

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2017–18 **\$505.5m**

Establishment ceiling 2017–18 (notional annual mid-point salary value) representing an estimated 422 non-directorate posts as at 31 March 2017 reducing by two posts to 420 posts as at 31 March 2018 **\$275.8m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2017 and as at 31 March 2018.

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

	2015–16 (Actual)	2016–17 (Original)	2016–17 (Revised)	2017–18 (Estimate)
Financial provision (\$m)	103.0	100.6	98.5 (–2.1%)	137.0 (+39.1%)
				(or +36.2% on 2016–17 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 outside Hong Kong;
- Hong Kong Economic and Trade Offices overseas and in the Mainland, the Beijing Office, and the Economic, Trade and Cultural Office in Taiwan; the international community in Hong Kong; and
- social media platforms, including Facebook and YouTube.

4 The Department's publicity efforts are geared to promoting Hong Kong as Asia's world city, the "super-connector" between the Mainland and the rest of the world, and as a two-way platform for international firms seeking access to the Mainland market, and for Mainland companies reaching out to the world, particularly under the Mainland's Belt and Road Initiative. The focus is on promoting Hong Kong's role as a major business, financial and legal services hub and in sectors where Hong Kong enjoys clear advantages. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic, diverse and liveable city and the 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. It makes use of social media platforms such as Facebook and YouTube to extend the reach of publicity efforts around the world.

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

Target

	Target	2015 (Actual)	2016 (Actual)	2017 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	100

Indicators

	2015 (Actual)	2016 (Actual)	2017 (Estimate)
locally-based foreign media organisations assisted	80	78	80
visiting journalists and film crews assisted	92	88	130
publications produced and distributed	200	135δ	145δ
videos produced	51	14φ	35φ
sponsored visitors and visiting VIPs assisted	196	254#	210
speaking engagements outside Hong Kong arranged	255	179^	180
high-level outward missions co-ordinated	14	11^	11
public relations projects outside Hong Kong co-ordinated and assisted	97	92	92

δ To achieve better use of resources, after an internal review in 2016, the number of BrandHK fact sheets was reduced to avoid duplication with other publications produced by the Department. Hence, the number of publications produced and distributed was reduced.

φ The decrease in 2016 was mainly due to an unusually large number of production of promotional videos in 2015 including videos to tie in with the launch of the new “Our Hong Kong” campaign and videos series featuring foreigners from a wide range of nationality backgrounds living in Hong Kong. The number of videos is expected to increase in 2017 because there are a number of additional special videos produced. Such included new videos to publicise art and sports development in Hong Kong, as well as promotional videos with different language versions to mark the 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR).

The increase in 2016 was due to the fact that many sponsored visitors scheduled their visits to Hong Kong in the first quarter of the year and there were more requests for programme assistance from non-sponsored visitors.

^ The decrease in 2016 was mainly due to fewer high-level outward missions co-ordinated by the Department.

Matters Requiring Special Attention in 2017–18

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, work closely with other agencies tasked with promoting the city, and enhance promotion of Hong Kong via various channels including the Brand Hong Kong platform. The Department will step up efforts to publicise and promote Hong Kong overseas and in Mainland by riding on the 20th Anniversary of the Establishment of the HKSAR.

Programme (2): Local Public Relations and Public Information

	2015–16 (Actual)	2016–17 (Original)	2016–17 (Revised)	2017–18 (Estimate)
Financial provision (\$m)	204.3	212.7	218.9 (+2.9%)	227.4 (+3.9%)
				(or +6.9% on 2016–17 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 public relations advisory services to the Chief Secretary for Administration, the Financial Secretary, the Secretary for Justice, Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments through Press Secretaries, Secretariat Press Office teams and departmental information units.

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9 The Department disseminates information on, and enhances public understanding of, government policies, plans, decisions, activities and services. This includes the release of government information in a multimedia format and other ways, such as:

- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions;
- issuing press releases, photos and videos;
- arranging for officials to participate in radio 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 good use of the Internet to disseminate government information. The Government News and Media Information System integrates in a single interface all government press releases, fax transmissions, photographs and video clips for easy and round-the-clock media access. In addition, the online government news bulletin, *news.gov.hk*, provides the public with government news and information in a multimedia format. The website caters for people accessing the Internet via mobile phones and other mobile devices. The greater use of social media, including Facebook, YouTube, Twitter, Instagram and WeChat allows up-to-date news stories, feature stories, photos and videos to be disseminated to various sectors of the community.

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 communications input and support included visits by the Chairman of the Standing Committee of the National People's Congress, Mr Zhang Dejiang and the Rio Olympic Games Mainland Olympians delegation; Legislative Council General Election; Legislative Council New Territories East Geographical Constituency By-election; District Council Election; Election Committee Subsector Elections; Chief Executive Election; 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	2015 (Actual)	2016 (Actual)	2017 (Plan)
responding to public criticism or misconception of government policies within the same day (%).....	92	96	96	92
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

	2015 (Actual)	2016 (Actual)	2017 (Estimate)
press releases issued (in English and Chinese)	338 556	328 934	329 000
press photographs distributed.....	6 040	5 865	5 900
videos distributed	552	533	540
media enquiries dealt with	829 005	843 806	844 000
media facilities arranged			
press conferences and briefings	1 760	2 199	2 200
web broadcast.....	422	486	490
interviews	2 321	2 185	2 185
media visits	179	165	170
public functions.....	5 930	5 531	5 540

Matters Requiring Special Attention in 2017–18

13 In 2017–18, the Department will continue to strengthen core services and enhance public relations support for Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments. The Department will continue to provide public relations input and support for major events and activities, including the celebration of the 20th Anniversary of the Establishment of the HKSAR; the inauguration of the fifth term HKSAR Government; the Chief Executive's Policy Address and the Budget.

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Programme (3): Public Opinion

	2015–16 (Actual)	2016–17 (Original)	2016–17 (Revised)	2017–18 (Estimate)
Financial provision (\$m)	22.6	24.1	22.7 (–5.8%)	21.4 (–5.7%)
				(or –11.2% on 2016–17 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 48 English and Chinese newspapers, magazines and about 247 hours a week of news and public affairs programmes on radio and television. Summaries, translations, 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	2015 (Actual)	2016 (Actual)	2017 (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¶	—¶
production of special reports (day).....	0.5	0.5	0.5	0.5

¶ Following the streamlining of the Department's news monitoring work on 1 April 2016, production of radio/TV summaries was terminated while the Government continued to be kept informed of public opinion expressed in the electronic media by real-time alerts. The figure of 2016 (Actual) only reflects the performance achieved for the period from January to March 2016. Target to be removed as from 2017.

Indicators

	2015 (Actual)	2016 (Actual)	2017 (Estimate)
newspapers monitored each day.....	23	22	21
weekly/monthly magazines and journals monitored.....	26	26	26
hours of news and public affairs programmes monitored on twelve television channels	6 076	6 046	6 000
seven radio channels	7 854	6 820	5 500
media reviews and special reports produced.....	55 619	65 607	65 500

Matters Requiring Special Attention in 2017–18

17 In 2017–18, the Department will continue to monitor public opinion as expressed through the media.

Programme (4): Civic Responsibility

	2015–16 (Actual)	2016–17 (Original)	2016–17 (Revised)	2017–18 (Estimate)
Financial provision (\$m)	43.2	49.3	54.1 (+9.7%)	53.0 (–2.0%)
				(or +7.5% on 2016–17 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.

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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 Appreciate Hong Kong; public consultation on retirement protection; the Low-income Working Family Allowance Scheme; voter registration; the 2016 Legislative Council Election; the 2017 Chief Executive Election; anti-drug efforts; environmental protection; road safety; and fight crime. The Department also started preparations and work on the promotion of events and activities celebrating the 20th Anniversary of the Establishment of the HKSAR.

20 The key performance measures for civic responsibility are:

Targets

	Target	2015 (Actual)	2016 (Actual)	2017 (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

	2015 (Actual)	2016 (Actual)	2017 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	13	10Ψ	7
minor campaigns	89	98	100
posters produced and displayed	153	176	185
Announcements in the Public Interest produced.....	982	1 014	1 010
exhibitions mounted	42	28§	28

Ψ The decrease in 2016 was due to the fact that the three major campaigns of Keep Clean, Food Wise and Life Buddies mentoring were completed in the year of 2015.

§ The decrease was due to the publicity needs in different periods of time.

Matters Requiring Special Attention in 2017–18

21 In 2017–18, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including the celebration of the 20th Anniversary of the Establishment of the HKSAR; Next Generation Smart Identity Card System project and territory-wide identity card replacement exercise; fight crime; environmental protection; road safety; and anti-drug efforts.

Programme (5): Publishing

	2015–16 (Actual)	2016–17 (Original)	2016–17 (Revised)	2017–18 (Estimate)
Financial provision (\$m)	74.4	70.9	73.9 (+4.2%)	66.7 (-9.7%)
				(or -5.9% on 2016–17 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.

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24 The key performance measures in respect of publishing are:

Targets

	Target	2015 (Actual)	2016 (Actual)	2017 (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

Indicators

	2015 (Actual)	2016 (Actual)	2017 (Estimate)
publications updated	532	453 ^λ	355
new publications produced	312	318	305
copies distributed	4 796 388	3 938 971 ^ψ	3 989 000
copies sold	74 304	64 607	65 000
revenue received (\$m)	4.9	4.4	4.6
advertisements placed	9 369	9 690	10 000

λ The decrease in 2016 was due to a new arrangement for bureaux/departments to update their own fact sheets except for a small number requiring inputs by multiple parties that were still handled by the Department.

ψ The decrease in 2016 was mainly due to the unusually high volume in 2015 for the distribution of publications related to the lead-in-water issue.

Matters Requiring Special Attention in 2017–18

25 In 2017–18, the Department will continue to co-ordinate the Government's publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2015–16 (Actual) (\$m)	2016–17 (Original) (\$m)	2016–17 (Revised) (\$m)	2017–18 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong	103.0	100.6	98.5	137.0
(2) Local Public Relations and Public Information.....	204.3	212.7	218.9	227.4
(3) Public Opinion	22.6	24.1	22.7	21.4
(4) Civic Responsibility	43.2	49.3	54.1	53.0
(5) Publishing.....	74.4	70.9	73.9	66.7
	447.5	457.6	468.1 (+2.3%)	505.5 (+8.0%)
				(or +10.5% on 2016–17 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2017–18 is \$38.5 million (39.1%) higher than the revised estimate for 2016–17. This is mainly due to the injection of time-limited funding to support publicity work for the 20th Anniversary of the Establishment of the HKSAR.

Programme (2)

Provision for 2017–18 is \$8.5 million (3.9%) higher than the revised estimate for 2016–17. This is mainly due to general increase in operational costs; costs for enhancing web casting equipment; and redeployment of four posts from Programme (3) in 2017–18.

Programme (3)

Provision for 2017–18 is \$1.3 million (5.7%) lower than the revised estimate for 2016–17. This is mainly due to streamlining of manpower with redeployment of four posts to Programme (2) in 2017–18.

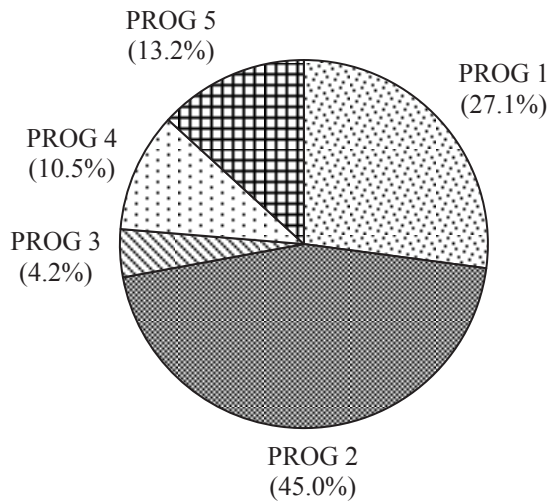
Programme (4)

Provision for 2017–18 is \$1.1 million (2.0%) lower than the revised estimate for 2016–17. This is mainly due to net deletion of two posts and lower costs for replacement of equipment in 2017–18.

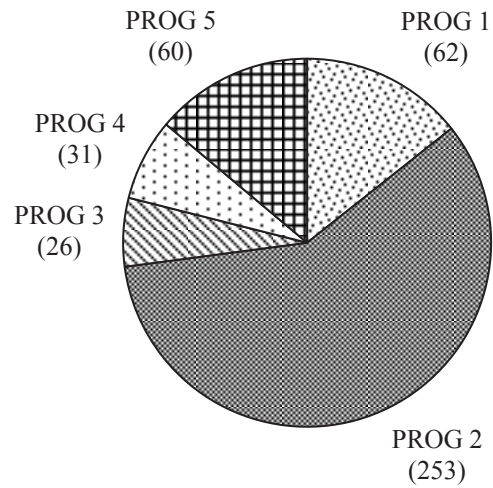
Programme (5)

Provision for 2017–18 is \$7.2 million (9.7%) lower than the revised estimate for 2016–17. This is mainly due to a further decrease in the estimated printing costs for various government publications and lower costs for replacement of equipment in 2017–18.

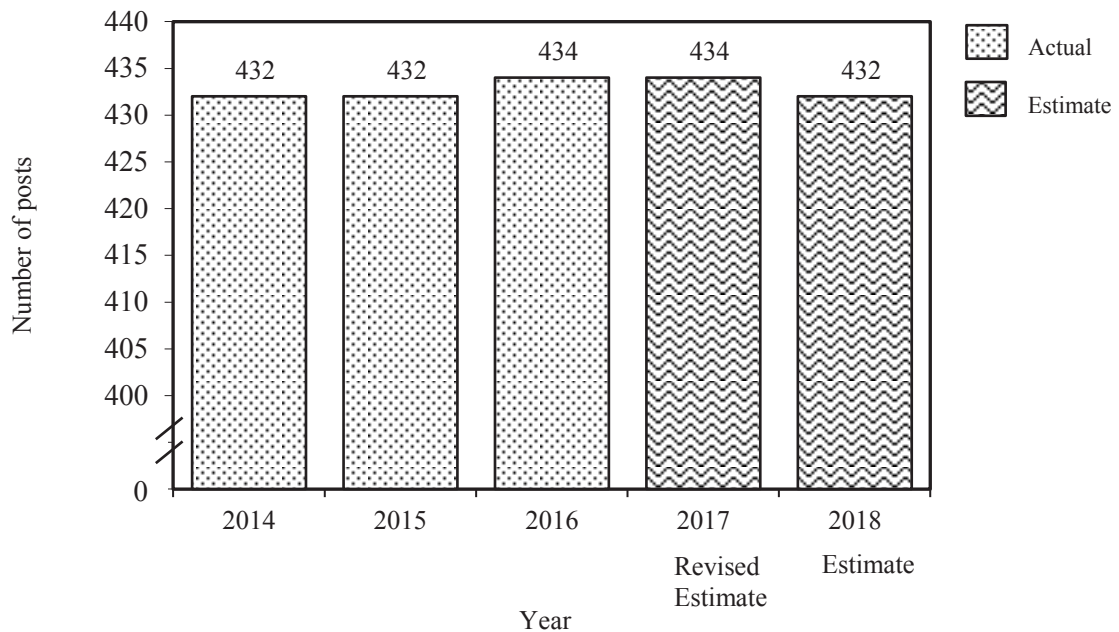
*Allocation of provision
to programmes
(2017-18)*



*Staff by programme
(as at 31 March 2018)*



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



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Sub-head (Code)	Actual expenditure 2015-16	Approved estimate 2016-17	Revised estimate 2016-17	Estimate 2017-18
	\$'000	\$'000	\$'000	\$'000
Operating Account				
Recurrent				
000 Operational expenses	447,044	454,809	465,886	503,813
Total, Recurrent.....	447,044	454,809	465,886	503,813
Total, Operating Account	447,044	454,809	465,886	503,813
Capital Account				
Plant, Equipment and Works				
661 Minor plant, vehicles and equipment (block vote).....	488	2,780	2,210	1,732
Total, Plant, Equipment and Works.....	488	2,780	2,210	1,732
Total, Capital Account.....	488	2,780	2,210	1,732
Total Expenditure	447,532	457,589	468,096	505,545

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Details of Expenditure by Subhead

The estimate of the amount required in 2017–18 for the salaries and expenses of the Information Services Department is \$505,545,000. This represents an increase of \$37,449,000 over the revised estimate for 2016–17 and \$58,013,000 over the actual expenditure in 2015–16.

Operating Account

Recurrent

2 Provision of \$503,813,000 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 2017 will be 434 posts. It is expected that there will be a net decrease of two posts in 2017–18. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2017–18, but the notional annual mid-point salary value of all such posts must not exceed \$275,829,000.

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

	2015–16 (Actual) (\$'000)	2016–17 (Original) (\$'000)	2016–17 (Revised) (\$'000)	2017–18 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	257,873	263,588	275,686	276,005
- Allowances.....	9,364	10,210	11,305	11,326
- Job-related allowances.....	326	556	540	652
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	851	710	1,122	1,006
- Civil Service Provident Fund contribution.....	10,335	12,071	12,220	14,978
Departmental Expenses				
- General departmental expenses	51,701	55,700	56,478	59,337
Other Charges				
- Publicity	59,652	59,185	61,481	55,404
- Expenses of visitors to Hong Kong and overseas speaking engagements	56,942	52,789	47,054	85,105
	<u>447,044</u>	<u>454,809</u>	<u>465,886</u>	<u>503,813</u>

Capital Account

Plant, Equipment and Works

5 Provision of \$1,732,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents a decrease of \$478,000 (21.6%) against the revised estimate for 2016–17. This reflects the reduced requirement for replacement equipment.