

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2021–22** ..... **\$670.7m**

**Establishment ceiling 2021–22** (notional annual mid-point salary value) representing an estimated 444 non-directorate posts as at 31 March 2021 reducing by one post to 443 posts as at 31 March 2022 ..... **\$328.2m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2021 and as at 31 March 2022.

### 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

	2019–20 (Actual)	2020–21 (Original)	2020–21 (Revised)	<b>2021–22 (Estimate)</b>
Financial provision (\$m)	144.9	226.6	204.0 (–10.0%)	<b>193.2</b> (–5.3%)
				(or –14.7% on 2020–21 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
- Brand Hong Kong platforms, including events, website and social media, namely, Facebook, Instagram, LinkedIn, Twitter, WeChat, Weibo, Youku and YouTube.

- 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 Greater 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 including financial, legal and professional services, and innovation and technology. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic and diverse city with world-class talent and infrastructure, 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 a host of social media platforms 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	2019 (Actual)	2020 (Actual)	2021 (Plan)
initiating action to all requests within the same day (%) .....	100	100	100	100

### *Indicators*

	2019 (Actual)	2020 (Actual)	2021 (Estimate)
locally-based foreign media organisations assisted .....	84	71#	70#
visiting journalists and film crews assisted .....	79	3^	40^
publications produced and distributed .....	697	500¶	550¶
videos produced .....	189	141¶	226¶
sponsored visitors and visiting VIPs assisted .....	177	5‡	85‡
speaking engagements outside Hong Kong assisted .....	160	33Ψ	80Ψ
high-level outward missions assisted .....	11	1Ψ	6Ψ
public relations projects outside Hong Kong co-ordinated and assisted .....	85	50¶	66¶

# The decrease in 2020 and estimated decrease in 2021 are due to fewer requests for assistance from locally-based foreign media organisations.

^ The drop in 2020 was due to fewer sponsored and non-sponsored journalists visiting Hong Kong because of the travel restrictions imposed amid the COVID-19 pandemic. The situation is expected to improve in mid-2021 with anticipated subsidence of COVID-19.

¶ The figures of 2020 were lower than those of 2019 due to the consequential cancellation of co-branding events and overseas promotions following the cancellation of many outgoing visits by senior officials due to the COVID-19 pandemic. The situation is expected to improve in mid-2021 with anticipated subsidence of COVID-19.

‡ The figure of 2020 was lower than that of 2019 due to the suspension of sponsored visits to Hong Kong because of the travel restrictions imposed amid the COVID-19 pandemic. The estimate for 2021 is half of the average of the figures in 2017, 2018 and 2019.

Ψ The top echelon had conducted much fewer outward missions in 2020 as compared to 2019 due to the COVID-19 pandemic, hence the numbers of both speaking engagements outside Hong Kong and high-level outward missions assisted by the Department decreased drastically in 2020. The situation is expected to improve in mid-2021 with anticipated subsidence of COVID-19.

### *Matters Requiring Special Attention in 2021–22*

6 Political issues in Hong Kong and the COVID-19 pandemic have attracted widespread international attention and affected the external image of the Hong Kong Special Administrative Region. These have raised concerns about Hong Kong's positioning as a global business and financial hub with a stable environment underpinned by the rule of law. Public relations consultants have been engaged to help develop a communications and marketing plan and creative collaterals. More efforts will be made on publicity work and other measures to counter negative perceptions in key markets and restore the confidence of the international community in Hong Kong as Asia's global business and financial hub with a safe and stable environment underpinned by the rule of law and as a great place to live, invest and work.

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

	2019–20 (Actual)	2020–21 (Original)	2020–21 (Revised)	2021–22 (Estimate)
Financial provision (\$m)	254.0	278.2	266.7 (-4.1%)	273.5 (+2.5%)
				(or -1.7% on 2020–21 Original)

### *Aim*

7 The aims are to assist mapping 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.

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### *Brief Description*

8 The Department is responsible for providing support to help 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.

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 multimedia formats 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's website 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 multimedia formats and caters for people accessing the Internet via mobile devices. The greater use of social media, including Facebook, Instagram, Twitter, WeChat, Weibo and YouTube allows up-to-date news stories, feature stories, photos, infographics 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 Chief Executive's Policy Address, the Budget, the fight against COVID-19 pandemic, the Universal Community Testing Programme and issues relating to safeguarding national security in Hong Kong.

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

### *Targets*

	Target	2019 (Actual)	2020 (Actual)	2021 (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*

	2019 (Actual)	2020 (Actual)§	2021 (Estimate)§
press releases issued (in English and Chinese) .....	294 125	251 519	273 000
press photographs distributed.....	5 989	3 139	4 500
videos distributed .....	818	774	880
media enquiries dealt with .....	755 392	798 146	798 220
media facilities arranged			
press conferences and briefings .....	1 239	1 444	1 450
web broadcast.....	552	452	500
interviews .....	1 439	1 736	1 740
media visits .....	189	39	60
public functions.....	3 935	2 629	2 790

§ The reduced figures in 2020 as compared to 2019 were due to a general decrease in media events as a result of the COVID-19 pandemic, and the situation is expected to improve in mid-2021 with anticipated subside of COVID-19. On the other hand, the numbers of media enquiries dealt with, press conferences and briefings arranged, and interviews arranged increased in 2020 due to a strong media and public interest in the pandemic.

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### *Matters Requiring Special Attention in 2021–22*

13 In 2021–22, 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, the 2021 Legislative Council General Election, the fight against COVID-19 pandemic in particular the vaccination programme, and promoting greater integration of Hong Kong into the overall development of the country.

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

	2019–20 (Actual)	2020–21 (Original)	2020–21 (Revised)	<b>2021–22 (Estimate)</b>
Financial provision (\$m)	27.9	32.6	33.0 (+1.2%)	<b>30.8</b> (–6.7%)
				(or –5.5% on 2020–21 Original)

#### *Aim*

14 The aims are to keep the Government informed of public opinion as expressed through the mass news media and social media platforms 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 and social media platforms to ensure that policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of English and Chinese newspapers and magazines, popular news websites and their Facebook pages as well as about 235 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	2019 (Actual)	2020 (Actual)	<b>2021 (Plan)</b>
production of media summaries (hours per day) .....	2.8	2.8	2.8	<b>2.8</b>
production of special reports (day) .....	0.5	0.5	0.5	<b>0.5</b>

#### *Indicators*

	2019 (Actual)	2020 (Actual)	<b>2021 (Estimate)</b>
newspapers monitored each day .....	21	21	<b>21</b>
weekly/monthly magazines and journals monitored .....	24	23	<b>23</b>
hours of news and public affairs programmes monitored on 12 television channels .....	6 335	6 510	<b>6 600</b>
five radio channels .....	5 650	5 780	<b>5 800</b>
media reviews and special reports .....	58 711	55 176	<b>55 000</b>

### *Matters Requiring Special Attention in 2021–22*

17 In 2021–22, the Department will continue to monitor public opinion as expressed through the mass news media and social media platforms.

#### **Programme (4): Civic Responsibility**

	2019–20 (Actual)	2020–21 (Original)	2020–21 (Revised)	<b>2021–22 (Estimate)</b>
Financial provision (\$m)	60.4	68.2	95.5 (+40.0%)	<b>94.8</b> (–0.7%)
				(or +39.0% on 2020–21 Original)

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### *Aim*

18 The aims are 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 bureaux and departments mounting publicity campaigns and promotion drives. 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 Fight the Virus campaign; Universal Community Testing Programme; Employment Support Scheme; Cash Payout Scheme; National Security Law; Next Generation Smart Identity Card System project and territory-wide identity card replacement exercise; 2021 Population Census; anti-drug efforts; environmental protection; road safety; and the fight against crime.

20 The key performance measures for civic responsibility are:

#### *Targets*

	Target	2019 (Actual)	2020 (Actual)	2021 (Plan)
production of posters upon request within two months (%) .....	100	100	100	100
production of Announcements in the Public Interest (APIs) upon request within two months (%) .....	100	100	100	100

#### *Indicators*

	2019 (Actual)	2020 (Actual)	2021 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	10	13	12
minor campaigns .....	127	99 $\lambda$	90
posters produced and displayed .....	349	254 $\lambda$	250
APIs produced .....	1 005	905 $\lambda$	900
exhibitions mounted .....	12	7 $\lambda$	7

$\lambda$  The drop in 2020 was due to cancellation of considerable number of minor campaigns and related publicity amid the COVID-19 pandemic.

### *Matters Requiring Special Attention in 2021–22*

21 In 2021–22, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including Fight the Virus campaign; COVID-19 Vaccination Programme; 2021 Legislative Council General Election; voter registration; Next Generation Smart Identity Card System project and the territory-wide identity card replacement exercise; 2021 Population Census, the fight against crime; environmental protection; road safety; and anti-drug efforts.

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

	2019–20 (Actual)	2020–21 (Original)	2020–21 (Revised)	2021–22 (Estimate)
Financial provision (\$m)	78.5	78.0	83.4 (+6.9%)	78.4 (–6.0%)

(or +0.5% on  
2020–21 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	2019 (Actual)	2020 (Actual)	2021 (Plan)
updating publications, including their electronic version (days).....	60	60	60	<b>60</b>
producing new publications (Yearbook 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	10	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	30	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>

### *Indicators*

	2019 (Actual)	2020 (Actual) <sup>ψ</sup>	2021 (Estimate)
publications updated.....	402	294	<b>345</b>
new publications produced.....	262	244	<b>245</b>
copies distributed .....	6 520 762	4 294 121	<b>4 256 750</b>
copies sold.....	45 087	35 326	<b>36 000</b>
revenue received (\$m).....	2.3	1.8	<b>2.0</b>
advertisements placed .....	8 375	7 038	<b>8 000</b>

<sup>ψ</sup> The drops in 2020 were due to fewer requests for assistance from bureaux and departments and suspension of the Department’s counter service of Publications Sales Unit amid the COVID-19 pandemic.

### *Matters Requiring Special Attention in 2021–22*

25 In 2021–22, the Department will continue to co-ordinate the Government’s publishing requirements.

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### ANALYSIS OF FINANCIAL PROVISION

	2019–20 (Actual) (\$m)	2020–21 (Original) (\$m)	2020–21 (Revised) (\$m)	2021–22 (Estimate) (\$m)
<b>Programme</b>				
(1) Public Relations Outside Hong Kong....	144.9	226.6	204.0	193.2
(2) Local Public Relations and Public Information .....	254.0	278.2	266.7	273.5
(3) Public Opinion .....	27.9	32.6	33.0	30.8
(4) Civic Responsibility .....	60.4	68.2	95.5	94.8
(5) Publishing .....	78.5	78.0	83.4	78.4
	565.7	683.6	682.6 (-0.1%)	670.7 (-1.7%)
				(or -1.9% on 2020–21 Original)

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2021–22 is \$10.8 million (5.3%) lower than the revised estimate for 2020–21. This is mainly due to a decrease in provision for operating expenses and net decrease of three posts in 2021–22.

##### Programme (2)

Provision for 2021–22 is \$6.8 million (2.5%) higher than the revised estimate for 2020–21. This is mainly due to an increase in provision for operating expenses in 2021–22.

##### Programme (3)

Provision for 2021–22 is \$2.2 million (6.7%) lower than the revised estimate for 2020–21. This is mainly due to a decrease in provision for operating expenses in 2021–22.

##### Programme (4)

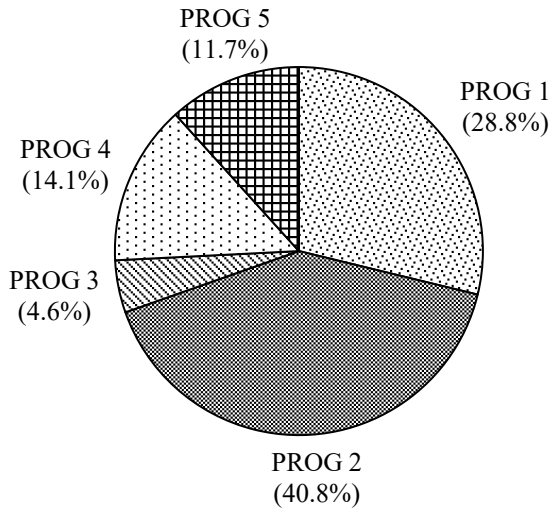
Provision for 2021–22 is \$0.7 million (0.7%) lower than the revised estimate for 2020–21. This is mainly due to a decrease in provision for operating expenses, which is partly offset by a net increase of two posts in 2021–22.

##### Programme (5)

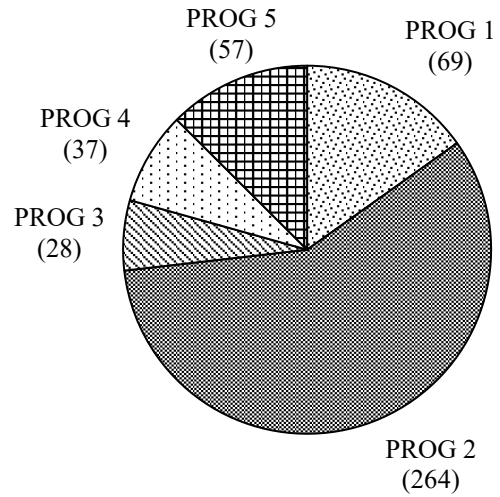
Provision for 2021–22 is \$5.0 million (6.0%) lower than the revised estimate for 2020–21. This is mainly due to a further decrease in the estimated printing requirements for various government publications in 2021–22.

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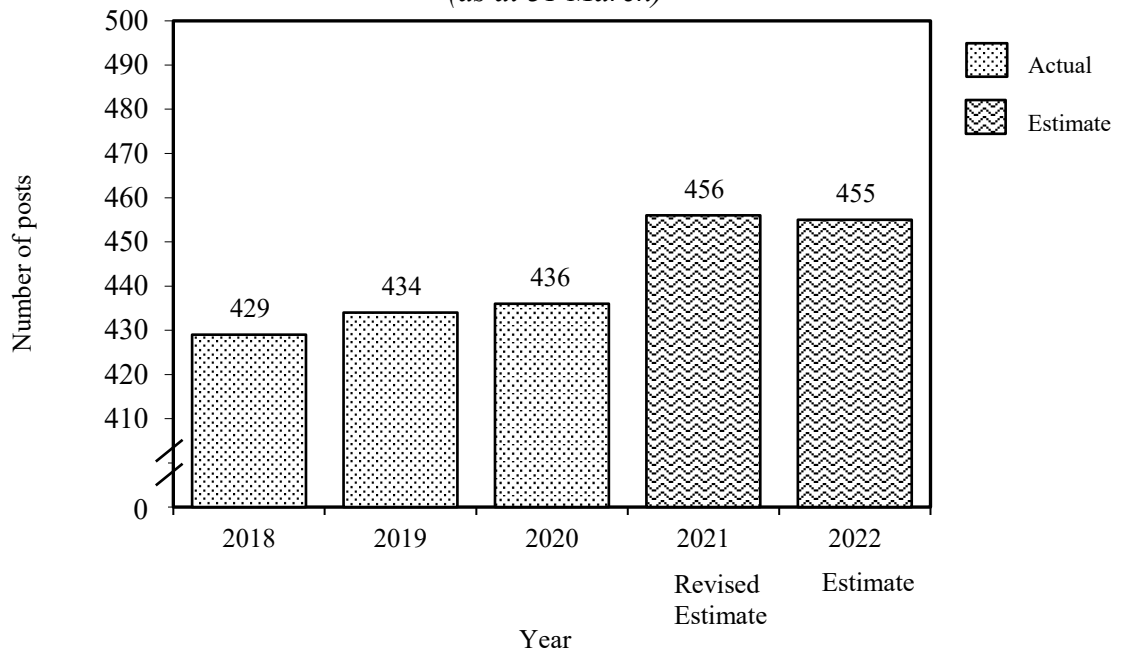
*Allocation of provision to programmes (2021-22)*



*Staff by programme (as at 31 March 2022)*



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





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Sub-head (Code)	Actual expenditure 2019–20	Approved estimate 2020–21	Revised estimate 2020–21	<b>Estimate 2021–22</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses .....	564,985	683,321	682,197	<b>670,154</b>
	Total, Recurrent.....	564,985	683,321	682,197	<b>670,154</b>
	Total, Operating Account .....	564,985	683,321	682,197	<b>670,154</b>
<hr/>					
<b>Capital Account</b>					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote).....	696	300	429	<b>500</b>
	Total, Plant, Equipment and Works.....	696	300	429	<b>500</b>
	Total, Capital Account.....	696	300	429	<b>500</b>
<hr/>					
	Total Expenditure .....	565,681	683,621	682,626	<b>670,654</b>
		<u>565,681</u>	<u>683,621</u>	<u>682,626</u>	<u><b>670,654</b></u>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2021–22 for the salaries and expenses of the Information Services Department is \$670,654,000. This represents a decrease of \$11,972,000 against the revised estimate for 2020–21 and an increase of \$104,973,000 over the actual expenditure in 2019–20.

#### *Operating Account*

##### Recurrent

**2** Provision of \$670,154,000 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 2021 will be 456 posts. It is expected that there will be a net decrease of one post in 2021–22. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2021–22, but the notional annual mid-point salary value of all such posts must not exceed \$328,177,000.

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

	2019–20 (Actual) (\$'000)	2020–21 (Original) (\$'000)	2020–21 (Revised) (\$'000)	<b>2021–22 (Estimate) (\$'000)</b>
Personal Emoluments				
- Salaries .....	311,460	327,615	326,095	<b>335,410</b>
- Allowances .....	9,456	13,033	11,126	<b>11,116</b>
- Job-related allowances.....	415	765	558	<b>764</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	729	1,115	891	<b>909</b>
- Civil Service Provident Fund contribution .....	22,144	24,776	24,223	<b>26,870</b>
Departmental Expenses				
- General departmental expenses .....	68,803	84,829	83,329	<b>74,829</b>
Other Charges				
- Publicity.....	68,953	72,070	101,795	<b>95,770</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	83,025	159,118	134,180	<b>124,486</b>
	564,985	683,321	682,197	<b>670,154</b>

#### *Capital Account*

##### Plant, Equipment and Works

**5** Provision of \$500,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents an increase of \$71,000 (16.6%) over the revised estimate for 2020–21. This is mainly due to the increased requirement for replacement of equipment.