

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2011–12..... **\$375.9m**

Establishment ceiling 2011–12 (notional annual mid-point salary value) representing an estimated 417 non-directorate posts as at 31 March 2011 rising by one post to 418 posts as at 31 March 2012 **\$200.9m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2011 and as at 31 March 2012.

Controlling Officer's Report

Programmes

<p>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</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

	2009–10 (Actual)	2010–11 (Original)	2010–11 (Revised)	2011–12 (Estimate)
Financial provision (\$m)	82.2	87.4	82.1 (–6.1%)	86.1 (+4.9%)
				(or –1.5% on 2010–11 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 visit 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 are geared to promoting Hong Kong as Asia's world city and a two-way platform for international firms seeking access to the Mainland market, and for Mainland companies reaching out to the world. The focus is on Hong Kong's role as a major business and financial service hub and the six industries where Hong Kong enjoys clear advantages. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic and diverse city and its growing emphasis on quality living and conservation of nature and heritage. 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:

Targets

	Target	2009 (Actual)	2010 (Actual)	2011 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

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Indicators

	2009 (Actual)	2010 (Actual)	2011 (Estimate)
locally based foreign media organisations assisted	99	95	100
visiting journalists and film crews assisted	364#	129	100
publications produced and distributed	14	54^	50^
videos produced	2	49¶	3
sponsored visitors and visiting VIPs assisted.....	383	271‡	300
speaking engagements outside Hong Kong arranged.....	202	207	200
high-level outward missions co-ordinated.....	11	11	10
public relations projects outside Hong Kong co-ordinated and assisted.....	47Ψ	33	30

2009 had a much higher figure because a large number of visiting journalists came to cover the 2009 East Asian Games.

^ The increase was attributed to a range of publications produced to promote Hong Kong to the overseas and mainland audiences.

¶ The increase in 2010 was due to production of a series of multi-language videos of different durations for use by Hong Kong Economic and Trade Offices around the world. In 2011, the number is expected to return to normal.

‡ The decrease in the actual number of visitors in 2010 is mainly due to the drop of number of visitors that required our programme assistance.

Ψ The large number of public relations projects outside Hong Kong co-ordinated and assisted in 2009 was related to the 2009 East Asian Games.

Matters Requiring Special Attention in 2011–12

6 The Department will continue to support promotional campaigns in conjunction with our Economic and Trade Offices overseas and in the Mainland to highlight Hong Kong's positioning as Asia's world city. It will also support major road shows outside Hong Kong involving senior officials and collaborate with other agencies tasked with promoting the city.

Programme (2): Local Public Relations and Public Information

	2009–10 (Actual)	2010–11 (Original)	2010–11 (Revised)	2011–12 (Estimate)
Financial provision (\$m)	154.0	157.5	155.5 (-1.3%)	159.8 (+2.8%)
				(or +1.5% on 2010–11 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, Bureau officials as well as 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 on the government homepage and providing an archive for public information;
- dealing with enquiries from the media and the public; and
- distributing press photographs and video clips.

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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 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 up-to-date news, the e-bulletin also provides background and related information on government services to the community through feature stories, photo galleries, videos and links. The website underwent a revamp in October 2010 as part of the Government's drive to make greater use of the new media to disseminate news and information to various sectors of the community. The Department has also set up accounts with social media on YouTube and Twitter to communicate with the public. The site also caters for people accessing the Internet via their mobile phones and other mobile devices.

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, the 2012 constitutional reform package, the Legislative Council By-election, the ExPo 2010 Shanghai China, the healthcare reform second stage public consultation, and the aftermath of Manila hostage incident.

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

Targets

	Target	2009 (Actual)	2010 (Actual)	2011 (Plan)
responding to public criticism or misconception of government policies within the same day (%).....	92	96	96	96
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

	2009 (Actual)	2010 (Actual)	2011 (Estimate)
press releases issued (in English and Chinese).....	40 789	40 735	41 000
press photographs distributed	5 000	5 703	5 530
enquiries dealt with	999 919	861 435	885 300
media facilities arranged			
press conferences and briefings	1 461	1 204	1 220
web broadcast	449	421	430
interviews.....	4 064	3 904	3 910
media visits	310	320	300
public functions.....	5 017	4 627	4 740

Matters Requiring Special Attention in 2011–12

13 During 2011–12, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments. In addition, the Department will continue to provide public relations input and support for major events and activities.

Programme (3): Public Opinion

	2009–10 (Actual)	2010–11 (Original)	2010–11 (Revised)	2011–12 (Estimate)
Financial provision (\$m)	18.1	18.9	18.8 (-0.5%)	19.8 (+5.3%)

(or +4.8% on
2010–11 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 to ensure that policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of about 47 English and Chinese newspapers, magazines, and about 252 hours every week of news and public affairs programmes on radio and television. Summaries, translation, reports, transcripts and clippings are produced and distributed as soon as possible to relevant policy bureaux and departments.

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

Targets

	Target	2009 (Actual)	2010 (Actual)	2011 (Plan)
production of media summaries (hours)	2.8	2.8	2.8	2.8
production of radio/television summaries (hours).....	2	2	2	2
production of special reports (day).....	0.5	0.5	0.5	0.5

Indicators

	2009 (Actual)	2010 (Actual)	2011 (Estimate)
newspapers monitored each day.....	22	22	22
weekly/monthly magazines and journals monitored.....	32	25§	25
hours of news and public affairs programmes monitored as broadcast on			
seven television channels	4 415	4 369	4 400
seven radio channels	8 792	8 732	9 000
media reviews and special reports produced.....	29 895	28 612	28 900

§ Ceased monitoring seven overseas magazines, of which six seldom covered Hong Kong issues and the other folded in December 2009.

Matters Requiring Special Attention in 2011–12

17 During 2011–12, the Department will continue to monitor public opinion as expressed through newspapers, magazines as well as the electronic and new media.

Programme (4): Civic Responsibility

	2009–10 (Actual)	2010–11 (Original)	2010–11 (Revised)	2011–12 (Estimate)
Financial provision (\$m)	43.3	45.2	42.1 (–6.9%)	45.7 (+8.6%)
				(or +1.1% on 2010–11 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. Campaign messages are conveyed to target audiences through a wide range of publicity channels such as television, radio, digital media, print materials, outdoor advertising and community involvement activities. Publicity and promotion of large-scale/major campaigns or events conducted with the Department's assistance during the year included: the ExPo 2010 Shanghai China; the 2012 constitutional reform package; the healthcare reform second stage public consultation; the 2011 population census; anti-drug efforts; fight crime; environmental protection; road safety and fire prevention.

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20 The key performance measures for civic responsibility are:

Targets

	Target	2009 (Actual)	2010 (Actual)	2011 (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

	2009 (Actual)	2010 (Actual)	2011 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	11	9	11
minor campaigns	119	109	110
posters produced and displayed	250	281	290
Announcements in the Public Interest produced	822	740	750
exhibitions mounted	264	333	270

Matters Requiring Special Attention in 2011–12

21 During 2011–12, the Department will continue to provide support to bureaux and departments for their publicity campaigns and promotional activities, including the 2011 population census, the 2011 voter registration campaign, and the 2011 District Council Election.

Programme (5): Publishing

	2009–10 (Actual)	2010–11 (Original)	2010–11 (Revised)	2011–12 (Estimate)
Financial provision (\$m)	57.4	64.8	59.6 (–8.0%)	64.5 (+8.2%)
				(or –0.5% on 2010–11 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.

24 The key performance measures in respect of publishing are:

Targets

	Target	2009 (Actual)	2010 (Actual)	2011 (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
delivering publications ordered from the online Government Bookstore (days).....	3	3	3	3

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	Target	2009 (Actual)	2010 (Actual)	2011 (Plan)
processing requests for purchase of digital photographs (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

	2009 (Actual)	2010 (Actual)	2011 (Estimate)
publications updated	633	590	590
new publications produced.....	759	807	800
copies distributed	8 976 370	10 628 272 ^λ	8 474 650
copies sold	238 732	205 570	200 000
revenue received (\$m).....	6.9	7.0	7.0
advertisements placed	10 270	9 912	10 000

^λ More copies were distributed in 2010 because a promotional booklet on Hong Kong was handed out in large quantities at the ExPo 2010 Shanghai China.

Matters Requiring Special Attention in 2011–12

25 In 2011–12, the Department will continue to co-ordinate the Government's publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2009–10 (Actual) (\$m)	2010–11 (Original) (\$m)	2010–11 (Revised) (\$m)	2011–12 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong	82.2	87.4	82.1	86.1
(2) Local Public Relations and Public Information.....	154.0	157.5	155.5	159.8
(3) Public Opinion	18.1	18.9	18.8	19.8
(4) Civic Responsibility	43.3	45.2	42.1	45.7
(5) Publishing.....	57.4	64.8	59.6	64.5
	355.0	373.8	358.1 (-4.2%)	375.9 (+5.0%)
				(or +0.6% on 2010–11 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2011–12 is \$4.0 million (4.9%) higher than the revised estimate for 2010–11. This is mainly due to an increase in expenses for promoting Hong Kong overseas and in the Mainland.

Programme (2)

Provision for 2011–12 is \$4.3 million (2.8%) higher than the revised estimate for 2010–11. This is mainly due to salary increments for existing staff, the creation of one post and the full-year effect of filling vacancies in 2010–11.

Programme (3)

Provision for 2011–12 is \$1.0 million (5.3%) higher than the revised estimate for 2010–11. This is mainly due to salary increments for existing staff.

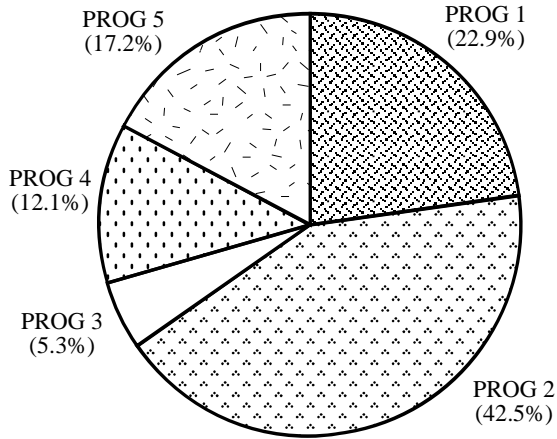
Programme (4)

Provision for 2011–12 is \$3.6 million (8.6%) higher than the revised estimate for 2010–11. This is mainly due to general increase in expenses for local promotion and publicity activities and the full-year effect of filling vacancies in 2010–11.

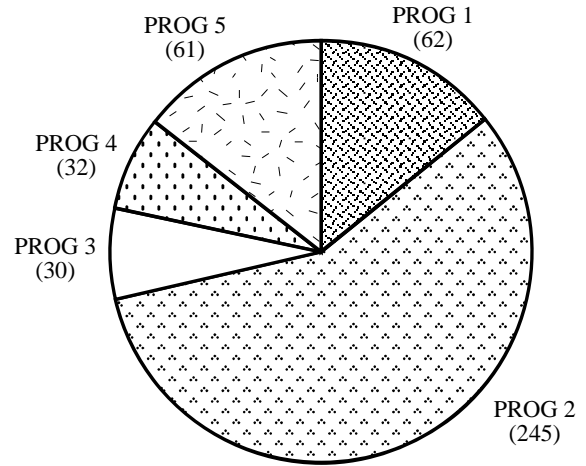
Programme (5)

Provision for 2011–12 is \$4.9 million (8.2%) higher than the revised estimate for 2010–11. This is mainly due to salary increments for existing staff and general increase in operating expenses.

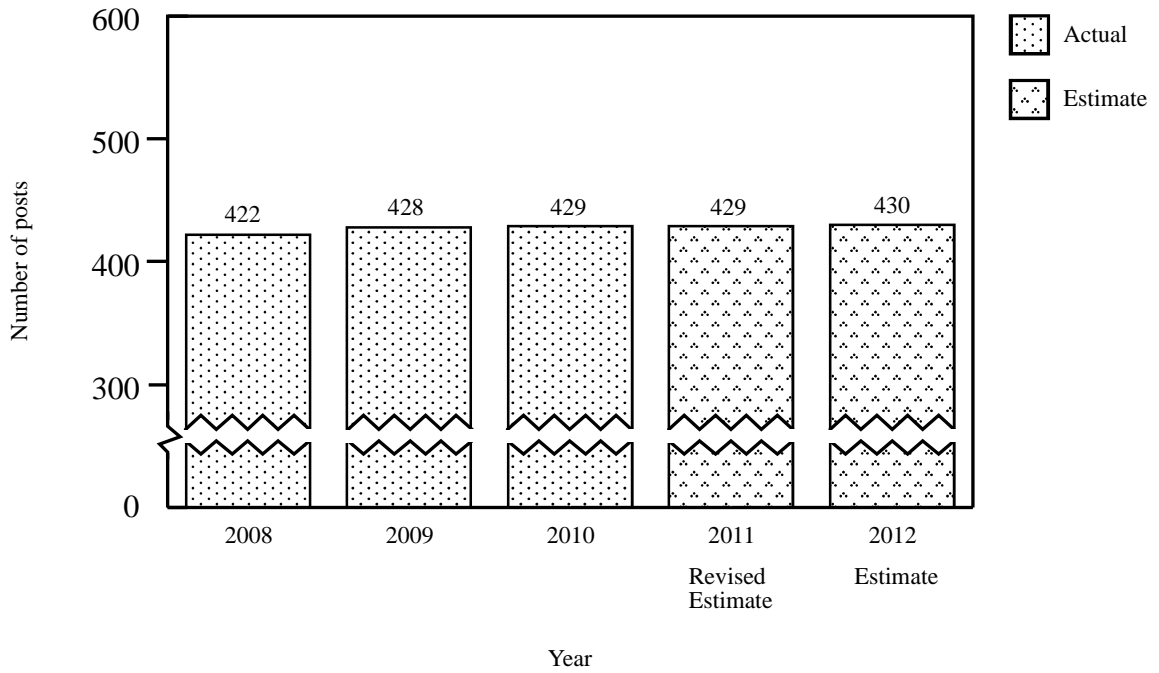
Allocation of provision to programmes (2011-12)



Staff by programme (as at 31 March 2012)



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



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Sub-head (Code)	Actual expenditure 2009-10	Approved estimate 2010-11	Revised estimate 2010-11	Estimate 2011-12	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses.....	354,983	373,769	357,701	375,902
	Total, Recurrent	354,983	373,769	357,701	375,902
	Total, Operating Account.....	354,983	373,769	357,701	375,902
Capital Account					
Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote).....	—	—	400	—
	Total, Plant, Equipment and Works	—	—	400	—
	Total, Capital Account	—	—	400	—
	Total Expenditure	354,983	373,769	358,101	375,902

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Details of Expenditure by Subhead

The estimate of the amount required in 2011–12 for the salaries and expenses of the Information Services Department is \$375,902,000. This represents an increase of \$17,801,000 over the revised estimate for 2010–11 and of \$20,919,000 over actual expenditure in 2009–10.

Operating Account

Recurrent

2 Provision of \$375,902,000 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 2011 will be 429 permanent posts. It is expected that one post will be created in 2011–12. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2011–12, but the notional annual mid-point salary value of all such posts must not exceed \$200,946,000.

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

	2009–10 (Actual) (\$'000)	2010–11 (Original) (\$'000)	2010–11 (Revised) (\$'000)	2011–12 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	211,081	215,610	209,626	214,289
- Allowances	6,018	6,649	7,100	7,499
- Job-related allowances.....	250	326	264	269
Personnel Related Expenses				
- Mandatory Provident Fund contribution	676	735	623	545
- Civil Service Provident Fund contribution	1,078	1,385	2,225	3,484
Departmental Expenses				
- General departmental expenses.....	36,285	38,791	38,503	39,820
Other Charges				
- Publicity.....	54,214	61,413	54,482	61,413
- Expenses of visitors to Hong Kong and overseas speaking engagements.....	45,381	48,860	44,878	48,583
	354,983	373,769	357,701	375,902