actual)	2006 (Plan)
process request by post for purchase of photographs and slides (days)	6§	6	6	6
process request for free publication(s) at counter (minutes)	3§	3	3	3
by post (days)	3§	4	3	3

§ Enhanced targets as from 2006.

Indicators

	2004 (Actual)	2005 (Actual)	2006 (Estimate)
publications updated	969	869	870
new publications produced	788	735	750
copies distributed	14 874 118	19 800 757 ^Δ	15 100 000
copies sold	637 470	440 250	400 000
revenue received (\$m)	14.5	11.5	10.0
advertisements placed	11 702	9 764	9 000

Δ The increase in the number of copies distributed in 2005 was largely attributed to the distribution of the various avian flu-related publications.

29 The Department achieved its targets in 2005.

Matters Requiring Special Attention in 2006–07

30 During 2006–07, the Department will continue to co-ordinate the Government's publishing requirements and to promote wider use of the Internet for purchasing government publications from the online Government Bookstore.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2004-05 (Actual) (\$m)	2005-06 (Original) (\$m)	2005-06 (Revised) (\$m)	2006-07 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong.....	67.6	73.7	69.3	76.1
(2) Local Public Relations and Public Information	145.3	150.5	141.4	153.2
(3) Public Opinion	17.0	19.2	17.8	18.4
(4) Civic Responsibility	25.7	32.7	31.3	34.2
(5) Publishing	56.0	70.6	62.3	64.8
	311.6	346.7	322.1 (-7.1%)	346.7 (+7.6%)
				(or same as 2005-06 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2006-07 is \$6.8 million (9.8%) higher than the revised estimate for 2005-06. This is mainly due to an increase in expenses for projects promoting Hong Kong's brand identity and an expected increase in promotional activities outside Hong Kong.

Programme (2)

Provision for 2006-07 is \$11.8 million (8.3%) higher than the revised estimate for 2005-06. This is mainly due to the full-year effect of filling existing vacancies in 2005-06 and salary increments for existing staff, partly offset by the deletion of two posts.

Programme (3)

Provision for 2006-07 is \$0.6 million (3.4%) higher than the revised estimate for 2005-06. This is mainly due to the full-year effect of filling existing vacancies in 2005-06.

Programme (4)

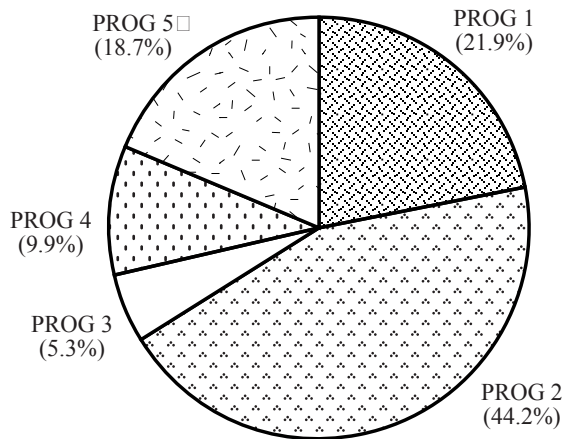
Provision for 2006-07 is \$2.9 million (9.3%) higher than the revised estimate for 2005-06. This is mainly to cover the expected increase in publicity activities.

Programme (5)

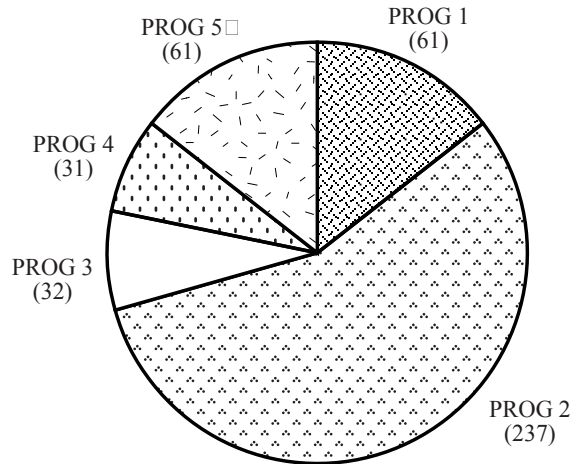
Provision for 2006-07 is \$2.5 million (4.0%) higher than the revised estimate for 2005-06. This is mainly due to an increase in operating expenses and the full-year effect of filling an existing vacancy in 2005-06.

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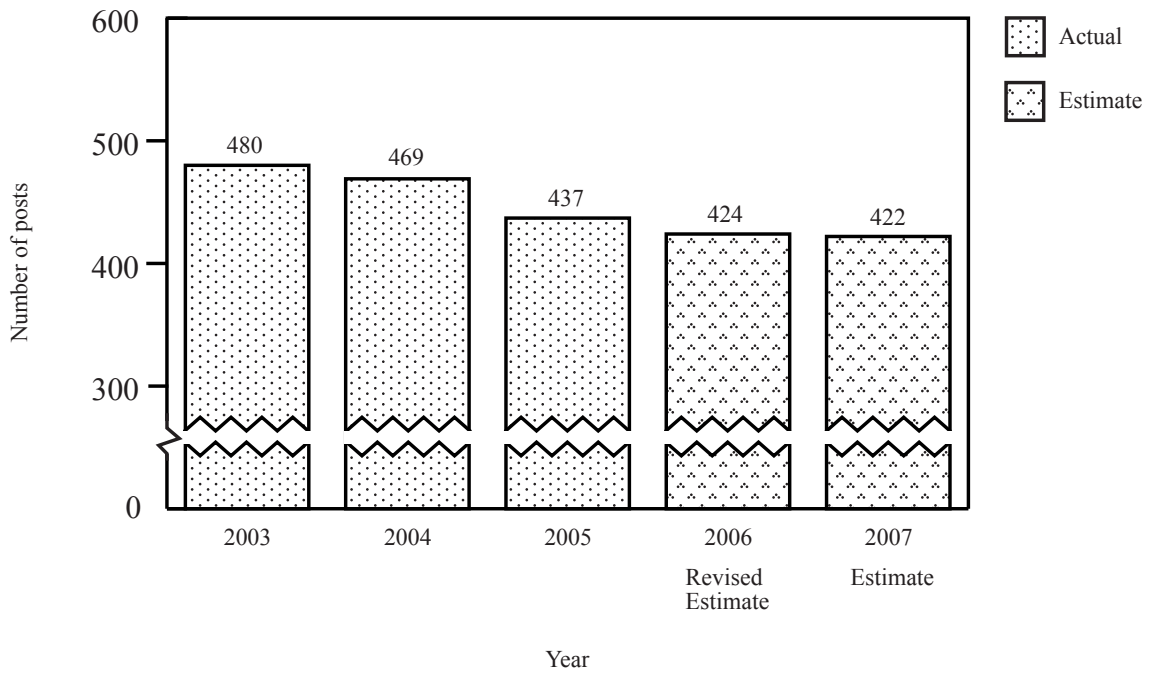
Allocation of provision
to programmes
(2006-07)



Staff by programme
(as at 31 March 2007)



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



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Sub-head (Code)	Actual expenditure 2004-05	Approved estimate 2005-06	Revised estimate 2005-06	Estimate 2006-07	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	304,421	346,736	322,124	346,736
	Total, Recurrent.....	<u>304,421</u>	<u>346,736</u>	<u>322,124</u>	<u>346,736</u>
Non-Recurrent					
	General non-recurrent.....	6,599	—	—	—
	Total, Non-Recurrent.....	<u>6,599</u>	<u>—</u>	<u>—</u>	<u>—</u>
	Total, Operating Account.....	<u>311,020</u>	<u>346,736</u>	<u>322,124</u>	<u>346,736</u>
Capital Account					
Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote)	572	—	—	—
	Total, Plant, Equipment and Works	<u>572</u>	<u>—</u>	<u>—</u>	<u>—</u>
	Total, Capital Account	<u>572</u>	<u>—</u>	<u>—</u>	<u>—</u>
	 Total Expenditure	 <u><u>311,592</u></u>	 <u><u>346,736</u></u>	 <u><u>322,124</u></u>	 <u><u>346,736</u></u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2006–07 for the salaries and expenses of the Information Services Department is \$346,736,000. This represents an increase of \$24,612,000 over the revised estimate for 2005–06 and of \$35,144,000 over actual expenditure in 2004–05.

Operating Account

Recurrent

2 Provision of \$346,736,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Information Services Department. The increase of \$24,612,000 (7.6%) over the revised estimate for 2005–06 is mainly due to the full-year effect of filling vacancies in 2005–06; salary increments for existing staff; expected increase in promotional and publicity activities in or outside Hong Kong; and additional provision for promotion of Hong Kong's brand identity, partly offset by the deletion of two posts.

3 The establishment as at 31 March 2006 will be 424 permanent posts. It is expected that there will be a deletion of two permanent posts in 2006–07. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2006–07, but the notional annual mid-point salary value of all such posts must not exceed \$178,757,000.

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

	2004–05 (Actual) (\$'000)	2005–06 (Original) (\$'000)	2005–06 (Revised) (\$'000)	2006–07 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	206,348	209,687	193,800	204,332
- Allowances	4,571	5,666	4,886	5,631
- Job-related allowances	160	376	185	373
Personnel Related Expenses				
- Mandatory Provident Fund contribution	208	252	201	300
Departmental Expenses				
- General departmental expenses	30,739	43,565	41,199	42,345
Other Charges				
- Publicity	38,325	52,103	46,792	53,548
- Expenses of visitors to Hong Kong and overseas speaking engagements	24,070	35,087	35,061	40,207
	304,421	346,736	322,124	346,736