

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2014–15 **\$408.8m**

Establishment ceiling 2014–15 (notional annual mid-point salary value) representing an estimated 420 non-directorate posts as at 31 March 2014 and as at 31 March 2015..... **\$234.1m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2014 and as at 31 March 2015.

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

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	84.2	89.6	85.2 (–4.9%)	86.2 (+1.2%)
				(or –3.8% on 2013–14 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, the Beijing Office, and the Economic, Trade and Cultural Office in Taiwan; 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 industries where Hong Kong enjoys clear advantages. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic, diverse and liveable 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:

Target

	Target	2012 (Actual)	2013 (Actual)	2014 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	100

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Indicators

	2012 (Actual)	2013 (Actual)	2014 (Estimate)
locally based foreign media organisations assisted.....	86	86	86
visiting journalists and film crews assisted.....	169#	112	120
publications produced and distributed.....	103	104	105
videos produced.....	69	66	70
sponsored visitors and visiting VIPs assisted.....	377	260^	300
speaking engagements outside Hong Kong arranged.....	203	163¶	200
high-level outward missions co-ordinated.....	11	10	10
public relations projects outside Hong Kong co-ordinated and assisted.....	50	45	43

The figure in 2012 is relatively higher as more journalists visited Hong Kong to cover the 15th Anniversary of the Establishment of the Hong Kong Special Administrative Region in 2012.

^ The figure in 2013 is relatively lower as fewer visiting VIPs required government programme assistance.

¶ The figure in 2013 is relatively lower due to less time available for arranging speaking engagements as a result of shorter trips undertaken by the speakers.

Matters Requiring Special Attention in 2014–15

6 The Department will continue to support promotional campaigns in conjunction with government offices around the world to highlight Hong Kong's key advantages and its positioning as Asia's world city. It will support major promotions and activities outside Hong Kong involving senior officials and work closely with other agencies tasked with promoting the city. It will also leverage on the Asia-Pacific Economic Cooperation (APEC) Finance Ministers' Meeting 2014 in Hong Kong to raise the city's international profile.

Programme (2): Local Public Relations and Public Information

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	179.3	182.0	184.6 (+1.4%)	190.8 (+3.4%) (or +4.8% on 2013–14 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 for 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 and Heads of Departments through the Press Secretaries, 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 the release of government information in a multimedia format and in various other ways, such as:

- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions;
- issuing press releases;
- arranging for 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.

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 broadcasts, photographs and video news clips for easy and round-the-clock media access. In addition, the online government news bulletin, *news.gov.hk*, presents the public with government news and information in a multimedia format. The website also caters for people accessing the Internet via their mobile phones and other mobile devices. Through greater use of new media, up-to-date news stories, feature stories, photos and videos are disseminated to

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various sectors of the community. Social media accounts on YouTube, Twitter and Weibo have been set up to further improve communications with the public.

11 During the year, the Department continued to enhance its 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 Commission on Poverty Summit, public engagement exercise on population policy, public consultation on constitutional development, the Chief Executive's Policy Address and the Budget.

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

Targets

	Target	2012 (Actual)	2013 (Actual)	2014 (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	1	1	1
dealing with enquiries from the media (days).....	1	1	1	1
dealing with enquiries from the public (minutes).....	10	10	10	10
arranging media facilities (days).....	1	1	1	1

Indicators

	2012 (Actual)	2013 (Actual)	2014 (Estimate)
press releases issued (in English and Chinese).....	179 006	207 629	220 000
press photographs distributed.....	4 920	5 551	5 800
enquiries dealt with.....	822 840	802 009	803 000
media facilities arranged			
press conferences and briefings.....	1 372	1 699	1 700
web broadcast.....	418	414	430
interviews.....	4 347	3 668	3 700
media visits.....	263	155	150
public functions.....	4 679	4 748	4 800

Matters Requiring Special Attention in 2014–15

13 During 2014–15, 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 constitutional development and the upcoming APEC Finance Ministers' Meeting 2014.

Programme (3): Public Opinion

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	20.8	21.4	20.9 (–2.3%)	21.2 (+1.4%)
				(or –0.9% on 2013–14 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.

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 50 English and Chinese newspapers, magazines and about 267 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.

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

Targets

	Target	2012 (Actual)	2013 (Actual)	2014 (Plan)
production of media summaries (hours per day).....	2.8	2.8	2.8	2.8
production of radio/television summaries (hours per day).....	2.0	2.2	2.2	2.2
production of special reports (day).....	0.5	0.5	0.5	0.5

Indicators

	2012 (Actual)	2013 (Actual)	2014 (Estimate)
newspapers monitored each day.....	24	24	23
weekly/monthly magazines and journals monitored.....	26	26	26
hours of news and public affairs programmes monitored as broadcast on			
ten television channels Ω	6 133	6 026	6 000
six radio channels.....	7 816	7 877	7 800
media reviews and special reports produced.....	28 838	35 810	36 000

Ω The number of television channels increased from nine to ten as a news programme monitored by the Department was switched to another television channel since August 2013.

Matters Requiring Special Attention in 2014–15

17 During 2014–15, 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

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	38.1	46.4	42.0 (–9.5%)	43.2 (+2.9%)
				(or –6.9% on 2013–14 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 conducted with the Department's assistance during the year included the "Hong Kong: Our Home" Public Participation Campaign; Food Wise Hong Kong Campaign; public consultation on constitutional development; public engagement exercise on population policy; poverty alleviation; anti-drug efforts; environmental protection; road safety; fight crime and fire prevention.

20 The key performance measures for civic responsibility are:

Targets

	Target	2012 (Actual)	2013 (Actual)	2014 (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

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Indicators

	2012 (Actual)	2013 (Actual)	2014 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	9	10	10
minor campaigns	100	85	85
posters produced and displayed	217	126‡	125
Announcements in the Public Interest produced.....	875	886	870
exhibitions mounted	103	86	80

‡ The decrease in 2013 was due to reduced demands from bureaux and departments.

Matters Requiring Special Attention in 2014–15

21 During 2014–15, the Department will continue to provide support to bureaux and departments for their publicity campaigns and promotional activities, including voter registration.

Programme (5): Publishing

	2012–13 (Actual)	2013–14 (Original)	2013–14 (Revised)	2014–15 (Estimate)
Financial provision (\$m)	60.1	66.6	66.2 (–0.6%)	67.4 (+1.8%)
				(or +1.2% on 2013–14 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	2012 (Actual)	2013 (Actual)	2014 (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
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

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	2012 (Actual)	2013 (Actual)	2014 (Estimate)
publications updated.....	558	463	465
new publications produced.....	576	533	510
copies distributed	4 657 870	3 929 341 ^Ψ	3 933 000^Ψ
copies sold.....	166 034	157 552	160 000
revenue received (\$m).....	5.2	5.3	5.5
advertisements placed	9 876	9 753	10 000

Ψ The decrease in 2013 was mainly due to reduced requirements for hard copies of publications. The trend is expected to continue in 2014, hence, a similar level of estimate in 2014.

Matters Requiring Special Attention in 2014–15

25 During 2014–15, the Department will continue to co-ordinate the Government's publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

	2012-13 (Actual) (\$m)	2013-14 (Original) (\$m)	2013-14 (Revised) (\$m)	2014-15 (Estimate) (\$m)
Programme				
(1) Public Relations Outside Hong Kong ...	84.2	89.6	85.2	86.2
(2) Local Public Relations and Public Information.....	179.3	182.0	184.6	190.8
(3) Public Opinion	20.8	21.4	20.9	21.2
(4) Civic Responsibility	38.1	46.4	42.0	43.2
(5) Publishing.....	60.1	66.6	66.2	67.4
	382.5	406.0	398.9 (-1.7%)	408.8 (+2.5%)
				(or +0.7% on 2013-14 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2014-15 is \$1.0 million (1.2%) higher than the revised estimate for 2013-14. This is due to a slight increase in expenses for promoting Hong Kong overseas and in the Mainland.

Programme (2)

Provision for 2014-15 is \$6.2 million (3.4%) higher than the revised estimate for 2013-14. This is mainly due to a general increase in operating expenses.

Programme (3)

Provision for 2014-15 is \$0.3 million (1.4%) higher than the revised estimate for 2013-14. This is mainly due to a slight increase in operating expenses.

Programme (4)

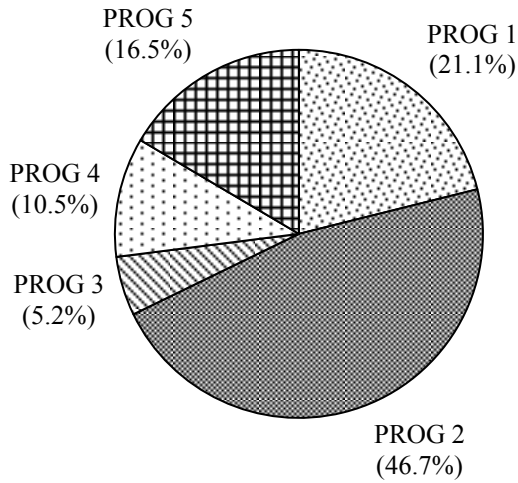
Provision for 2014-15 is \$1.2 million (2.9%) higher than the revised estimate for 2013-14. This is mainly due to a general increase in expenses for local promotion and publicity activities.

Programme (5)

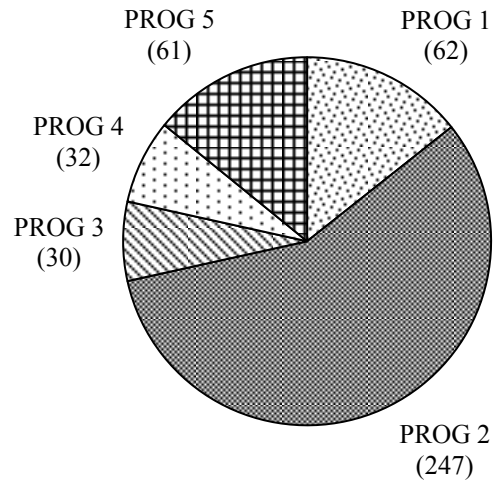
Provision for 2014-15 is \$1.2 million (1.8%) higher than the revised estimate for 2013-14. This is mainly due to a slight increase in operating expenses.

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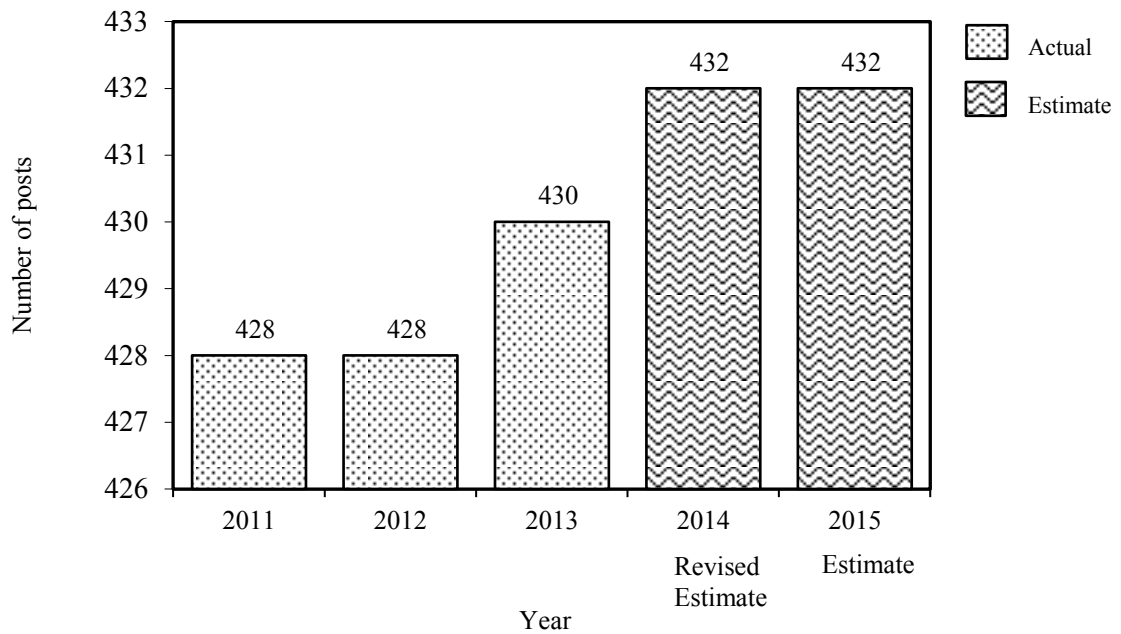
Allocation of provision to programmes (2014-15)



Staff by programme (as at 31 March 2015)



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



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Sub-head (Code)	Actual expenditure 2012-13	Approved estimate 2013-14	Revised estimate 2013-14	Estimate 2014-15	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	379,166	405,986	398,880	408,758
	Total, Recurrent	379,166	405,986	398,880	408,758
	Total, Operating Account	379,166	405,986	398,880	408,758
<hr/>					
Capital Account					
Plant, Equipment and Works					
	Plant, vehicles and equipment.....	2,499	—	—	—
	Minor plant, vehicles and equipment (block vote).....	851	—	—	—
	Total, Plant, Equipment and Works.....	3,350	—	—	—
	Total, Capital Account.....	3,350	—	—	—
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	Total Expenditure	382,516	405,986	398,880	408,758

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Details of Expenditure by Subhead

The estimate of the amount required in 2014–15 for the salaries and expenses of the Information Services Department is \$408,758,000. This represents an increase of \$9,878,000 over the revised estimate for 2013–14 and of \$26,242,000 over actual expenditure in 2012–13.

Operating Account

Recurrent

2 Provision of \$408,758,000 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 2014 will be 432 permanent posts. No change in establishment is expected in 2014–15. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2014–15, but the notional annual mid-point salary value of all such posts must not exceed \$234,124,000.

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

	2012–13 (Actual) (\$'000)	2013–14 (Original) (\$'000)	2013–14 (Revised) (\$'000)	2014–15 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	234,983	233,795	239,063	242,534
- Allowances.....	7,382	7,998	9,632	9,859
- Job-related allowances.....	333	363	373	387
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	621	659	653	644
- Civil Service Provident Fund contribution.....	5,525	6,353	6,928	8,101
Departmental Expenses				
- General departmental expenses	43,999	55,009	48,500	50,733
Other Charges				
- Publicity.....	44,631	58,400	51,617	54,100
- Expenses of visitors to Hong Kong and overseas speaking engagements	41,692	43,409	42,114	42,400
	379,166	405,986	398,880	408,758