

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2022–23** ..... **\$694.1m**

**Establishment ceiling 2022–23** (notional annual mid-point salary value) representing an estimated 443 non-directorate posts as at 31 March 2022 reducing by two posts to 441 posts as at 31 March 2023 ..... **\$326.1m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2022 and as at 31 March 2023.

### 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

	2020–21 (Actual)	2021–22 (Original)	2021–22 (Revised)	2022–23 (Estimate)
Financial provision (\$m)	181.8	193.2	167.0 (–13.6%)	196.7 (+17.8%)
				(or +1.8% on 2021–22 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;
- the Government's offices overseas and in the Mainland, 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 Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-Range Objectives Through the Year 2035 (the 14th Five-Year Plan), 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 range 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	2020 (Actual)	2021 (Actual)	2022 (Plan)
initiating action to all requests within the same day (%) .....	100	100	100	100

### Indicators

	2020 (Actual)	2021 (Actual)	2022 (Estimate)
locally-based foreign media organisations assisted .....	71	68	70
visiting journalists and film crews assisted .....	3#	4#	20
publications produced and distributed .....	500	589^	525
videos produced .....	141	179^	240
sponsored visitors and visiting VIPs assisted .....	5	0¶	50
speaking engagements outside Hong Kong assisted .....	33	0¶	80
high-level outward missions assisted .....	1	0¶	6
public relations projects outside Hong Kong co-ordinated and assisted .....	50	50	55

# The low figures in 2020 and 2021 were due to fewer sponsored and non-sponsored journalists visiting Hong Kong because of travel restrictions imposed amid the COVID-19 pandemic.

^ The figures in 2021 were higher than those in 2020 due to enhanced publicity to soft sell the city globally amid the COVID-19 pandemic.

¶ The figures in 2021 were lower than those in 2020 due to the COVID-19 pandemic. The numbers of sponsored visits, speaking engagements outside Hong Kong and high-level outward missions assisted by the Department decreased drastically in 2021.

### Matters Requiring Special Attention in 2022–23

6 Political issues and the COVID-19 pandemic have attracted widespread international attention and affected the external image of the Hong Kong Special Administrative Region (HKSAR). Stability and safety have been restored in the city following the implementation of the National Security Law and improvements to the electoral system. A stable and secure environment combined with the celebration of the 25th Anniversary of the Establishment of HKSAR in 2022 provide a good opportunity for Hong Kong to tell its story and project an accurate and positive image of the city under “One Country, Two Systems”. Publicity will promote Hong Kong’s strengths and advantages in areas such as financial services, innovation and technology, arts and culture, lifestyle and our strategic location to seize the many opportunities arising from the 14th Five-Year Plan, the Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area development, and as a great place to live, invest and work.

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

	2020–21 (Actual)	2021–22 (Original)	2021–22 (Revised)	2022–23 (Estimate)
Financial provision (\$m)	265.3	273.5	266.6 (–2.5%)	275.6 (+3.4%)
				(or +0.8% on 2021–22 Original)

### Aim

7 The aims are to assist in 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.

### 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.

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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 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 COVID-19 Vaccination Programme, 2021 Election Committee Subsector Ordinary Elections, 2021 Legislative Council General Election, 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	2020 (Actual)	2021 (Actual)	2022 (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

	2020 (Actual)	2021 (Actual)	2022 (Estimate)
press releases issued (in English and Chinese) .....	251 519	249 193	260 100‡
press photographs distributed.....	3 139	5 427	5 900‡
videos distributed .....	774	719	710
media enquiries dealt with .....	798 146	818 908	819 000
media facilities arranged			
press conferences and briefings .....	1 444	1 373	1 375
web broadcast.....	452	689	643
interviews .....	1 736	1 903	1 900
media visits .....	39φ	61§	67
public functions.....	2 629	4 196	4 280

‡ The estimated increase is due to the higher number of press releases to be issued for the 25th Anniversary of the Establishment of HKSAR.

φ The small number of media visits in 2020 was mainly due to the severe COVID-19 pandemic situation.

§ The number of media visits increased in 2021 given the generally improved pandemic situation after the introduction of COVID-19 Vaccination Programme.

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### *Matters Requiring Special Attention in 2022–23*

13 In 2022–23, 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, 2022 Chief Executive Election, the fight against COVID-19 pandemic, COVID-19 Vaccination Programme, the 25th Anniversary of the Establishment of HKSAR, and promoting greater integration of Hong Kong into the overall development of the country.

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

	2020–21 (Actual)	2021–22 (Original)	2021–22 (Revised)	2022–23 (Estimate)
Financial provision (\$m)	34.1	30.8	32.2 (+4.5%)	31.4 (–2.5%)
				(or +1.9% on 2021–22 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, 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 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 around 239 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	2020 (Actual)	2021 (Actual)	2022 (Plan)
production of media summaries (hours per day) .....	2.8	2.8	2.8	2.8
production of special reports (day) .....	0.5	0.5	0.5	0.5

#### *Indicators*

	2020 (Actual)	2021 (Actual)	2022 (Estimate)
newspapers monitored each day.....	21	21	20
weekly/monthly magazines and journals monitored.....	23	23	22
hours of news and public affairs programmes monitored on			
12 television channels .....	6 510	6 631	6 530
five radio channels .....	5 780	5 808	5 770
media reviews and special reports.....	55 176	48 637 <sup>λ</sup>	48 590

λ The decrease in 2021 was mainly due to consolidation and realignment of some media reviews without compromising the overall public opinion monitoring work.

### *Matters Requiring Special Attention in 2022–23*

17 In 2022–23, the Department will continue to monitor public opinion as expressed through the mass news media and social media platforms.

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### Programme (4): Civic Responsibility

	2020–21 (Actual)	2021–22 (Original)	2021–22 (Revised)	2022–23 (Estimate)
Financial provision (\$m)	112.2	94.8	104.1 (+9.8%)	112.7 (+8.3%)
				(or +18.9% on 2021–22 Original)

#### 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; the COVID-19 Vaccination Programme; "Improve Electoral System; Ensure Patriots Administering Hong Kong" campaign; voter registration; 2021 Election Committee Subsector Ordinary Elections; 2021 Legislative Council General Election; Consumption Voucher Scheme; 2021 Policy Address; Next Generation Smart Identity Card System and territory-wide identity card replacement exercise; lowering of eligible age of the Government Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities (\$2 Scheme) to 60; 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	2020 (Actual)	2021 (Actual)	2022 (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

	2020 (Actual)	2021 (Actual)	2022 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns .....	13	15	11
minor campaigns .....	99	94	90
posters produced and displayed .....	254 <sup>ψ</sup>	566	565
APIs produced .....	905 <sup>ψ</sup>	1 002	950
exhibitions mounted .....	7 <sup>ψ</sup>	27	27

<sup>ψ</sup> The lower figures in 2020 were due to fewer publicity items and events amid the earlier stage of the COVID-19 pandemic.

#### Matters Requiring Special Attention in 2022–23

21 In 2022–23, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including the 25th Anniversary of the Establishment of HKSAR; 2022 Chief Executive Election; Fight the Virus campaign; COVID-19 Vaccination Programme; Next Generation Smart Identity Card System and the territory-wide identity card replacement exercise; using JoyYou Cards to replace anonymous Elder Octopus Cards and Personalised Octopus Cards under the \$2 Scheme; the fight against crime; environmental protection; road safety; and anti-drug efforts.

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### Programme (5): Publishing

	2020–21 (Actual)	2021–22 (Original)	2021–22 (Revised)	2022–23 (Estimate)
Financial provision (\$m)	88.0	78.4	96.5 (+23.1%)	77.7 (–19.5%)
				(or –0.9% on 2021–22 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	2020 (Actual)	2021 (Actual)	2022 (Plan)
updating publications, including their electronic version (days).....	60	60	60	60
producing new publications (Yearbook 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
delivering e-legislation ordered under "Print-on-Demand" mechanism (days).....	10	10	10	10
processing requests for purchase of digital photographs at Photo Library (days) .....	5	5	5	5
from Government Photo Records and Sales System (minutes).....	30	30	30	30
processing requests for free publication(s) at counter (minutes) .....	3	3	3	3
by post (days).....	3	3	3	3

#### Indicators

	2020 (Actual)	2021 (Actual)	2022 (Estimate)
publications updated.....	294	295	322
new publications produced.....	244	227	255
copies distributed .....	4 294 121	6 683 991 <sup>δ</sup>	3 684 700
copies sold.....	35 326	45 601	46 000
revenue received (\$m).....	1.8	1.9	2.0
advertisements placed .....	7 038	7 761	8 000

- δ The surge was due to the one-off distribution of a leaflet on the 2021 Legislative Council General Election to all residential and commercial addresses via the Hongkong Post Circular Service.

### Matters Requiring Special Attention in 2022–23

- 25 In 2022–23, the Department will continue to co-ordinate the Government's publishing requirements.

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### ANALYSIS OF FINANCIAL PROVISION

Programme	2020–21 (Actual) (\$m)	2021–22 (Original) (\$m)	2021–22 (Revised) (\$m)	2022–23 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong....	181.8	193.2	167.0	196.7
(2) Local Public Relations and Public Information .....	265.3	273.5	266.6	275.6
(3) Public Opinion .....	34.1	30.8	32.2	31.4
(4) Civic Responsibility .....	112.2	94.8	104.1	112.7
(5) Publishing .....	88.0	78.4	96.5	77.7
	681.4	670.7	666.4 (–0.6%)	694.1 (+4.2%)
				(or +3.5% on 2021–22 Original)

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2022–23 is \$29.7 million (17.8%) higher than the revised estimate for 2021–22. This is mainly due to an increase in provision for operating expenses in 2022–23.

##### Programme (2)

Provision for 2022–23 is \$9.0 million (3.4%) higher than the revised estimate for 2021–22. This is mainly due to an increase in provision for operating expenses in 2022–23.

##### Programme (3)

Provision for 2022–23 is \$0.8 million (2.5%) lower than the revised estimate for 2021–22. This is mainly due to a decrease in provision for operating expenses in 2022–23.

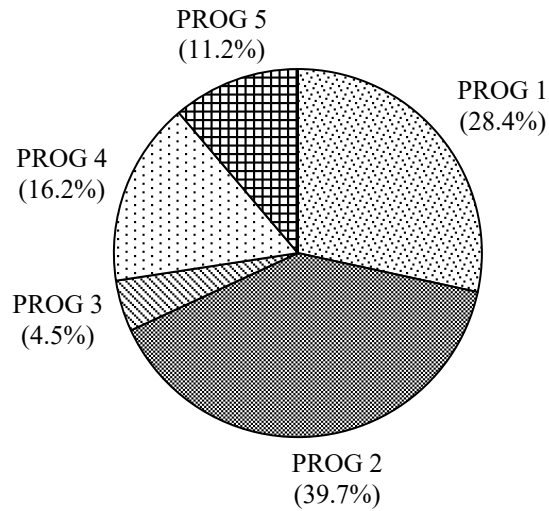
##### Programme (4)

Provision for 2022–23 is \$8.6 million (8.3%) higher than the revised estimate for 2021–22. This is mainly due to an increase in provision for operating expenses, which is partly offset by a net decrease of two posts in 2022–23.

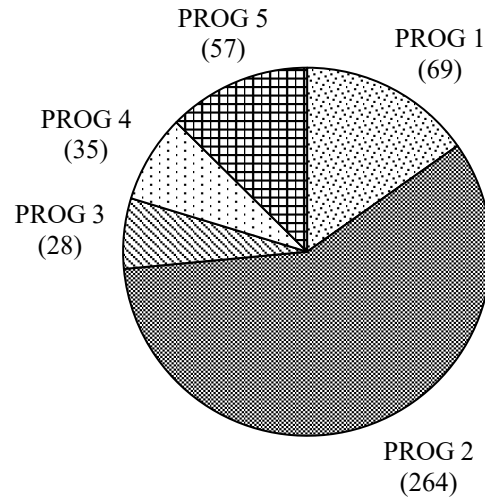
##### Programme (5)

Provision for 2022–23 is \$18.8 million (19.5%) lower than the revised estimate for 2021–22. This is mainly due to a decrease in the estimated printing requirements for various government publications in 2022–23.

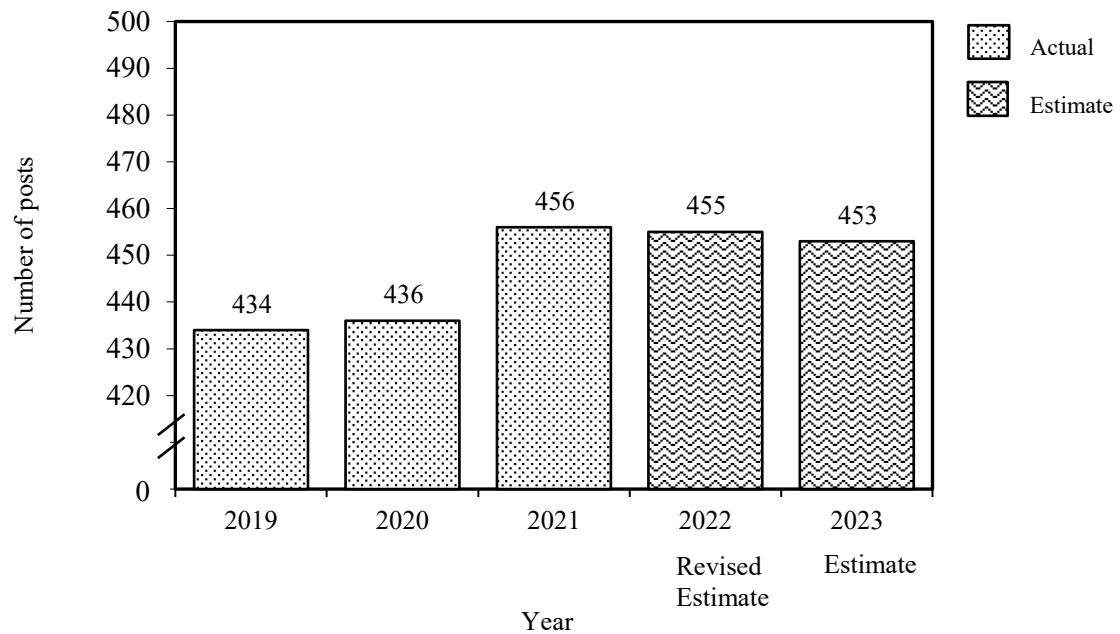
*Allocation of provision  
to programmes  
(2022-23)*



*Staff by programme  
(as at 31 March 2023)*



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





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Sub-head (Code)	Actual expenditure 2020–21	Approved estimate 2021–22	Revised estimate 2021–22	Estimate 2022–23
	\$'000	\$'000	\$'000	\$'000
<b>Operating Account</b>				
Recurrent				
000 Operational expenses .....	680,996	670,154	665,989	<b>694,135</b>
Total, Recurrent.....	680,996	670,154	665,989	<b>694,135</b>
Total, Operating Account .....	680,996	670,154	665,989	<b>694,135</b>
<b>Capital Account</b>				
Plant, Equipment and Works				
Minor plant, vehicles and equipment (block vote).....	429	500	418	—
Total, Plant, Equipment and Works.....	429	500	418	—
Total, Capital Account.....	429	500	418	—
Total Expenditure .....	681,425	670,654	666,407	<b>694,135</b>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2022–23 for the salaries and expenses of the Information Services Department is \$694,135,000. This represents an increase of \$27,728,000 over the revised estimate for 2021–22 and \$12,710,000 over the actual expenditure in 2020–21.

#### *Operating Account*

#### Recurrent

2 Provision of \$694,135,000 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 2022 will be 455 posts. It is expected that there will be a net decrease of two posts in 2022–23. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2022–23, but the notional annual mid-point salary value of all such posts must not exceed \$326,146,000.

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

	2020–21 (Actual) (\$'000)	2021–22 (Original) (\$'000)	2021–22 (Revised) (\$'000)	2022–23 (Estimate) (\$'000)
Personal Emoluments				
- Salaries .....	324,229	335,410	322,071	329,187
- Allowances .....	11,087	11,116	12,341	13,086
- Job-related allowances.....	475	764	515	781
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	879	909	932	1,051
- Civil Service Provident Fund contribution .....	24,122	26,870	24,948	27,620
Departmental Expenses				
- General departmental expenses .....	82,911	74,829	84,384	80,495
Other Charges				
- Publicity.....	124,726	95,770	121,962	111,930
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	112,567	124,486	98,836	129,985
	680,996	670,154	665,989	694,135