

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2008–09 **\$370.0m**

Establishment ceiling 2008–09 (notional annual mid-point salary value) representing an estimated 410 non-directorate posts as at 31 March 2008 rising by six posts to 416 posts as at 31 March 2009 ... **\$193.1m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2008 and as at 31 March 2009.

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

	2006–07 (Actual)	2007–08 (Original)	2007–08 (Revised)	2008–09 (Estimate)
Financial provision (\$m)	66.9	76.9	69.2 (–10.0%)	82.7 (+19.5%)
				(or +7.5% on 2007–08 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 publicity efforts seek to promote Hong Kong as Asia's world city and a two-way platform for international businesses to enter the Mainland market, and for Mainland businesses to access the international market. Particular emphasis is placed on promoting Hong Kong's role as a major business and financial service hub, the benefits of the Closer Economic Partnership Arrangement with the Mainland, and the economic potential of the Pan-Pearl River Delta. 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	2006 (Actual)	2007 (Actual)	2008 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

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Indicators

	2006 (Actual)	2007 (Actual)	2008 (Estimate)
locally based foreign media organisations assisted.....	95	103	100
visiting journalists and film crews assisted.....	132	291	610#
publications produced and distributed.....	16	16	16
videos produced.....	0	2	2
sponsored visitors and visiting VIPs assisted.....	373	544§	550§
speaking engagements outside Hong Kong arranged.....	174	196	170
high-level outward missions co-ordinated.....	10	12	10
public relations projects outside Hong Kong co-ordinated and assisted.....	43	70Ψ	40

The estimated increase in 2008 is mainly due to a higher number of visiting journalists to cover the 2008 Olympic and Paralympic Equestrian Events.

§ The increase in 2007 was due to the 10th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR). The number is expected to remain at a high level in 2008 due to the staging of the 2008 Olympic and Paralympic Equestrian Events in Hong Kong.

Ψ The increase in 2007 was due to the 10th Anniversary of the Establishment of the HKSAR. In 2008, the number is expected to return to normal.

Matters Requiring Special Attention in 2008–09

6 During 2008–09, Hong Kong's role as a co-host city for the Beijing 2008 Olympic and Paralympic Games will provide an excellent opportunity to showcase to the international community the city's credentials in organising large-scale sporting events and as a welcoming destination for visitors.

Programme (2): Local Public Relations and Public Information

	2006–07 (Actual)	2007–08 (Original)	2007–08 (Revised)	2008–09 (Estimate)
Financial provision (\$m)	140.1	152.8	151.6 (–0.8%)	159.3 (+5.1%)
				(or +4.3% on 2007–08 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 and 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 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.

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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 (GNMIS) 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 breaking news, the e-bulletin also provides background and related information on government services to the community through feature stories, photo galleries, videos and links.

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 Chief Executive's Policy Address, the Budget, celebrations of the 10th Anniversary of the Establishment of the HKSAR, "Good Luck Beijing - HKSAR 10th Anniversary Cup", District Council Election, Legislative Council By-election, West Kowloon Cultural District public engagement exercise, Green Paper on Constitutional Development and public consultation on the proposed banning of idling vehicles with running engines.

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

Targets

	Target	2006 (Actual)	2007 (Actual)	2008 (Plan)
responding to public criticism or misconception of government policies within the same day (%)	92	97	97	97
issue of press releases (minutes).....	45	45	45	45
issue of press photographs (hours)	2	2	2	2
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

	2006 (Actual)	2007 (Actual)	2008 (Estimate)
press releases issued (in English and Chinese)	40 996	42 739	42 000
press photographs distributed	3 708	4 107	4 100
enquiries dealt with.....	1 155 617	1 099 913	1 100 000
media facilities arranged			
press conferences and briefings	1 473	1 100	1 100
web broadcast	311	292	300
interviews.....	4 699	3 649	3 650
media visits	418	263	260
public functions	4 925	4 798	4 800

Matters Requiring Special Attention in 2008–09

13 During 2008–09, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries and Heads of Departments. Major events and activities which require significant public relations input and support will include the Beijing 2008 Olympic and Paralympic Torch Relays in Hong Kong, the 2008 Olympic and Paralympic Equestrian Events in Hong Kong, Legislative Council Election and environmental protection.

Programme (3): Public Opinion

	2006–07 (Actual)	2007–08 (Original)	2007–08 (Revised)	2008–09 (Estimate)
Financial provision (\$m)	17.4	18.5	16.7 (-9.7%)	18.2 (+9.0%)
				(or -1.6% on 2007–08 Original)

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.

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Brief Description

15 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 subjects under their purview so that this can be taken into account in formulating and implementing policies. This process involves the monitoring of about 60 English and Chinese newspapers, magazines, and about 280 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.

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

Targets

	Target	2006 (Actual)	2007 (Actual)	2008 (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

Indicators

	2006 (Actual)	2007 (Actual)	2008 (Estimate)
newspapers monitored each day	25	28	22@
weekly/monthly magazines and journals monitored	31	33	33
hours of news and public affairs programmes monitored as broadcast on			
seven television channels¶.....	3 936	4 184	4 400
seven radio channels	10 017	9 920	10 450
media reviews and special reports produced.....	22 585	24 440	25 000

@ Monitoring of six mainland newspapers has been done by Hong Kong Economic and Trade Offices in the Mainland as from late 2007.

¶ Revised description from previous indicator 'six television channels' to include an additional television channel.

Matters Requiring Special Attention in 2008–09

17 During 2008–09, the Department will continue to monitor public opinion as expressed through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	2006–07 (Actual)	2007–08 (Original)	2007–08 (Revised)	2008–09 (Estimate)
Financial provision (\$m)	34.2	36.6	39.9 (+9.0%)	44.1 (+10.5%)
				(or +20.5% on 2007–08 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.

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. Through a wide range of publicity channels such as 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: the celebration activities for the 10th Anniversary of the Establishment of the HKSAR; Voter Registration; District Council Election; Legislative Council By-election; Environmental Protection; Road Safety; Civic Education; and West Kowloon Cultural District public engagement exercise.

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20 The key performance measures for civic responsibility are:

Targets

	Target	2006 (Actual)	2007 (Actual)	2008 (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

	2006 (Actual)	2007 (Actual)	2008 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	10	8	8
minor campaigns.....	160	135	135
posters produced and displayed	235	265	260
Announcements in the Public Interest produced.....	876	897	890
exhibitions mounted.....	153	219 Δ	190

Δ The increase in 2007 was mainly due to the Government's promotional effort to mark the 10th Anniversary of the Establishment of the HKSAR and in fire prevention.

Matters Requiring Special Attention in 2008–09

21 During 2008–09, the Department will continue to provide support for bureaux and departments in their publicity campaigns and promotion drives.

Programme (5): Publishing

	2006–07 (Actual)	2007–08 (Original)	2007–08 (Revised)	2008–09 (Estimate)
Financial provision (\$m)	58.4	63.1	64.0 (+1.4%)	65.7 (+2.7%)
				(or +4.1% on 2007–08 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. Online sale has become a popular way for purchase of government publications.

24 The key performance measures in respect of publishing are:

Targets

	Target	2006 (Actual)	2007 (Actual)	2008 (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

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	Target	2006 (Actual)	2007 (Actual)	2008 (Plan)
delivering publications ordered from the online Government Bookstore (days).....	3	3	3	3
processing requests for purchase of photographs and slides (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

	2006 (Actual)	2007 (Actual)	2008 (Estimate)
publications updated	747	688	680
new publications produced	574	569	530
copies distributed	15 377 583 [^]	9 325 324	9 140 000
copies sold	428 470	384 952	350 000
revenue received (\$m)	10.3	10.0	9.5
advertisements placed	10 518	9 836	9 500

[^] The greater number of copies distributed in 2006 was attributed to the distribution of various avian flu-related publications and the five-day week publicity materials.

Matters Requiring Special Attention in 2008–09

25 During 2008–09, the Department will continue to co-ordinate the Government's publishing requirements and to promote wider use of the online Government Bookstore. The migration of the Electronic Service Delivery Government Bookstore to GovHK in early 2008 will provide more user-friendly features for the online purchase of publications.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2006-07 (Actual) (\$m)	2007-08 (Original) (\$m)	2007-08 (Revised) (\$m)	2008-09 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong.....	66.9	76.9	69.2	82.7
(2) Local Public Relations and Public Information.....	140.1	152.8	151.6	159.3
(3) Public Opinion	17.4	18.5	16.7	18.2
(4) Civic Responsibility	34.2	36.6	39.9	44.1
(5) Publishing.....	58.4	63.1	64.0	65.7
	317.0	347.9	341.4 (-1.9%)	370.0 (+8.4%)
				(or +6.4% on 2007-08 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2008-09 is \$13.5 million (19.5%) higher than the revised estimate for 2007-08. This is mainly due to the creation of two posts in 2008-09, an increase in expenses for strengthening the promotion of Hong Kong's brand identity, an expected increase in promotional activities outside Hong Kong, the capital costs of replacement of minor equipment items and salary increments for existing staff.

Programme (2)

Provision for 2008-09 is \$7.7 million (5.1%) higher than the revised estimate for 2007-08. This is mainly due to the creation of three posts in 2008-09, an increase in salary provision for filling existing vacancies and the full-year effect of creating one post and filling existing vacancies in 2007-08 as well as salary increments for existing staff.

Programme (3)

Provision for 2008-09 is \$1.5 million (9.0%) higher than the revised estimate for 2007-08. This is mainly due to the full-year effect of filling existing vacancies in 2007-08, salary increments for existing staff and an increase in general departmental expenses.

Programme (4)

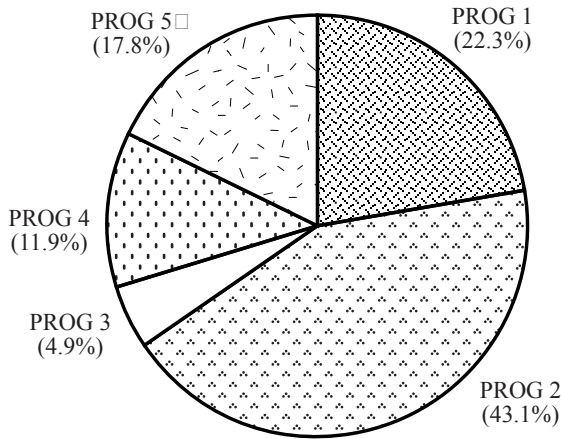
Provision for 2008-09 is \$4.2 million (10.5%) higher than the revised estimate for 2007-08. This is mainly due to the creation of one post in 2008-09, an increase in expenses for local promotion and publicity projects, the full-year effect of filling existing vacancies in 2007-08 and salary increments for existing staff.

Programme (5)

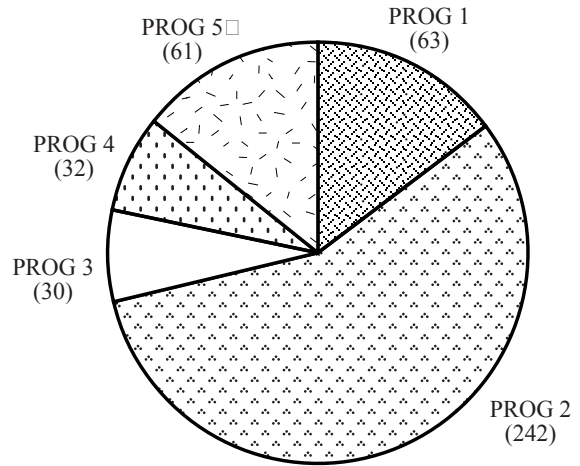
Provision for 2008-09 is \$1.7 million (2.7%) higher than the revised estimate for 2007-08. This is mainly due to an increase in provision for scanning of photos into digital format and a slight increase in general departmental expenses.

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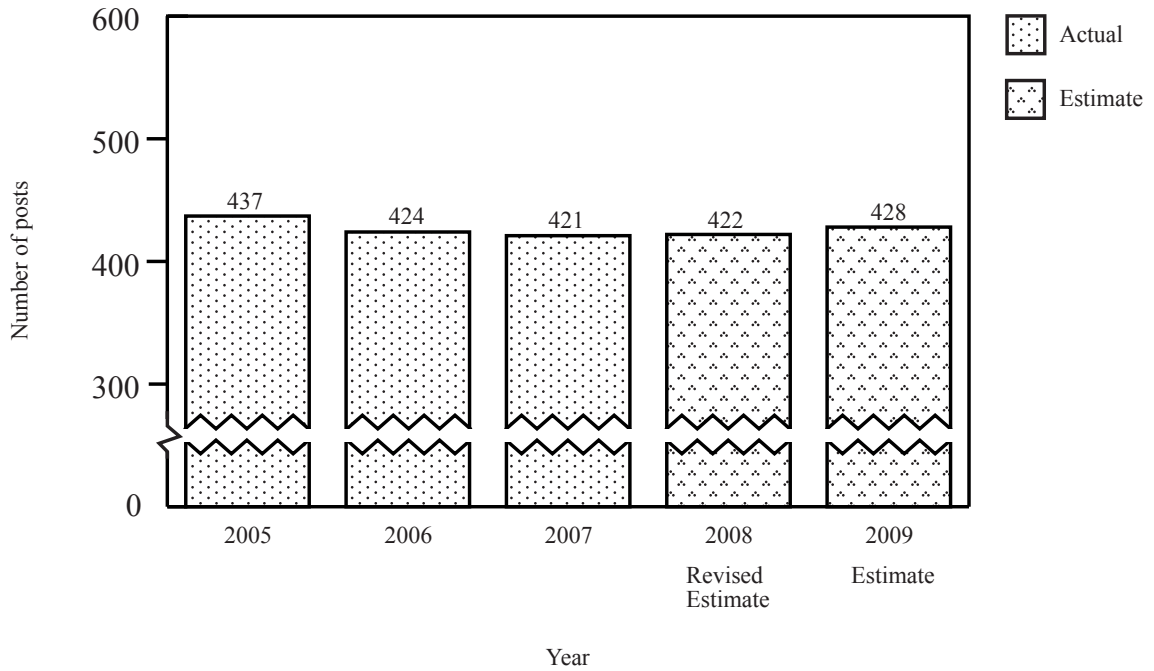
Allocation of provision to programmes (2008-09)



Staff by programme (as at 31 March 2009)



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



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Sub-head (Code)	Actual expenditure 2006-07	Approved estimate 2007-08	Revised estimate 2007-08	Estimate 2008-09	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	316,654	347,918	341,430	367,207
	Total, Recurrent.....	<u>316,654</u>	<u>347,918</u>	<u>341,430</u>	<u>367,207</u>
	Total, Operating Account	316,654	347,918	341,430	367,207
Capital Account					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote)	339	—	—	2,840
	Total, Plant, Equipment and Works.....	<u>339</u>	<u>—</u>	<u>—</u>	<u>2,840</u>
	Total, Capital Account.....	339	—	—	2,840
	Total Expenditure	<u><u>316,993</u></u>	<u><u>347,918</u></u>	<u><u>341,430</u></u>	<u><u>370,047</u></u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2008–09 for the salaries and expenses of the Information Services Department is \$370,047,000. This represents an increase of \$28,617,000 over the revised estimate for 2007–08 and of \$53,054,000 over actual expenditure in 2006–07.

Operating Account

Recurrent

2 Provision of \$367,207,000 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 2008 will be 422 permanent posts. It is expected that six permanent posts will be created in 2008–09. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2008–09, but the notional annual mid-point salary value of all such posts must not exceed \$193,054,000.

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

	2006–07 (Actual) (\$'000)	2007–08 (Original) (\$'000)	2007–08 (Revised) (\$'000)	2008–09 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	187,894	204,098	201,934	210,640
- Allowances	4,430	5,631	5,435	6,732
- Job-related allowances	84	373	204	379
Personnel Related Expenses				
- Mandatory Provident Fund contribution	169	510	450	612
- Civil Service Provident Fund contribution	53	494	256	639
Departmental Expenses				
- General departmental expenses	37,863	41,807	37,000	39,145
Other Charges				
- Publicity	51,254	53,690	58,968	64,147
- Expenses of visitors to Hong Kong and overseas speaking engagements	34,907	41,315	37,183	44,913
	316,654	347,918	341,430	367,207

Capital Account

Plant, Equipment and Works

5 Provision of \$2,840,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* is for the replacement of equipment items.