

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

<b>Estimate 2012–13</b> .....	<b>\$395.7m</b>
<b>Establishment ceiling 2012–13</b> (notional annual mid-point salary value) representing an estimated 418 non-directorate posts as at 31 March 2012 rising by one post to 419 posts as at 31 March 2013.....	<b>\$214.7m</b>
In addition, there will be an estimated 12 directorate posts as at 31 March 2012 and as at 31 March 2013.	
<b>Commitment balance</b> .....	<b>\$4.1m</b>

### 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

	2010–11 (Actual)	2011–12 (Original)	2011–12 (Revised)	2012–13 (Estimate)
Financial provision (\$m)	83.9	86.1	80.6 (–6.4%)	<b>86.5</b> (+7.3%)
				(or +0.5% on 2011–12 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 services 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	2010 (Actual)	2011 (Actual)	2012 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	<b>100</b>

## Head 74 — INFORMATION SERVICES DEPARTMENT

### *Indicators*

	2010 (Actual)	2011 (Actual)	2012 (Estimate)
locally based foreign media organisations assisted.....	95	91	<b>90</b>
visiting journalists and film crews assisted.....	129	122	<b>120</b>
publications produced and distributed .....	54	45	<b>50</b>
videos produced.....	49#	9	<b>40#</b>
sponsored visitors and visiting VIPs assisted .....	271 <sup>^</sup>	405	<b>400</b>
speaking engagements outside Hong Kong arranged .....	207	251	<b>200</b>
high-level outward missions co-ordinated .....	11	12	<b>10</b>
public relations projects outside Hong Kong co-ordinated and assisted .....	33	44	<b>45</b>

# 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. The number is expected to go up again in 2012 as more videos will be produced for a documentary series.

<sup>^</sup> The decrease in the actual number of visitors in 2010 was mainly because there were fewer visitors that required our programme assistance in the year.

### *Matters Requiring Special Attention in 2012–13*

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 back up the new Hong Kong Economic, Trade and Cultural Office in Taiwan in its publicity programmes. It will also support major road shows outside Hong Kong involving senior officials and collaborate with other agencies tasked with promoting the city, including opportunities provided by the National 12th Five-Year Plan.

### **Programme (2): Local Public Relations and Public Information**

	2010–11 (Actual)	2011–12 (Original)	2011–12 (Revised)	2012–13 (Estimate)
Financial provision (\$m)	155.1	159.8	169.3 (+5.9%)	<b>176.8</b> (+4.4%)
				(or +10.6% on 2011–12 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. These include release of government information in multimedia format and in various ways such as:

- 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; and
- dealing with enquiries from the media and the public.

## Head 74 — INFORMATION SERVICES DEPARTMENT

**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 2011 District Council Election, impact of earthquake and nuclear incidents in Japan on Hong Kong, the 2011 Election Committee Subsector Elections and the 2012 Chief Executive Election.

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

### *Targets*

	Target	2010 (Actual)	2011 (Actual)	2012 (Plan)
responding to public criticism or misconception of government policies within the same day (%) .....	92	96	97	<b>96</b>
issue of press releases (minutes) .....	45	45	45	<b>45</b>
issue of press photographs (hours) .....	2	2	2	<b>2</b>
dealing with enquiries from the media (day) .....	1	1	1	<b>1</b>
dealing with enquiries from the public (minutes) .....	10	10	10	<b>10</b>
arranging media facilities (day) .....	1	1	1	<b>1</b>

### *Indicators*

	2010 (Actual)	2011 (Actual)	2012 (Estimate)
press releases issued (in English and Chinese) .....	40 735	64 949	<b>70 000</b>
press photographs distributed .....	5 703	4 874	<b>5 000</b>
enquiries dealt with .....	861 435	798 852	<b>808 200</b>
media facilities arranged			
press conferences and briefings .....	1 204	1 073	<b>1 080</b>
web broadcast .....	421	356	<b>365</b>
interviews .....	3 904	4 105	<b>4 110</b>
media visits .....	320	264	<b>260</b>
public functions .....	4 627	4 601	<b>4 700</b>

### *Matters Requiring Special Attention in 2012–13*

**13** During 2012–13, 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, including the inauguration of the fourth term Government of the Hong Kong Special Administrative Region (HKSAR) and the 2012 Legislative Council Election.

### **Programme (3): Public Opinion**

	2010–11 (Actual)	2011–12 (Original)	2011–12 (Revised)	2012–13 (Estimate)
Financial provision (\$m)	18.5	19.8	20.3 (+2.5%)	<b>20.7</b> (+2.0%)

(or +4.5% on  
2011–12 Original)

## Head 74 — INFORMATION SERVICES DEPARTMENT

### *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.

### *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 49 English and Chinese newspapers, magazines, and about 262 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	2010 (Actual)	2011 (Actual)	2012 (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*

	2010 (Actual)	2011 (Actual)	2012 (Estimate)
newspapers monitored each day .....	22	24	24
weekly/monthly magazines and journals monitored.....	25	25	25
hours of news and public affairs programmes monitored as broadcast on			
seven television channels.....	4 369	5 264¶	5 400¶
seven radio channels .....	8 732	8 332	9 200‡
media reviews and special reports produced .....	28 612	27 948	28 000

¶ The figures in 2011 and 2012 are relatively higher as the monitoring of television news channel has been extended to cover more daytime news bulletins as from mid 2011.

‡ The figure is relatively higher as the Department will start monitoring new channels to be aired in digital audio broadcasting in 2012.

### *Matters Requiring Special Attention in 2012–13*

17 During 2012–13, 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**

	2010–11 (Actual)	2011–12 (Original)	2011–12 (Revised)	2012–13 (Estimate)
Financial provision (\$m)	40.4	45.7	41.8 (–8.5%)	45.2 (+8.1%)
				(or –1.1% on 2011–12 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.

## Head 74 — INFORMATION SERVICES DEPARTMENT

### *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 2011 Population Census; the 2011 Voter Registration campaign; the 2011 District Council Election; the 2012 Chief Executive Election; Scheme \$6,000; anti-drug efforts; fight crime; environmental protection; road safety and fire prevention.

20 The key performance measures for civic responsibility are:

#### *Targets*

	Target	2010 (Actual)	2011 (Actual)	<b>2012 (Plan)</b>
production of posters upon request within two months (%) .....	100	100	100	<b>100</b>
production of Announcements in the Public Interest upon request within two months (%) .....	100	100	100	<b>100</b>

#### *Indicators*

	2010 (Actual)	2011 (Actual)	<b>2012 (Estimate)</b>
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	9	9	<b>10</b>
minor campaigns .....	109	134	<b>135</b>
posters produced and displayed .....	281	220	<b>225</b>
Announcements in the Public Interest produced .....	740	942	<b>950</b>
exhibitions mounted .....	333	124	<b>135</b>

### *Matters Requiring Special Attention in 2012–13*

21 During 2012–13, the Department will continue to provide support to bureaux and departments for their publicity campaigns and promotional activities, including the 2012 Legislative Council Election and HKSAR's reconstruction efforts in Sichuan.

#### **Programme (5): Publishing**

	2010–11 (Actual)	2011–12 (Original)	2011–12 (Revised)	<b>2012–13 (Estimate)</b>
Financial provision (\$m)	57.3	64.5	61.1 (–5.3%)	<b>66.5</b> (+8.8%)
				(or +3.1% on 2011–12 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.

## Head 74 — INFORMATION SERVICES DEPARTMENT

24 The key performance measures in respect of publishing are:

### *Targets*

	Target	2010 (Actual)	2011 (Actual)	2012 (Plan)
updating publications, including their electronic version (days).....	60	60	60	<b>60</b>
producing new publications (Annual Report and books on special topics) (months).....	9	9	9	<b>9</b>
processing publication sales transactions at counter (minutes).....	3	3	3	<b>3</b>
responding to requests by post (days) .....	3	3	3	<b>3</b>
delivering publications ordered from the online Government Bookstore (days).....	3	3	3	<b>3</b>
processing requests for purchase of digital photographs (days) .....	5	5	5	<b>5</b>
processing requests for free publication(s) at counter (minutes) .....	3	3	3	<b>3</b>
by post (days) .....	3	3	3	<b>3</b>

### *Indicators*

	2010 (Actual)	2011 (Actual)	2012 (Estimate)
publications updated .....	590	516	<b>530</b>
new publications produced .....	807	540 <sup>Ψ</sup>	<b>630</b>
copies distributed .....	10 628 272 <sup>§</sup>	6 773 699	<b>6 771 100</b>
copies sold .....	205 570	179 226	<b>200 000</b>
revenue received (\$m) .....	7.0	6.4	<b>7.0</b>
advertisements placed .....	9 912	10 339	<b>10 000</b>

Ψ The drop in number of new publications produced in 2011 was mainly attributed to a decreased quantity of ordinances, subsidiary legislation and periodicals produced.

§ 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 2012–13*

25 In 2012–13, the Department will continue to co-ordinate the Government's publishing requirements.

## Head 74 — INFORMATION SERVICES DEPARTMENT

### ANALYSIS OF FINANCIAL PROVISION

Programme	2010–11 (Actual) (\$m)	2011–12 (Original) (\$m)	2011–12 (Revised) (\$m)	2012–13 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong.....	83.9	86.1	80.6	<b>86.5</b>
(2) Local Public Relations and Public Information .....	155.1	159.8	169.3	<b>176.8</b>
(3) Public Opinion .....	18.5	19.8	20.3	<b>20.7</b>
(4) Civic Responsibility .....	40.4	45.7	41.8	<b>45.2</b>
(5) Publishing .....	57.3	64.5	61.1	<b>66.5</b>
	355.2	375.9	373.1 (-0.7%)	<b>395.7</b> <b>(+6.1%)</b>
				<b>(or +5.3% on 2011–12 Original)</b>

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2012–13 is \$5.9 million (7.3%) higher than the revised estimate for 2011–12. This is mainly due to an increase in expenses for promoting Hong Kong overseas and in the Mainland.

##### Programme (2)

Provision for 2012–13 is \$7.5 million (4.4%) higher than the revised estimate for 2011–12. This is mainly due to the full-year effect of filling vacancies in 2011–12, the creation of one post and the cash flow requirement of a capital account item.

##### Programme (3)

Provision for 2012–13 is \$0.4 million (2.0%) higher than the revised estimate for 2011–12. This is mainly due to general increase in operating expenses.

##### Programme (4)

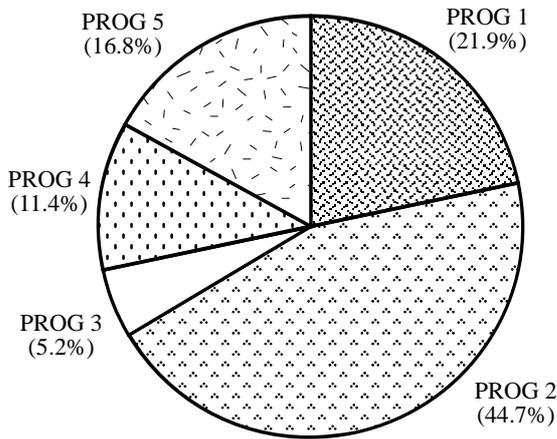
Provision for 2012–13 is \$3.4 million (8.1%) higher than the revised estimate for 2011–12. This is mainly due to an increase in expenses for local promotion and publicity activities.

##### Programme (5)

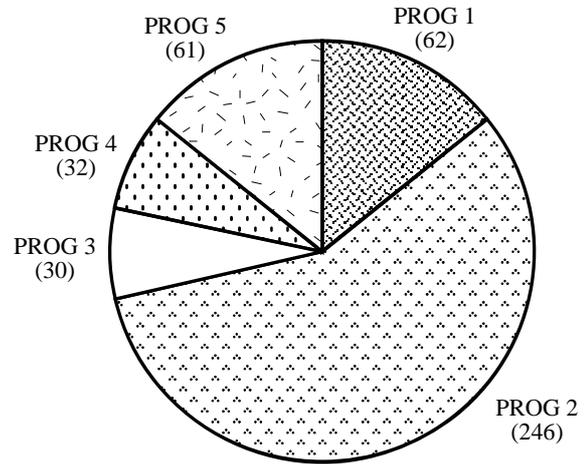
Provision for 2012–13 is \$5.4 million (8.8%) higher than the revised estimate for 2011–12. This is mainly due to salary increments for existing staff and general increase in operating expenses.

Head 74 — INFORMATION SERVICES DEPARTMENT

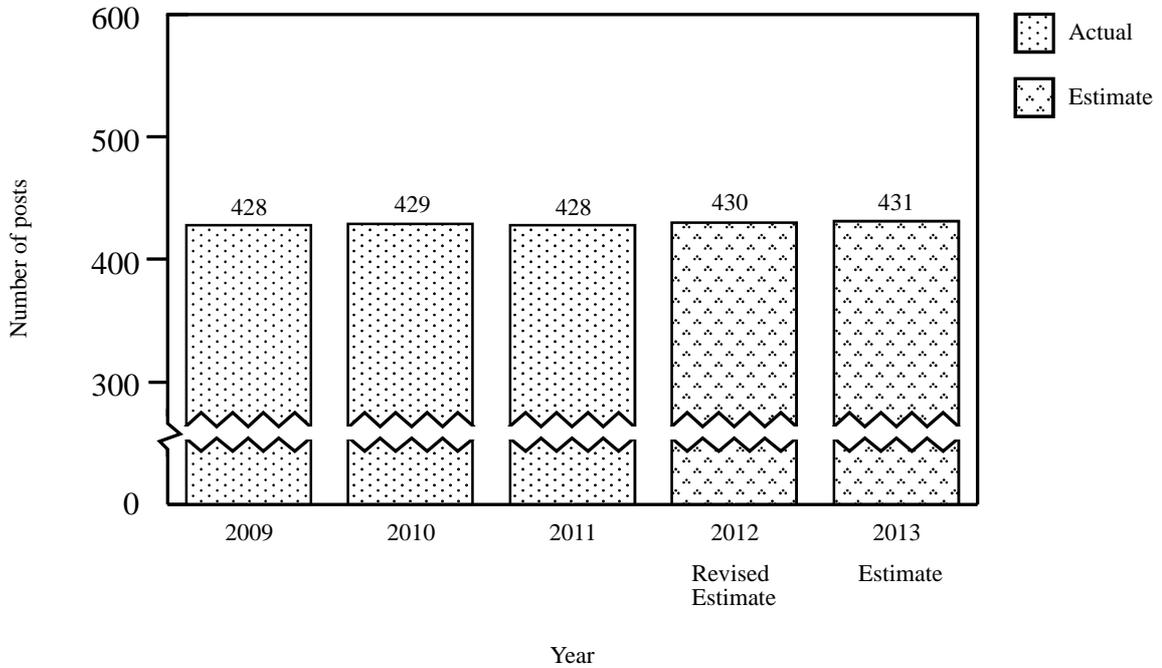
Allocation of provision  
to programmes  
(2012-13)



Staff by programme  
(as at 31 March 2013)



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



**Head 74 — INFORMATION SERVICES DEPARTMENT**

Sub-head (Code)	Actual expenditure 2010-11	Approved estimate 2011-12	Revised estimate 2011-12	<b>Estimate 2012-13</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses .....	354,831	375,902	373,115	<b>391,622</b>
	Total, Recurrent .....	354,831	375,902	373,115	<b>391,622</b>
	Total, Operating Account .....	354,831	375,902	373,115	<b>391,622</b>
<b>Capital Account</b>					
Plant, Equipment and Works					
603	Plant, vehicles and equipment.....	—	—	—	<b>4,080</b>
	Minor plant, vehicles and equipment (block vote).....	400	—	—	—
	Total, Plant, Equipment and Works .....	400	—	—	<b>4,080</b>
	Total, Capital Account.....	400	—	—	<b>4,080</b>
	 Total Expenditure .....	<u>355,231</u>	<u>375,902</u>	<u>373,115</u>	<u><b>395,702</b></u>

## Head 74 — INFORMATION SERVICES DEPARTMENT

### Details of Expenditure by Subhead

The estimate of the amount required in 2012–13 for the salaries and expenses of the Information Services Department is \$395,702,000. This represents an increase of \$22,587,000 over the revised estimate for 2011–12 and of \$40,471,000 over actual expenditure in 2010–11.

#### *Operating Account*

#### Recurrent

**2** Provision of \$391,622,000 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 2012 will be 430 permanent posts. It is expected that one post will be created in 2012–13. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2012–13, but the notional annual mid-point salary value of all such posts must not exceed \$214,726,000.

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

	2010–11 (Actual) (\$'000)	2011–12 (Original) (\$'000)	2011–12 (Revised) (\$'000)	2012–13 (Estimate) (\$'000)
Personal Emoluments				
- Salaries .....	209,868	214,289	225,609	<b>224,443</b>
- Allowances .....	7,017	7,499	7,315	<b>7,889</b>
- Job-related allowances .....	196	269	300	<b>327</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	606	545	529	<b>485</b>
- Civil Service Provident Fund contribution .....	2,138	3,484	3,692	<b>4,775</b>
Departmental Expenses				
- General departmental expenses .....	38,513	39,820	41,565	<b>45,167</b>
Other Charges				
- Publicity .....	51,898	61,413	53,081	<b>61,413</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	44,595	48,583	41,024	<b>47,123</b>
	354,831	375,902	373,115	<b>391,622</b>

**Head 74 — INFORMATION SERVICES DEPARTMENT**

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**Commitments**

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2011	Revised estimated expenditure for 2011-12	Balance
			\$'000	\$'000	\$'000	\$'000
<b><i>Capital Account</i></b>						
603		<i>Plant, vehicles and equipment</i>				
	821	Replacement of audio system at Press Conference Room .....	4,080	—	—	4,080
		Total .....	4,080	—	—	4,080
			<u>4,080</u>	<u>—</u>	<u>—</u>	<u>4,080</u>