

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2018–19** ..... **\$499.4m**

**Establishment ceiling 2018–19** (notional annual mid-point salary value) representing an estimated 417 non-directorate posts as at 31 March 2018 rising by five posts to 422 posts as at 31 March 2019..... **\$283.7m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2018 and as at 31 March 2019.

### Controlling Officer's Report

#### Programmes

<p><b>Programme (1) Public Relations Outside Hong Kong</b></p> <p><b>Programme (2) Local Public Relations and Public Information</b></p> <p><b>Programme (3) Public Opinion</b></p> <p><b>Programme (4) Civic Responsibility</b></p> <p><b>Programme (5) Publishing</b></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

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	<b>2018–19 (Estimate)</b>
Financial provision (\$m)	98.6	137.0	135.9 (–0.8%)	<b>124.8</b> (–8.2%)
				(or –8.9% on 2017–18 Original)

#### Aim

- 2 The aim is to promote a favourable image of Hong Kong internationally and in the Mainland.

#### 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, YouTube and Instagram.

- 4 The Department's publicity efforts are geared to promoting Hong Kong as Asia's world city, 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 and the development of the Guangdong-Hong Kong-Macao Bay Area. The focus is on promoting Hong Kong's role as a major business, financial, and cultural 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 uses social media platforms such as Facebook, YouTube and Instagram 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	2016 (Actual)	2017 (Actual)	2018 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	100

### *Indicators*

	2016 (Actual)	2017 (Actual)	2018 (Estimate)
locally-based foreign media organisations assisted .....	78	81	85
visiting journalists and film crews assisted .....	88	141¶	98
publications produced and distributed .....	135	311#	170
videos produced .....	14	77#	16
sponsored visitors and visiting VIPs assisted .....	254^	141	140
speaking engagements outside Hong Kong assistedφ.....	179	127‡	120
high-level outward missions assistedβ.....	11	12	12
public relations projects outside Hong Kong co-ordinated and assisted.....	92	99	92

¶ The increase in 2017 was mainly due to a rise in the number of journalists coming to Hong Kong for reports related to the 20<sup>th</sup> Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR).

# The increase in 2017 was mainly due to the production of special publications and videos with different language versions to promote Hong Kong and to mark the 20<sup>th</sup> Anniversary of the Establishment of the 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.

φ Revised description of the previous indicator “speaking engagements outside Hong Kong arranged” as from 2018.

‡ The decrease in 2017 was mainly due to the shorter duration of outbound missions and hence fewer speaking engagements were conducted.

β Revised description of the previous indicator “high-level outward missions co-ordinated” as from 2018.

### *Matters Requiring Special Attention in 2018–19*

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 raise Hong Kong’s profile via various channels including the Brand Hong Kong platform.

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

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	218.0	227.4	226.6 (-0.4%)	235.5 (+3.9%)
				(or +3.6% on 2017–18 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 senior echelon of the Government 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 (GNMIS) integrates in a single interface all government press releases, fax transmissions, photographs and video clips for easy and round-the-clock media access. Since September 2017, eligible online-only media can also apply to be GNMIS subscribers. In addition, the online government news bulletin, *news.gov.hk*, provides the public with government news and information in a multimedia format and caters for people accessing the Internet via mobile phones and other mobile devices. The greater use of social media, including Facebook, YouTube, Twitter, Instagram, Weibo 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 the visit by President Xi Jinping, the inauguration of the Fifth Term HKSAR Government, the celebration of the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR, as well as 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	2016 (Actual)	2017 (Actual)	2018 (Plan)
responding to public criticism or misconception of government policies within the same day (%) .....	92	96	96	<b>96</b>
issue of press releases (minutes) .....	45	45	45	<b>45</b>
issue of press photographs (hours).....	2	1	1	<b>1</b>
dealing with enquiries from the media (days) .....	1	1	1	<b>1</b>
dealing with enquiries from the public (minutes).....	10	10	10	<b>10</b>
arranging media facilities (days).....	1	1	1	<b>1</b>

### *Indicators*

	2016 (Actual)	2017 (Actual)	2018 (Estimate)
press releases issued (in English and Chinese) .....	328 934	329 704	<b>330 000</b>
press photographs distributed.....	5 865	7 191	<b>7 200</b>
videos distributed .....	533	720	<b>720</b>
media enquiries dealt with .....	843 806	852 853	<b>853 000</b>
media facilities arranged			
press conferences and briefings .....	1 576§	1 682	<b>1 680</b>
web broadcast.....	486	714	<b>750</b>
interviews .....	2 185	2 203	<b>2 200</b>
media visits .....	165	267λ	<b>217</b>
public functions.....	5 531	5 265	<b>5 270</b>

§ The actual figure of 2016 has been revised to exclude double-counting.

λ The increase in 2017 was mainly due to the large number of journalists coming to Hong Kong for reports related to the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR.

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### *Matters Requiring Special Attention in 2018–19*

13 In 2018–19, 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 provide public relations input and support for major events and activities, including the Chief Executive's Policy Address, the Budget, Legislative Council by-election, as well as the commissioning of the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link and the Hong Kong-Zhuhai-Macao Bridge related Hong Kong projects.

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

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	<b>2018–19 (Estimate)</b>
Financial provision (\$m)	22.6	21.4	24.1 (+12.6%)	<b>22.1</b> (–8.3%)
				(or +3.3% on 2017–18 Original)

#### *Aim*

14 The aim is to keep the Government informed of public opinion as expressed through the mass news 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 mass news media to ensure that policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of 47 English and Chinese newspapers and magazines, a number of news websites, and about 220 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	2016 (Actual)	2017 (Actual)	<b>2018 (Plan)</b>
production of media summaries (hours per day).....	2.8	2.8	2.8	<b>2.8</b>
production of radio/television summaries (hours per day) <sup>α</sup> .....	—	2.2 <sup>α</sup>	—	—
production of special reports (day).....	0.5	0.5	0.5	<b>0.5</b>

<sup>α</sup> 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 removed as from 2017.

#### *Indicators*

	2016 (Actual)	2017 (Actual)	<b>2018 (Estimate)</b>
newspapers monitored each day.....	22	21	<b>21</b>
weekly/monthly magazines and journals monitored.....	26	26	<b>26</b>
hours of news and public affairs programmes monitored on ten television channels <sup>□</sup> .....	6 046	6 051	<b>6 000</b>
five radio channels <sup>ω</sup> .....	6 820	5 389	<b>5 300</b>
media reviews and special reports produced.....	65 607	64 842	<b>64 800</b>

<sup>□</sup> The number of television channels monitored drops from 12 to ten since April 2016 due to the expiry of the domestic free television programme service licence of Asia Television Limited.

<sup>ω</sup> The number of radio channels monitored drops from seven to five since mid-October 2016 due to the termination of the sound broadcasting licence of Digital Broadcasting Corporation Hong Kong Limited.

### *Matters Requiring Special Attention in 2018–19*

17 In 2018–19, the Department will continue to monitor public opinion as expressed through the mass news media.

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### Programme (4): Civic Responsibility

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	<b>2018–19 (Estimate)</b>
Financial provision (\$m)	51.1	53.0	55.4 (+4.5%)	<b>49.6</b> (–10.5%)
				(or –6.4% on 2017–18 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 celebration of the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR; Next Generation Smart Identity Card System project and the territory-wide identity card replacement exercise; voter registration; anti-drug efforts; environmental protection; road safety; and the fight against crime.

20 The key performance measures for civic responsibility are:

#### *Targets*

	Target	2016 (Actual)	2017 (Actual)	<b>2018 (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*

	2016 (Actual)	2017 (Actual)	<b>2018 (Estimate)</b>
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	10	7 <sup>Ψ</sup>	<b>8</b>
minor campaigns .....	98	113	<b>100</b>
posters produced and displayed .....	176	200	<b>200</b>
Announcements in the Public Interest produced.....	1 014	787 <sup>δ</sup>	<b>750</b>
exhibitions mounted .....	28	44 <sup>@</sup>	<b>37</b>

Ψ The decrease was due to publicity needs in different periods of time and that the campaign on the celebration of the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR in 2017 required much greater inputs from the Department than other major campaigns.

δ The decrease in 2017 was mainly due to a fall in the number of major campaigns during the year.

@ The increase was due to the publicity needs in different periods of time, including those relating to the celebration of the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR in 2017.

#### *Matters Requiring Special Attention in 2018–19*

21 In 2018–19, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including Next Generation Smart Identity Card System project and the territory-wide identity card replacement exercise; the fight against crime; environmental protection; road safety; voter registration; and anti-drug efforts.

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### Programme (5): Publishing

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	<b>2018–19 (Estimate)</b>
Financial provision (\$m)	76.1	66.7	70.2 (+5.2%)	<b>67.4</b> (–4.0%)
				(or +1.0% on 2017–18 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	2016 (Actual)	2017 (Actual)	<b>2018 (Plan)</b>
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>
delivering e-legislation ordered under “Print-on-Demand” mechanism (days)⊖.....	10	—	—	<b>10</b>
processing requests for purchase of digital photographs at Photo Library (days) .....	5	5	5	<b>5</b>
from Government Photo Records and Sales System (minutes)⊖.....	30	—	—	<b>30</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>

⊖ New target as from 2018. The Hong Kong e-Legislation (HKeL) was launched by the Department of Justice in February 2017. Since then, for legislation with verified copy published on HKeL, printed copies are only available under the “Print-on-Demand” mechanism. A printed legislation booklet will be made ready for delivery within seven working days after receiving the order and payment. If delivery by mail is required, it will be mailed within a further three working days.

⊖ New target as from 2018. The Government Photo Records and Sales System was launched in August 2017 to make it easier for members of the public to access the government photo records.

#### *Indicators*

	2016 (Actual)	2017 (Actual)	<b>2018 (Estimate)</b>
publications updated.....	453	343⊖	<b>374</b>
new publications produced.....	318	250⊖	<b>222</b>
copies distributed .....	3 938 971	4 125 060	<b>3 879 500</b>
copies sold.....	64 607	50 310Δ	<b>50 000</b>

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	2016 (Actual)	2017 (Actual)	<b>2018 (Estimate)</b>
revenue received (\$m).....	4.4	3.3	<b>3.3</b>
advertisements placed .....	9 690	9 184	<b>9 200</b>

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

Δ The decrease was due to a falling demand for printed copies of saleable publications, as an increasing number of which is also available online.

***Matters Requiring Special Attention in 2018–19***

**25** In 2018–19, the Department will continue to co-ordinate the Government’s publishing requirements.

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### ANALYSIS OF FINANCIAL PROVISION

	2016–17 (Actual) (\$m)	2017–18 (Original) (\$m)	2017–18 (Revised) (\$m)	2018–19 (Estimate) (\$m)
<b>Programme</b>				
(1) Public Relations Outside Hong Kong ...	98.6	137.0	135.9	<b>124.8</b>
(2) Local Public Relations and Public Information.....	218.0	227.4	226.6	<b>235.5</b>
(3) Public Opinion .....	22.6	21.4	24.1	<b>22.1</b>
(4) Civic Responsibility .....	51.1	53.0	55.4	<b>49.6</b>
(5) Publishing.....	76.1	66.7	70.2	<b>67.4</b>
	466.4	505.5	512.2 (+1.3%)	<b>499.4</b> (-2.5%)
				<b>(or -1.2% on 2017–18 Original)</b>

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2018–19 is \$11.1 million (8.2%) lower than the revised estimate for 2017–18. This is mainly due to the expiry of time-limited funding to support the publicity work for the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR, partly offset by the creation of two posts in 2018–19.

##### Programme (2)

Provision for 2018–19 is \$8.9 million (3.9%) higher than the revised estimate for 2017–18. This is mainly due to general increase in operating expenses and the creation of three posts in 2018–19.

##### Programme (3)

Provision for 2018–19 is \$2.0 million (8.3%) lower than the revised estimate for 2017–18. This is mainly due to a decrease in operating expenses.

##### Programme (4)

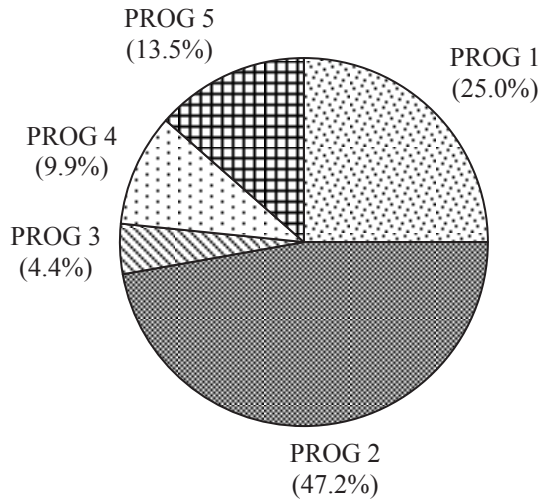
Provision for 2018–19 is \$5.8 million (10.5%) lower than the revised estimate for 2017–18. This is mainly due to the expiry of time-limited funding to support the publicity work for the 20<sup>th</sup> Anniversary of the Establishment of the HKSAR.

##### Programme (5)

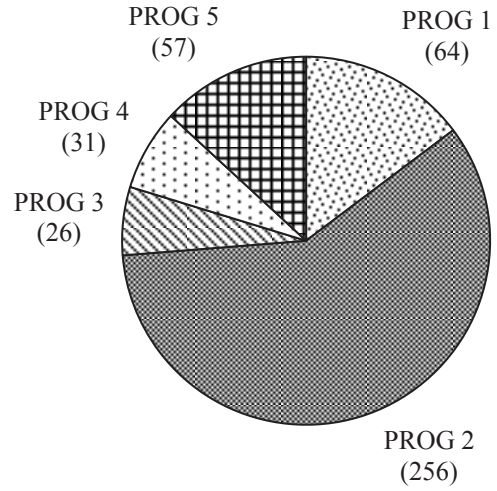
Provision for 2018–19 is \$2.8 million (4.0%) lower than the revised estimate for 2017–18. This is mainly due to a further decrease in the estimated printing costs for various government publications and lower costs for replacement of equipment in 2018–19.



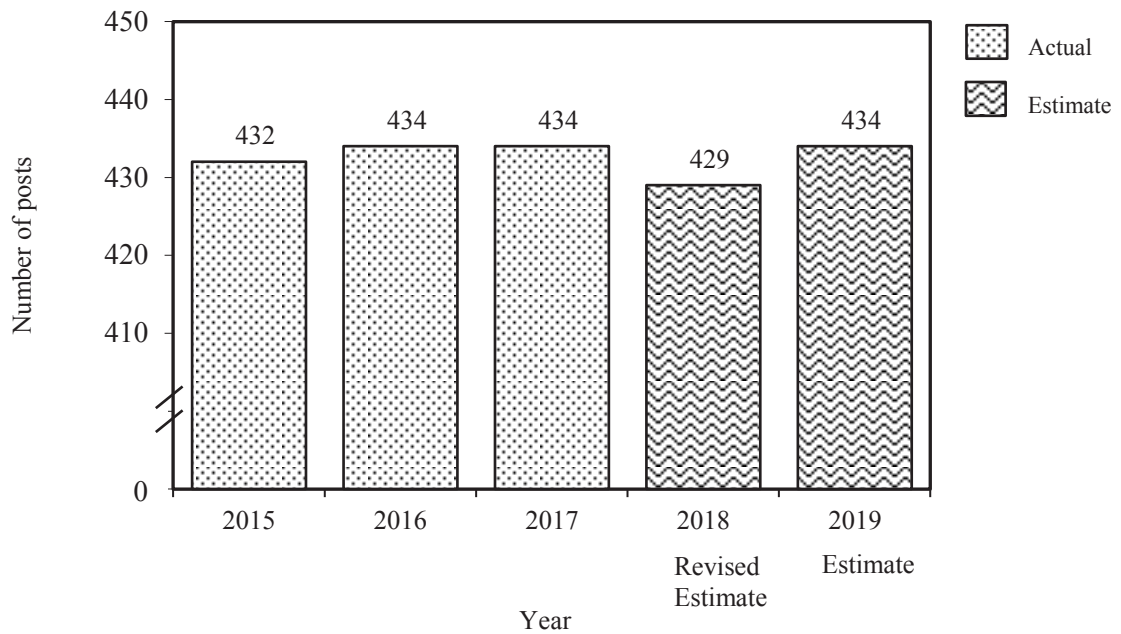
*Allocation of provision to programmes (2018-19)*



*Staff by programme (as at 31 March 2019)*



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



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Sub-head (Code)	Actual expenditure 2016-17	Approved estimate 2017-18	Revised estimate 2017-18	<b>Estimate 2018-19</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses .....	463,858	503,813	510,494	<b>498,306</b>
	Total, Recurrent.....	463,858	503,813	510,494	<b>498,306</b>
	Total, Operating Account .....	463,858	503,813	510,494	<b>498,306</b>
<hr/>					
<b>Capital Account</b>					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote).....	2,509	1,732	1,717	<b>1,080</b>
	Total, Plant, Equipment and Works.....	2,509	1,732	1,717	<b>1,080</b>
	Total, Capital Account.....	2,509	1,732	1,717	<b>1,080</b>
<hr/>					
	Total Expenditure .....	466,367	505,545	512,211	<b>499,386</b>
		<u>466,367</u>	<u>505,545</u>	<u>512,211</u>	<u><b>499,386</b></u>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2018–19 for the salaries and expenses of the Information Services Department is \$499,386,000. This represents a decrease of \$12,825,000 against the revised estimate for 2017–18 and an increase of \$33,019,000 over the actual expenditure in 2016–17.

#### *Operating Account*

##### Recurrent

**2** Provision of \$498,306,000 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 2018 will be 429 posts. It is expected that there will be an increase of five permanent posts in 2018–19. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2018–19, but the notional annual mid-point salary value of all such posts must not exceed \$283,686,000.

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

	2016–17 (Actual) (\$'000)	2017–18 (Original) (\$'000)	2017–18 (Revised) (\$'000)	<b>2018–19 (Estimate) (\$'000)</b>
Personal Emoluments				
- Salaries.....	275,494	276,005	285,385	<b>286,473</b>
- Allowances.....	10,630	11,326	10,845	<b>11,461</b>
- Job-related allowances.....	459	652	554	<b>693</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	1,069	1,006	1,050	<b>976</b>
- Civil Service Provident Fund contribution.....	12,439	14,978	14,978	<b>17,444</b>
Departmental Expenses				
- General departmental expenses .....	56,724	59,337	57,737	<b>62,402</b>
Other Charges				
- Publicity.....	59,832	55,404	57,698	<b>50,670</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	47,211	85,105	82,247	<b>68,187</b>
	463,858	503,813	510,494	<b>498,306</b>

#### *Capital Account*

##### Plant, Equipment and Works

**5** Provision of \$1,080,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents a decrease of \$637,000 (37.1%) against the revised estimate for 2017–18. This reflects the reduced requirement for replacement of equipment.