

## Head 74 — INFORMATION SERVICES DEPARTMENT

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

**Estimate 2023–24** ..... **\$643.7m**

**Establishment ceiling 2023–24** (notional annual mid-point salary value) representing an estimated 441 non-directorate posts as at 31 March 2023 reducing by one post to 440 posts as at 31 March 2024..... **\$332.7m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2023 and as at 31 March 2024.

### 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 and Youth Affairs).</p>
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#### Detail

##### Programme (1): Public Relations Outside Hong Kong

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	<b>2023–24 (Estimate)</b>
Financial provision (\$m)	158.0	196.7	191.1 (–2.8%)	<b>182.4</b> (–4.6%)
				(or –7.3% on 2022–23 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 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 international centre in finance, innovation and technology, arts and culture, as well as in sectors where Hong Kong enjoys clear advantages including trade, legal, shipping, aviation, and intellectual property trading. 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	2021 (Actual)	2022 (Actual)	2023 (Plan)
initiating action to all requests within the same day (%) .....	100	100	100	100

### *Indicators*

	2021 (Actual)	2022 (Actual)	2023 (Estimate)
locally-based foreign media organisations assisted .....	68	67	70
visiting journalists and film crews assisted .....	4#	41#	100
publications produced and distributed .....	589	382^	500
videos produced .....	179	220¶	160
sponsored visitors and visiting VIPs assisted .....	0‡	0‡	150
speaking engagements outside Hong Kong assisted .....	0‡	31‡	80
high-level outward missions assisted .....	0‡	3‡	10
public relations projects outside Hong Kong co-ordinated and assisted .....	50	57	50

# The low figures in 2021 and 2022 were due to fewer sponsored and non-sponsored journalists visiting Hong Kong because of travel restrictions imposed amid the COVID-19 pandemic.

^ The figure in 2022 was lower than that in 2021 due to a more focused and strategic publicity approach to promote the city globally amid the COVID-19 pandemic.

¶ The figure in 2022 was higher than that in 2021 due to production of a series of videos for the 25th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR).

‡ The low figures in 2021 and 2022 were due to the COVID-19 pandemic. Upon gradual resumption of global travel, the numbers of sponsored visitors and visiting VIPs, speaking engagements outside Hong Kong and high-level outward missions assisted by the Department are expected to increase in 2023.

### *Matters Requiring Special Attention in 2023–24*

6 Despite the social and economic challenges of recent years, Hong Kong has wasted no effort in planning ahead, enhancing its advantages as a resilient global business and financial hub that is connected, dynamic and sustainable and ready to scale new heights. With the resumption of normal travel with the Mainland and boosting of international connectivity following further adjustment of anti-epidemic measures, Hong Kong is back on the global stage. Hong Kong has to present the true picture of the city to the world and promote its strengths, achievements and opportunities, and that the city is a good place where people can make their dreams come true. Publicity efforts to showcase the strengths of Hong Kong will be made in a more multi-faceted and comprehensive manner via extensive multimedia channels and networks. Also as part of the publicity efforts, tailor-made arrangements will be made for prominent political, business and media leaders from the Mainland and overseas visiting Hong Kong on sponsorship. These visitors can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong.

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

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	2023–24 (Estimate)
Financial provision (\$m)	265.2	275.6	265.6 (–3.6%)	261.6 (–1.5%)
				(or –5.1% on 2022–23 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 website 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, COVID-19 Vaccination Programme, the 25th Anniversary of the Establishment of HKSAR, Territory-wide Clean-up Campaign, 2022 Chief Executive Election, 2022 Legislative Council Election Committee Constituency By-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	2021 (Actual)	2022 (Actual)	2023 (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*

	2021 (Actual)	2022 (Actual)	2023 (Estimate)
press releases issued (in English and Chinese) .....	249 193	206 182	230 000Ψ
press photographs distributed.....	5 427	7 118	7 000
videos distributed .....	719	871§	780
media enquiries dealt with .....	818 908	797 534	795 000
media facilities arranged			
press conferences and briefings .....	1 373	1 359	1 360
web broadcast.....	689	1 024λ	820
interviews .....	1 903	2 304	2 300
media visits .....	61ψ	80ψ	120ψ
public functions.....	4 196	4 259	4 360

Ψ The number of press releases issued is expected to increase in 2023 when the whole territory is returning to normalcy.

§ The higher figure in 2022 is mainly due to the re-organisation of the Government Secretariat for the sixth-term Government and the distribution of videos relating to the 25th Anniversary of the Establishment of HKSAR.

λ The higher figure in 2022 is mainly due to the daily updates of COVID-19 cases by the Health Bureau/former Food and Health Bureau and/or the Department of Health between January and September 2022. Relevant press conferences were also hosted by the Chief Executive daily during the peak of the fifth wave of the COVID-19 pandemic.

ψ The number of media visits started to increase from 2021 given the generally improved pandemic situation after the introduction of COVID-19 Vaccination Programme.

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### *Matters Requiring Special Attention in 2023–24*

13 In 2023–24, 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, COVID-19 Vaccination Programme and promoting greater integration of Hong Kong into the overall development of the country.

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

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	<b>2023–24 (Estimate)</b>
Financial provision (\$m)	32.6	31.4	33.7 (+7.3%)	<b>34.5</b> (+2.4%)
				(or +9.9% on 2022–23 Original)

#### *Aim*

14 The aims are to keep the Government informed of public opinion as expressed through the mass news media and popular 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 popular social media platforms to help policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of Chinese and English newspapers and magazines, popular news websites and social media platforms, such as Facebook, Instagram and YouTube as well as 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	2021 (Actual)	2022 (Actual)	<b>2023 (Plan)</b>
conduct media research, produce reviews or special reports on issues of concern to the Government (day)δ.....	1@	0.5	1	<b>1</b>
production of media summaries (hours per day)Λ.....	2.8	2.8	2.8	—

δ Revised description of the previous target “production of special reports” as from 2022. The revision is to reflect the expanded scope of ISD in monitoring public opinions. In addition to print media, television and radio programmes, popular social media platforms are included in view of the increasing popularity for the public to express their opinion via social media channels.

@ The target is revised from 0.5 day to one day as from 2022.

Λ Target to be removed as from 2023.

#### *Indicators*

	2021 (Actual)	2022 (Actual)	<b>2023 (Estimate)</b>
newspapers monitored each day.....	21	20	<b>20</b>
weekly/monthly magazines and journals monitored.....	23	21	<b>21</b>
hours of news and public affairs programmes monitored on 12 television channels.....	6 631	5 836φ	<b>5 600</b>
five radio channels.....	5 808	3 411φ	<b>2 912</b>
hours of monitoring popular social media platformsΔ.....	—	5 480φ	<b>5 480</b>
media reviews and special reports.....	48 637	52 245	<b>52 300</b>

φ In view of the increasing popularity for the public to express their opinion via social media channels, ISD has expanded the regular monitoring of popular social media platforms since 2022 and the reduced monitoring hours assigned for television and radio channels are resulted. The overall public opinion monitoring work has not been compromised.

Δ New indicator as from 2022. In view of the increasing popularity for the public to express their opinion via social media channels, ISD has expanded the regular monitoring of popular social media platforms since 2022.

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### *Matters Requiring Special Attention in 2023–24*

17 In 2023–24, the Department will continue to monitor public opinion as expressed through the mass news media and popular social media platforms.

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

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	<b>2023–24 (Estimate)</b>
Financial provision (\$m)	105.9	112.7	115.0 (+2.0%)	<b>82.3</b> (–28.4%)
				(or –27.0% on 2022–23 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 the 25th Anniversary of the Establishment of HKSAR; 2022 Chief Executive Election; Fight the Virus campaign; COVID-19 Vaccination Programme; Consumption Voucher Scheme; Territory-wide Clean-up Campaign; voter registration; Next Generation Smart Identity Card System and Territory-wide Identity Card Replacement Exercise; using JoyYou Cards to replace anonymous Elder Octopus Cards and Personalised Octopus Cards under the Government Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities (\$2 Scheme); promotion of aerospace development; anti-drug efforts; environmental protection; road safety; and the fight against crime.

20 The key performance measures for civic responsibility are:

#### **Targets**

	Target	2021 (Actual)	2022 (Actual)	<b>2023 (Plan)</b>
production of posters upon request within two months (%) .....	100	100	100	<b>100</b>
production of Announcements in the Public Interest (APIs) upon request within two months (%) .....	100	100	100	<b>100</b>

#### **Indicators**

	2021 (Actual)	2022 (Actual)	<b>2023 (Estimate)</b>
publicity programmes planned and implemented with the Department’s assistance			
major campaigns .....	15	14	<b>11</b>
minor campaigns .....	94	77	<b>85</b>
posters produced and displayed .....	566	1 200@	<b>2 000@</b>
APIs produced .....	1 002	852	<b>850</b>
exhibitions mounted .....	27	35	<b>30</b>

@ The surge in 2022 was due to distribution and display of COVID-19 related posters; and the number is expected to further increase in 2023 when the whole territory is resuming normalcy.

### *Matters Requiring Special Attention in 2023–24*

21 In 2023–24, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including COVID-19 Vaccination Programme; using JoyYou Cards to replace anonymous Elder Octopus Cards and Personalised Octopus Cards under the \$2 Scheme; implementation of HKeToll; Territory-wide Clean-up Campaign; voter registration; the fight against crime; environmental protection; road safety; and anti-drug efforts.

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### Programme (5): Publishing

	2021–22 (Actual)	2022–23 (Original)	2022–23 (Revised)	2023–24 (Estimate)
Financial provision (\$m)	108.1	77.7	94.7 (+21.9%)	<b>82.9</b> (–12.5%)
				(or +6.7% on 2022–23 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	2021 (Actual)	2022 (Actual)	2023 (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

	2021 (Actual)	2022 (Actual)	2023 (Estimate)
publications updated.....	295	397	<b>407</b>
new publications produced.....	227	331	<b>328</b>
copies distributed .....	6 683 991	9 407 570Φ	<b>9 400 000</b>
copies sold.....	45 601	26 118Λ	<b>27 000</b>
revenue received (\$m).....	1.9	1.7	<b>2.0</b>
advertisements placed .....	7 761	9 212Ω	<b>10 000</b>

Φ The higher figure in 2022 is mainly due to the re-organisation of the Government Secretariat for the sixth-term Government and distribution of COVID-19 related publications.

Λ The decrease was due to falling demand of printed copies with availability of more online versions free of charge.

Ω The increase was mainly due to placement of compulsory testing notices during the COVID-19 pandemic.

#### Matters Requiring Special Attention in 2023–24

25 In 2023–24, the Department will continue to co-ordinate the Government’s publishing requirements.

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### ANALYSIS OF FINANCIAL PROVISION

Programme	2021–22 (Actual) (\$m)	2022–23 (Original) (\$m)	2022–23 (Revised) (\$m)	2023–24 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong....	158.0	196.7	191.1	182.4
(2) Local Public Relations and Public Information .....	265.2	275.6	265.6	261.6
(3) Public Opinion .....	32.6	31.4	33.7	34.5
(4) Civic Responsibility.....	105.9	112.7	115.0	82.3
(5) Publishing .....	108.1	77.7	94.7	82.9
	669.8	694.1	700.1 (+0.9%)	643.7 (–8.1%)
				(or –7.3% on 2022–23 Original)

#### Analysis of Financial and Staffing Provision

##### Programme (1)

Provision for 2023–24 is \$8.7 million (4.6%) lower than the revised estimate for 2022–23. This is mainly due to the lapse of a time-limited provision to support the publicity work for the 25th Anniversary of the Establishment of HKSAR, partly offset by the increase in provision for operating expenses and for the implementation of initiatives to tell the good stories of Hong Kong in 2023–24.

##### Programme (2)

Provision for 2023–24 is \$4.0 million (1.5%) lower than the revised estimate for 2022–23. This is mainly due to a net decrease of one post in 2023–24 and the decrease in provision for operating expenses.

##### Programme (3)

Provision for 2023–24 is \$0.8 million (2.4%) higher than the revised estimate for 2022–23. This is mainly due to the increase in provision for operating expenses in 2023–24.

##### Programme (4)

Provision for 2023–24 is \$32.7 million (28.4%) lower than the revised estimate for 2022–23. This is mainly due to the completion of the publicity activities for the 25th Anniversary of the Establishment of HKSAR.

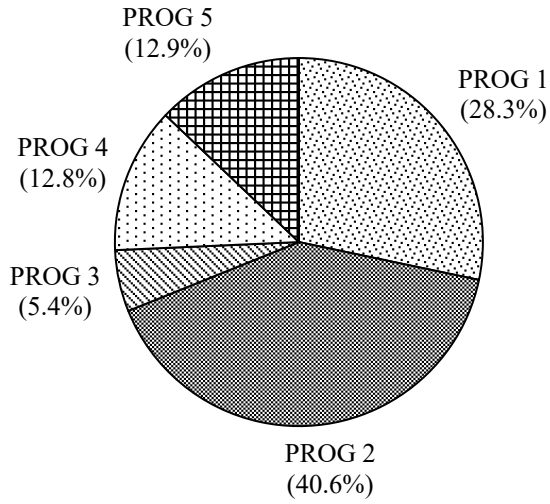
##### Programme (5)

Provision for 2023–24 is \$11.8 million (12.5%) lower than the revised estimate for 2022–23. This is mainly due to the decrease in the estimated printing requirements for various government publications in 2023–24.

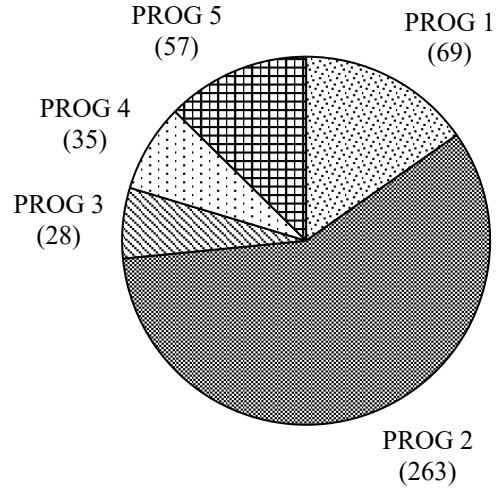
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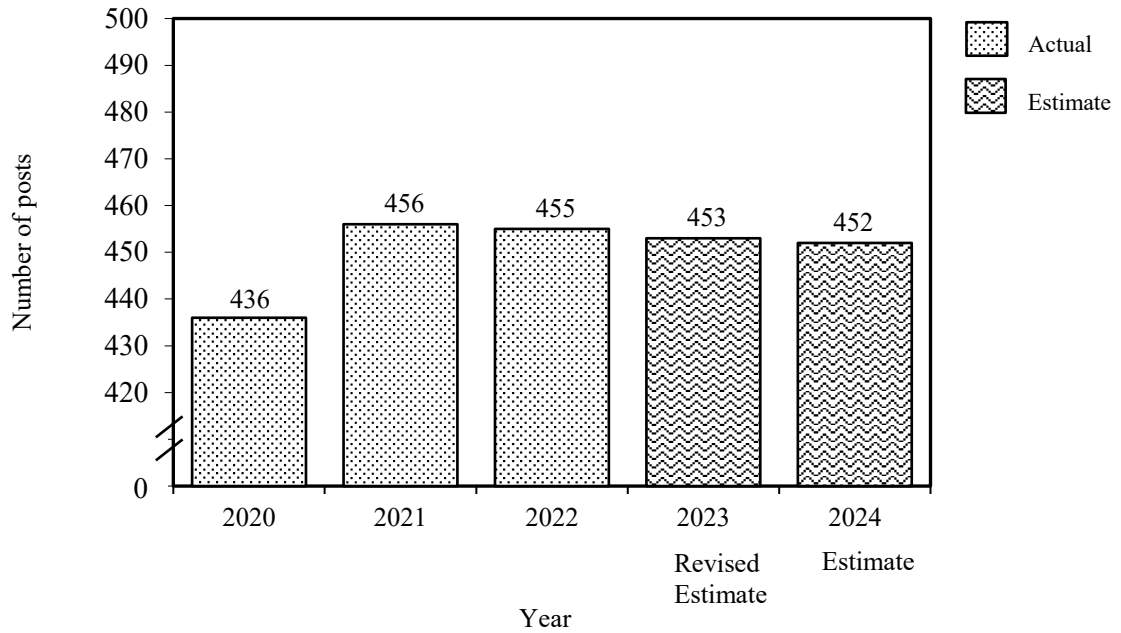
*Allocation of provision  
to programmes  
(2023-24)*



*Staff by programme  
(as at 31 March 2024)*



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





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Sub-head (Code)	Actual expenditure 2021-22	Approved estimate 2022-23	Revised estimate 2022-23	<b>Estimate 2023-24</b>	
	\$'000	\$'000	\$'000	<b>\$'000</b>	
<b>Operating Account</b>					
Recurrent					
000	Operational expenses .....	669,395	694,135	700,135	<b>643,667</b>
	Total, Recurrent.....	669,395	694,135	700,135	<b>643,667</b>
	Total, Operating Account .....	669,395	694,135	700,135	<b>643,667</b>
<hr/>					
<b>Capital Account</b>					
Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote).....	418	—	—	—
	Total, Plant, Equipment and Works.....	418	—	—	—
	Total, Capital Account.....	418	—	—	—
<hr/>					
	Total Expenditure .....	669,813	694,135	700,135	<b>643,667</b>
		<u>669,813</u>	<u>694,135</u>	<u>700,135</u>	<u><b>643,667</b></u>

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### Details of Expenditure by Subhead

The estimate of the amount required in 2023–24 for the salaries and expenses of the Information Services Department is \$643,667,000. This represents a decrease of \$56,468,000 against the revised estimate for 2022–23 and \$26,146,000 against the actual expenditure in 2021–22.

#### *Operating Account*

#### Recurrent

**2** Provision of \$643,667,000 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 2023 will be 453 posts. It is expected that there will be a net decrease of one post in 2023–24. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2023–24, but the notional annual mid-point salary value of all such posts must not exceed \$332,748,000.

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

	2021–22 (Actual) (\$'000)	2022–23 (Original) (\$'000)	2022–23 (Revised) (\$'000)	<b>2023–24 (Estimate) (\$'000)</b>
Personal Emoluments				
- Salaries .....	321,656	329,187	322,143	<b>319,392</b>
- Allowances .....	12,373	13,086	15,663	<b>16,086</b>
- Job-related allowances.....	515	781	618	<b>797</b>
Personnel Related Expenses				
- Mandatory Provident Fund contribution .....	935	1,051	966	<b>986</b>
- Civil Service Provident Fund contribution .....	24,888	27,620	27,104	<b>30,138</b>
Departmental Expenses				
- General departmental expenses .....	85,939	80,495	84,636	<b>85,224</b>
Other Charges				
- Publicity.....	132,879	111,930	126,725	<b>79,374</b>
- Expenses of visitors to Hong Kong and overseas speaking engagements .....	90,210	129,985	122,280	<b>111,670</b>
	669,395	694,135	700,135	<b>643,667</b>