

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2024–25 **\$661.6m**

Establishment ceiling 2024–25 (notional annual mid-point salary value) representing an estimated 440 non-directorate posts as at 31 March 2024 reducing by one post to 439 posts as at 31 March 2025 **\$346.4m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2024 and as at 31 March 2025.

Controlling Officer's Report

Programmes

<p>Programme (1) Public Relations Outside Hong Kong</p> <p>Programme (2) Local Public Relations and Public Information</p> <p>Programme (3) Public Opinion</p> <p>Programme (4) Civic Responsibility</p> <p>Programme (5) Publishing</p>	<p>These programmes contribute to Policy Area 27: Intra-Governmental Services (Secretary for Home and Youth Affairs).</p>
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Detail

Programme (1): Public Relations Outside Hong Kong

	2022–23 (Actual)	2023–24 (Original)	2023–24 (Revised)	2024–25 (Estimate)
Financial provision (\$m)	180.1	182.4	175.2 (–3.9%)	179.2 (+2.3%)
				(or –1.8% on 2023–24 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, X (formerly called Twitter), WeChat, Weibo, Youku and YouTube.

- 4 The Department's publicity efforts are geared to promoting Hong Kong as Asia's world city, with the advantages of having the Motherland's strong support and being closely connected 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	2022 (Actual)	2023 (Actual)	2024 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

Indicators

	2022 (Actual)	2023 (Actual)	2024 (Estimate)
locally-based foreign media organisations assisted	67	62	60
visiting journalists and film crews assisted	41	160#	160
publications produced and distributed	382	662^	665
videos produced	220	148¶	155
sponsored visitors and visiting VIPs assisted	0	70#	150#
speaking engagements outside Hong Kong assisted	31	147#	200#
high-level outward missions assisted	3	8#	10#
public relations projects outside Hong Kong co-ordinated and assisted	57	59	55

The figures in 2023 were much higher than that in 2022 as Hong Kong resumed full connectivity with the Mainland and the world after the lifting of the COVID-19 pandemic travel restrictions. The numbers of sponsored visitors and visiting VIPs, speaking engagements outside Hong Kong and high-level outward missions assisted by the Department increased significantly as compared to those in 2022, and are expected to keep rising in 2024.

^ The figure in 2023 was higher than that in 2022 due to the stepping up of publicity efforts following Hong Kong's resumption to normalcy after the COVID-19 pandemic.

¶ The figure in 2022 was higher than that in 2023 mainly due to a number of videos produced in 2022 to celebrate the 25th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR), which was a time-limited campaign.

Matters Requiring Special Attention in 2024–25

6 Following the return of Hong Kong to normalcy after the COVID-19 pandemic in early 2023, the Government launched a large-scale global promotional campaign themed “Hello Hong Kong” in February 2023, and has been promoting Hong Kong's new potentials, advantages and opportunities at full steam to overseas and Mainland audiences. Hong Kong will continue to tell the true and good stories of the city, and actively promote the success of “One Country, Two Systems”, present the openness and cultural vibrancy in the city and its distinctive advantage as a conduit between the Mainland and the world. Publicity efforts to showcase the strengths and opportunities of Hong Kong under its new development stage will continue to be made in a multi-faceted and comprehensive manner via extensive multimedia channels and networks. Publicity measures to promote the city's soft power and the achievements in the sports field in the run-up to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games will be planned. Prominent political, business and media leaders from overseas and the Mainland will be invited to visit Hong Kong on sponsorship so that they 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

	2022–23 (Actual)	2023–24 (Original)	2023–24 (Revised)	2024–25 (Estimate)
Financial provision (\$m)	264.9	261.6	271.4 (+3.7%)	287.0 (+5.7%)
				(or +9.7% on 2023–24 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.

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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 website via mobile devices. The greater use of social media, including Facebook, Instagram, X (formerly called 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 In 2023–24, 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, 2023 District Council Ordinary Election, Territory-wide Clean-up Campaign, Happy Hong Kong Campaign, Night Vibes Hong Kong Campaign, the 26th Anniversary of the Establishment of HKSAR, the 74th Anniversary of the Founding of the People's Republic of China, Strive and Rise Programme, 2023 Consumption Voucher, the promotion of the Constitution and Basic Law, 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	2022 (Actual)	2023 (Actual)	2024 (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

	2022 (Actual)	2023 (Actual)	2024 (Estimate)
press releases issued (in English and Chinese)	206 182	202 565	210 000
press photographs distributed.....	7 118	10 286‡	9 300
videos distributed	871	1 068‡	1 040
media enquiries dealt with	797 534	792 696	791 000
media facilities arranged			
press conferences and briefings	1 359	1 259	1 260
web broadcast.....	1 024	979	1 000
interviews	2 304	2 466	2 470
media visits	80	244‡	245
public functions.....	4 259	5 784‡	5 650

‡ The numbers of press photographs and videos distributed, media visits and public functions in 2023 were higher than that in 2022 as Hong Kong resumed normalcy after the COVID-19 pandemic.

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Matters Requiring Special Attention in 2024–25

13 In 2024–25, 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, enactment of legislation on Article 23 of the Basic Law, the 27th Anniversary of the Establishment of HKSAR, the 75th Anniversary of the Founding of the People’s Republic of China, in the run-up to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games, and promoting greater integration of Hong Kong into the overall development of the country.

Programme (3): Public Opinion

	2022–23 (Actual)	2023–24 (Original)	2023–24 (Revised)	2024–25 (Estimate)
Financial provision (\$m)	33.5	34.5	34.7 (+0.6%)	38.5 (+11.0%)
				(or +11.6% on 2023–24 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, YouTube, Xiaohongshu and Weibo 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	2022 (Actual)	2023 (Actual)	2024 (Plan)
conduct media research, produce reviews or special reports on issues of concern to the Government (day).....	1	1	1	1
production of media summaries (hours per day) ^Λ	2.8	2.8	—	—

Λ Target removed as from 2023.

Indicators

	2022 (Actual)	2023 (Actual)	2024 (Estimate)
newspapers monitored each day.....	20	20	19
weekly/monthly magazines and journals monitored.....	21	19	18
hours of news and public affairs programmes monitored on major television stations ^Ψ	5 836	5 753 ^λ	5 750
major radio stations [§]	3 411	2 965 ^λ	2 960
hours of monitoring popular social media platforms	5 480	5 480	5 480
media reviews and special reports.....	52 245	63 081 ⁰	63 000

Ψ Revised description of the previous indicator “12 television channels” as from 2023 to reflect the consolidation of monitoring work on the basis of TV stations.

λ In view of the increasing popularity for the public to express their opinion via social media channels, the Department has continuously expanded the regular monitoring of popular social media platforms since 2022. Reductions in monitoring scope and hours assigned for television and radio stations are resulted. The overall public opinion monitoring work has not been compromised.

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- § Revised description of the previous indicator “five radio channels” as from 2023 to reflect the consolidation of monitoring work on the basis of radio stations.
- θ The number of media reviews and special reports in 2023 was higher than that in 2022 owing to major policy initiatives kept rolling out with activities and promotional work resuming to full normalcy after the COVID-19 pandemic. Enhanced follow-up work including production of reviews or reports is therefore required.

Matters Requiring Special Attention in 2024–25

17 In 2024–25, the Department will continue to monitor public opinion as expressed through the mass news media and popular social media platforms.

Programme (4): Civic Responsibility

	2022–23 (Actual)	2023–24 (Original)	2023–24 (Revised)	2024–25 (Estimate)
Financial provision (\$m)	112.2	82.3	75.6 (–8.1%)	70.4 (–6.9%)
				(or –14.5% on 2023–24 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 in 2023–24 included voter registration, 2023 District Council Ordinary Election, Happy Hong Kong Campaign, Night Vibes Hong Kong Campaign, Kau Yi Chau Artificial Islands project, 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), implementation of HKeToll, the fight against crime, environmental protection, road safety, and anti-drug efforts.

20 The key performance measures for civic responsibility are:

Targets

	Target	2022 (Actual)	2023 (Actual)	2024 (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

	2022 (Actual)	2023 (Actual)	2024 (Estimate)
publicity programmes planned and implemented with the Department’s assistance			
major campaigns	14	11	11
minor campaigns	77	78	80
posters produced and displayed	1 200	6 158	6 200
APIs produced	852	831	840
exhibitions mounted	35	32	36

δ The figure in 2023 was lower as fewer posters related to the COVID-19 pandemic were required following Hong Kong’s resumption to normalcy.

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Matters Requiring Special Attention in 2024–25

21 In 2024–25, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including voter registration, the fight against crime, environmental protection, road safety, anti-drug efforts, mega events economy, and in the run-up to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games.

Programme (5): Publishing

	2022–23 (Actual)	2023–24 (Original)	2023–24 (Revised)	2024–25 (Estimate)
Financial provision (\$m)	99.2	82.9	98.3 (+18.6%)	86.5 (–12.0%)
				(or +4.3% on 2023–24 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	2022 (Actual)	2023 (Actual)	2024 (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

	2022 (Actual)	2023 (Actual)	2024 (Estimate)
publications updated.....	397	323	340
new publications produced.....	331	309	320
copies distributed	9 407 570	14 113 249 ^φ	14 313 800
copies sold.....	26 118	22 064	23 000
revenue received (\$m).....	1.7	1.3	1.3
advertisements placed	9 212	8 626	9 000

φ The figure in 2023 was higher than that in 2022 as more activities were organised following Hong Kong’s resumption to normalcy.

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Matters Requiring Special Attention in 2024–25

25 In 2024–25, the Department will continue to co-ordinate the Government's publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2022–23 (Actual) (\$m)	2023–24 (Original) (\$m)	2023–24 (Revised) (\$m)	2024–25 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong....	180.1	182.4	175.2	179.2
(2) Local Public Relations and Public Information	264.9	261.6	271.4	287.0
(3) Public Opinion	33.5	34.5	34.7	38.5
(4) Civic Responsibility.....	112.2	82.3	75.6	70.4
(5) Publishing	99.2	82.9	98.3	86.5
	689.9	643.7	655.2 (+1.8%)	661.6 (+1.0%)
				(or +2.8% on 2023–24 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2024–25 is \$4.0 million (2.3%) higher than the revised estimate for 2023–24. This is mainly due to the increased provisions for operating expenses and external promotion in particular in the run-up to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games, partly offset by the lapse of a time-limited provision for the implementation of initiatives to tell the good stories of Hong Kong in 2024–25.

Programme (2)

Provision for 2024–25 is \$15.6 million (5.7%) higher than the revised estimate for 2023–24. This is mainly due to the increased provisions for filling of vacancies, salary increments for staff and operating expenses. There will be a net decrease of one post in 2024–25.

Programme (3)

Provision for 2024–25 is \$3.8 million (11.0%) higher than the revised estimate for 2023–24. This is mainly due to the increased provisions for expanding the monitoring radar to cover Mainland netizens and operating expenses in 2024–25.

Programme (4)

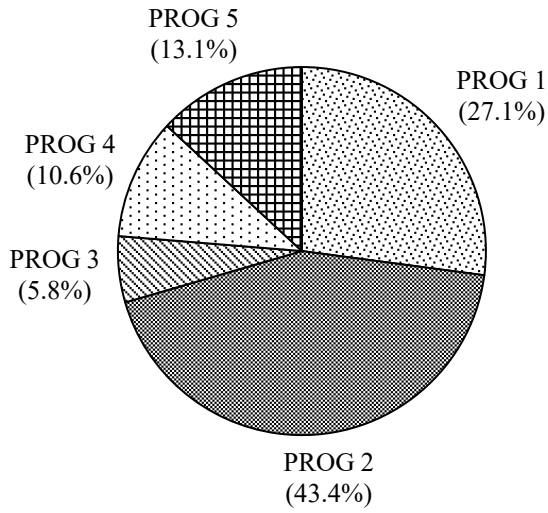
Provision for 2024–25 is \$5.2 million (6.9%) lower than the revised estimate for 2023–24. This is mainly due to the decreased provision for operating expenses in 2024–25.

Programme (5)

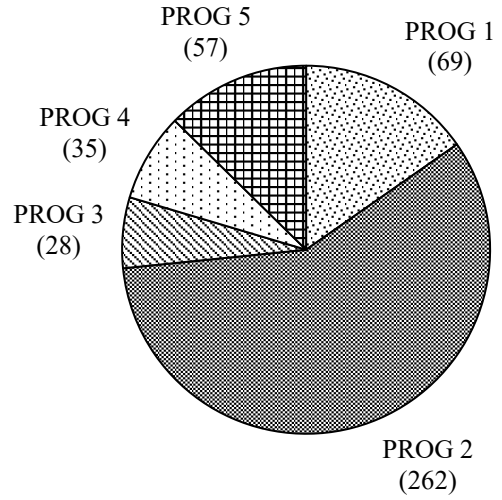
Provision for 2024–25 is \$11.8 million (12.0%) lower than the revised estimate for 2023–24. This is mainly due to the decreased provision for the estimated printing requirements for various government publications in 2024–25.

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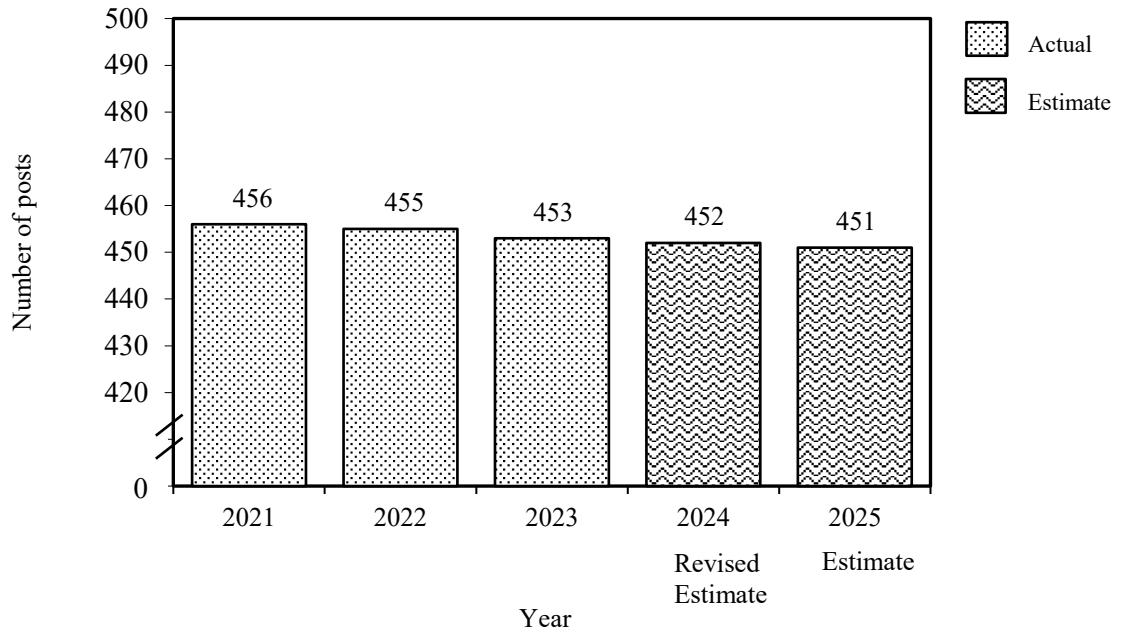
*Allocation of provision
to programmes
(2024-25)*



*Staff by programme
(as at 31 March 2025)*



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



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Sub-head (Code)	Actual expenditure 2022-23	Approved estimate 2023-24	Revised estimate 2023-24	Estimate 2024-25	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	689,902	643,667	655,202	660,911
	Total, Recurrent.....	689,902	643,667	655,202	660,911
	Total, Operating Account	689,902	643,667	655,202	660,911
<hr/>					
Capital Account					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote).....	—	—	—	698
	Total, Plant, Equipment and Works.....	—	—	—	698
	Total, Capital Account.....	—	—	—	698
<hr/>					
	Total Expenditure	689,902	643,667	655,202	661,609
		<u>689,902</u>	<u>643,667</u>	<u>655,202</u>	<u>661,609</u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2024–25 for the salaries and expenses of the Information Services Department is \$661,609,000. This represents an increase of \$6,407,000 over the revised estimate for 2023–24 and a decrease of \$28,293,000 against the actual expenditure in 2022–23.

Operating Account

Recurrent

2 Provision of \$660,911,000 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 2024 will be 452 posts. It is expected that there will be a net decrease of one post in 2024–25. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2024–25, but the notional annual mid-point salary value of all such posts must not exceed \$346,375,000.

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

	2022–23 (Actual) (\$'000)	2023–24 (Original) (\$'000)	2023–24 (Revised) (\$'000)	2024–25 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	321,628	319,392	331,343	343,716
- Allowances	15,568	16,086	15,022	15,403
- Job-related allowances.....	526	797	755	827
Personnel Related Expenses				
- Mandatory Provident Fund contribution	934	986	863	858
- Civil Service Provident Fund contribution	27,124	30,138	30,951	34,695
Departmental Expenses				
- General departmental expenses	81,476	85,224	84,956	95,054
Other Charges				
- Publicity.....	129,960	79,374	88,004	65,370
- Expenses of visitors to Hong Kong and overseas speaking engagements	112,686	111,670	103,308	104,988
	689,902	643,667	655,202	660,911

Capital Account

Plant, Equipment and Works

5 Provision of \$698,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* is for the procurement and replacement of equipment and systems.