

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2026–27 **\$651.1m**

Establishment ceiling 2026–27 (notional annual mid-point salary value) representing an estimated 437 non-directorate posts as at 31 March 2026 reducing by seven posts to 430 posts as at 31 March 2027..... **\$356.6m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2026 and 31 March 2027.

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

	2024–25 (Actual)	2025–26 (Original)	2025–26 (Revised)	2026–27 (Estimate)
Financial provision (\$m)	165.2	170.7	170.4 (–0.2%)	153.7 (–9.8%)
				(or –10.0% on 2025–26 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 visitors 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, WeChat, Weibo, X, Youku and YouTube).

4 The Department’s publicity efforts are geared to promoting Hong Kong as Asia’s world city and an events capital abound with opportunities. Under the successful implementation of “One Country, Two Systems”, Hong Kong leverages its unique advantage of having strong support of the Motherland while being closely connected with the world, giving full play to its role as a “super connector” and “super value-adder”. The Government attaches utmost importance to the work of proactively aligning with the National Five-Year Plans. The focus is on promoting the Government’s major policy directions and concrete measures which are highly aligned with the National Five-Year Plans. These include policy initiatives aimed at consolidating and strengthening Hong Kong’s role as the “eight centres” outlined in the 14th National Five-Year Plan, as well as the important plans for Hong Kong’s development in the “Four Centres and One Highland”, made in the Recommendations for Formulating the 15th National Five-Year Plan. Also highlighted are Hong Kong’s strengths as a cosmopolitan, well-connected, dynamic and diverse city, with growing emphasis on quality living and conservation of nature and heritage. There are also publicity measures on the achievements in Hong Kong’s sports field as shown by the success of the co-hosting of the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the ninth National Special Olympic Games (NSOG). 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 and holds immersive art tech exhibitions outside Hong Kong to showcase the city’s vibrancy and 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	2024 (Actual)	2025 (Actual)	2026 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

Indicators

	2024 (Actual)	2025 (Actual)	2026 (Estimate)
locally-based foreign media organisations assisted	56	50	50
visiting journalists and film crews assisted	215	282 [#]	240
publications produced and distributed	710	2 213 [^]	2 300 [^]
videos produced	153	289 [¶]	200
sponsored visitors and visiting VIPs assisted	93	123 [‡]	130 [‡]
speaking engagements outside Hong Kong assisted	164	152	155
high-level outward missions assisted	10	11	11
public relations projects outside Hong Kong co-ordinated and assisted	61	58	55

[#] The figure in 2025 was higher than that in 2024 as more overseas and Mainland journalists came to cover the 15th NG, the 12th NGD and the ninth NSOG and other prominent events in Hong Kong.

[^] The figure in 2025 was higher than that in 2024 due to enhanced efforts to promote Hong Kong externally, riding on outbound visits and mega events, etc. The number is expected to rise further in 2026 as such efforts will continue to be enhanced.

[¶] The figure in 2025 was higher than that in 2024 as more videos were produced in 2025 to promote the 15th NG, the 12th NGD and the ninth NSOG, which was a time-limited campaign.

[‡] The figure in 2025 was higher than that in 2024 as the Government actively connected with the Mainland and the world to tell the true and good stories of Hong Kong. The number is expected to rise further in 2026 as efforts in these areas will continue to be stepped up.

Matters Requiring Special Attention in 2026–27

6 This term of Government has been attaching importance to the promotion of Hong Kong's new potentials, advantages and opportunities to overseas and Mainland audiences through showcasing to the world the appeal of Hong Kong as an open, inclusive, safe and stable city underpinned by the rule of law. Hong Kong will continue to tell the true and good stories of the city, and actively promote the notable institutional strengths and great vitality of "One Country, Two Systems", present the cultural vibrancy with a fascinating array of mega events in the city, and its distinctive advantage as a dual gateway to the Chinese Mainland and global markets. Publicity efforts to showcase the potentials, advantages and opportunities of Hong Kong 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, holding of the Asia-Pacific Economic Cooperation (APEC) Finance Ministers' Meeting, hosting of the 94th INTERPOL General Assembly, and the achievements made by the Hong Kong Special Administrative Region (HKSAR) in the run-up to the 30th Anniversary of its establishment will be implemented. Prominent government officials, political and business leaders, academia and media representatives from overseas and the Mainland will continue to 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

	2024–25 (Actual)	2025–26 (Original)	2025–26 (Revised)	2026–27 (Estimate)
Financial provision (\$m)	287.4	329.4	306.0 (–7.1%)	299.8 (–2.0%)
				(or –9.0% on 2025–26 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 including 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 content via mobile devices. The greater use of social media, including Facebook, Instagram, WeChat, Weibo, X, Xiaohongshu, Douyin and YouTube allows up-to-date news stories, feature stories, photos, infographics and videos to be disseminated to various sectors of the community in a timely manner.

11 In 2025–26, 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 communication input and support included the Chief Executive's Policy Address; the Budget; the 2025 Legislative Council General Election; the Immersive Hong Kong exhibitions held in various cities across Chinese Mainland; the co-hosting of the 15th NG, the 12th NGD, and the ninth NSOG; the 28th Anniversary of the Establishment of the HKSAR; the 76th Anniversary of the Founding of the People's Republic of China; the Fifth Anniversary of Promulgation and Implementation of Hong Kong National Security Law; the 80th Anniversary of Victory in the Chinese People's War of Resistance against Japanese Aggression and the World Anti-Fascist War; visit of Shandong Naval Taskforce of Chinese People's Liberation Army; Inauguration of the International Organization for Mediation; and patriotic education.

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

Targets

	Target	2024 (Actual)	2025 (Actual)	2026 (Plan)
responding to public criticism or misconception of government policies within the same day (%)	92	96	97	97
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

	2024 (Actual)	2025 (Actual)	2026 (Estimate)
press releases issued (in English and Chinese)	188 421	232 767 ^Ψ	210 600
press photographs distributed	10 903	10 993	10 950
videos distributed	1 062	1 051	1 120
media enquiries dealt with	649 383	524 672	525 000

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	2024 (Actual)	2025 (Actual)	2026 (Estimate)
media facilities arranged			
press conferences and briefings	1 095	1 116	1 120
web broadcast.....	820	720	770
interviews	2 255	2 955 ^Ψ	2 950
media visits	206	242 ^Ψ	240
public functions.....	5 715	5 680	5 700

^Ψ The figures in 2025 were higher than those in 2024 as a result of enhanced promotion of several large-scale territory-wide events such as the 2025 Legislative Council General Election, the 15th NG, the 12th NGD, and the ninth NSOG.

Matters Requiring Special Attention in 2026–27

13 In 2026–27, 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 Immersive Hong Kong exhibitions; patriotic education; the 29th Anniversary of the Establishment of HKSAR; the 77th Anniversary of the Founding of the People's Republic of China; the APEC Finance Ministers' Meeting; the 94th INTERPOL General Assembly; the 2026 Population Census; promoting Hong Kong's economy and greater integration of Hong Kong into the overall development of the country, and the hosting of other international conferences.

Programme (3): Public Opinion

	2024–25 (Actual)	2025–26 (Original)	2025–26 (Revised)	2026–27 (Estimate)
Financial provision (\$m)	37.2	39.4	39.6 (+0.5%)	38.8 (–2.0%)
				(or –1.5% on 2025–26 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 keeps a close watch on 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, WeChat, Weibo, X, Xiaohongshu, Douyin 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:

Target

	Target	2024 (Actual)	2025 (Actual)	2026 (Plan)
conduct media research, produce reviews or special reports on issues of concern to the Government (day).....	1	1	1	1

Indicators

	2024 (Actual)	2025 (Actual)	2026 (Estimate)
newspapers monitored each day.....	19	19	19
magazines and journals monitored ^λ	18	18	18
hours of news and public affairs programmes monitored on major television stations.....	5 723	5 708	5 710
major radio stations.....	2 968	2 968	2 970

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	2024 (Actual)	2025 (Actual)	2026 (Estimate)
hours of monitoring popular social media platforms	5 480	5 480	5 480
media reviews and special reports.....	47 257	44 051	44 100

λ Revised description of the previous indicator “weekly/monthly magazines and journals monitored” for 2026-27 onwards.

Matters Requiring Special Attention in 2026–27

17 In 2026–27, the Department will continue to keep a close watch on public opinion as expressed through the mass news media and popular social media platforms.

Programme (4): Civic Responsibility

	2024–25 (Actual)	2025–26 (Original)	2025–26 (Revised)	2026–27 (Estimate)
Financial provision (\$m)	68.1	109.4	99.8 (–8.8%)	74.0 (–25.9%)
				(or –32.4% on 2025–26 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 2025–26 included voter registration; 2025 Legislative Council General Election; the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG; patriotic education; mega events economy; the fight against crime; environmental protection; road safety; anti-drug efforts; and 2026 Population Census.

20 The key performance measures for civic responsibility are:

Targets

	Target	2024 (Actual)	2025 (Actual)	2026 (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

	2024 (Actual)	2025 (Actual)	2026 (Estimate)
publicity programmes planned and implemented with the Department’s assistance			
major campaigns	10	10	10
minor campaigns	83	81	81
posters produced and displayed	306	310	310
APIs produced.....	709	893 ^ψ	750
exhibitions mounted.....	33	44	44

ψ The figure in 2025 was higher than that in 2024 mainly because of the 15th NG, the 12th NGD and the ninth NSOG; as well as the 2025 Election Committee Subsector By-elections and the 2025 Legislative Council General Election.

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Matters Requiring Special Attention in 2026–27

21 In 2026–27, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including the holding of the APEC Finance Ministers' Meeting and the hosting of the 94th INTERPOL General Assembly; patriotic education; voter registration; mega events economy; 2026 Population Census; the fight against crime; environmental protection; road safety; and anti-drug efforts.

Programme (5): Publishing

	2024–25 (Actual)	2025–26 (Original)	2025–26 (Revised)	2026–27 (Estimate)
Financial provision (\$m)	97.7	88.0	92.7 (+5.3%)	84.8 (–8.5%)
				(or –3.6% on 2025–26 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	2024 (Actual)	2025 (Actual)	2026 (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

	2024 (Actual)	2025 (Actual)	2026 (Estimate)
publications updated.....	304	275	290
new publications produced.....	333	332	335
copies distributed	4 386 405	6 943 394δ	4 339 900
copies sold.....	18 660	15 357φ	15 400

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	2024 (Actual)	2025 (Actual)	2026 (Estimate)
revenue received (\$m).....	1.2	1.2	1.2
advertisements placed	7 780	7 136Δ	7 200

- δ The increase in number in 2025 was mainly due to production of new publications and updating of publications by the Housing Department in meeting policy initiatives such as promoting Housing (Amendment) Bill 2025, Combat Tenancy Abuse Campaign and Well-off Tenants Policy.
- φ The decrease in number in 2025 was mainly due to the increased availability of online version of the publications.
- Δ The decrease in number in 2025 was due to the use of other platforms (such as online publicity) instead of placing advertisements in printed newspapers.

Matters Requiring Special Attention in 2026–27

- 25 In 2026–27, the Department will continue to co-ordinate the Government’s publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2024–25 (Actual) (\$m)	2025–26 (Original) (\$m)	2025–26 (Revised) (\$m)	2026–27 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong ...	165.2	170.7	170.4	153.7
(2) Local Public Relations and Public Information.....	287.4	329.4	306.0	299.8
(3) Public Opinion	37.2	39.4	39.6	38.8
(4) Civic Responsibility	68.1	109.4	99.8	74.0
(5) Publishing.....	97.7	88.0	92.7	84.8
	655.6	736.9	708.5 (–3.9%)	651.1 (–8.1%)
				(or –11.6% on 2025–26 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2026–27 is \$16.7 million (9.8%) lower than the revised estimate for 2025–26. This is mainly due to lapse of a time-limited provision for external promotion in relation to the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG in 2025–26, partly offset by the increased provisions for salary increments and filling of vacancies. There will be a net increase of one post in 2026–27.

Programme (2)

Provision for 2026–27 is \$6.2 million (2.0%) lower than the revised estimate for 2025–26. This is mainly due to lapse of a time-limited provision for media services in relation to the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG in 2025–26, partly offset by the increased provisions for salary increments and filling of vacancies, as well as increased cash flow requirements for a capital account item. There will be a net decrease of three posts in 2026–27.

Programme (3)

Provision for 2026–27 is \$0.8 million (2.0%) lower than the revised estimate for 2025–26. This is mainly due to the decreased provision for operating expenses.

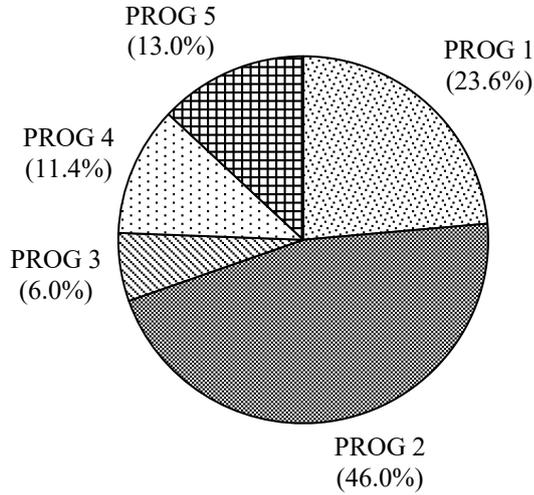
Programme (4)

Provision for 2026–27 is \$25.8 million (25.9%) lower than the revised estimate for 2025–26. This is mainly due to lapse of a time-limited provision for local publicity and promotions in relation to the 15th NG, the 12th NGD and the ninth NSOG. There will be a net decrease of two posts in 2026–27.

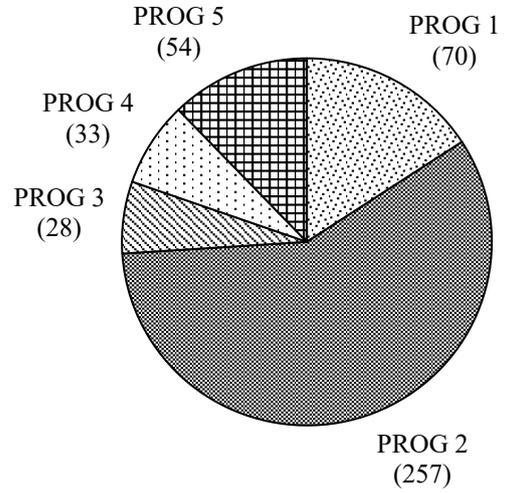
Programme (5)

Provision for 2026–27 is \$7.9 million (8.5%) lower than the revised estimate for 2025–26. This is mainly due to the decreased provision for the estimated printing requirements for various government publications and other operating expenses. There will be a net decrease of three posts in 2026–27.

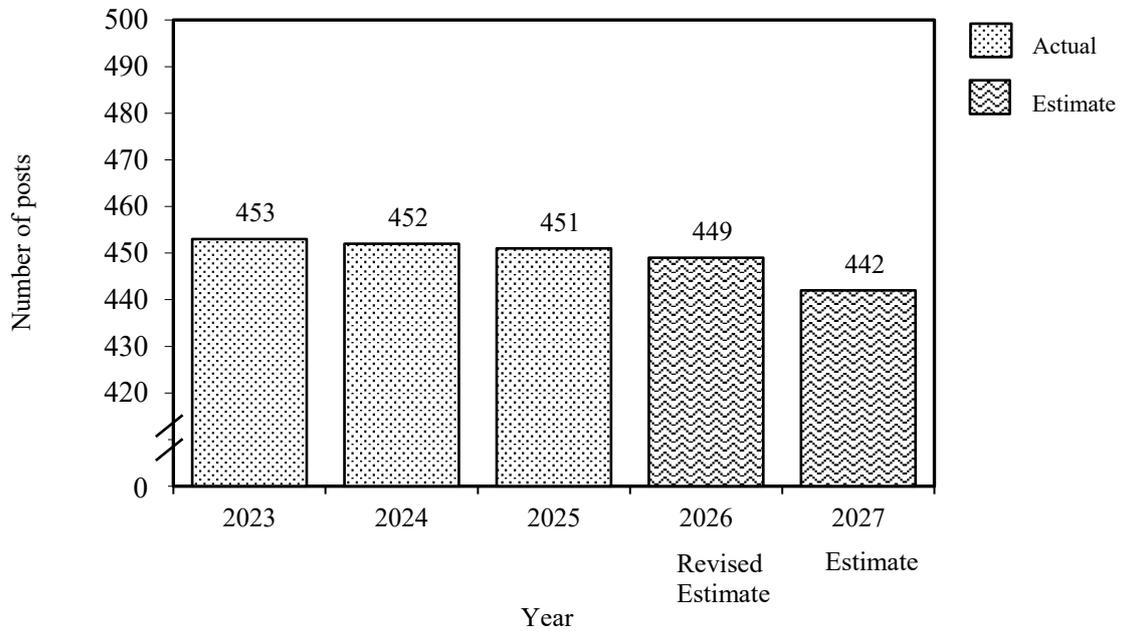
Allocation of provision to programmes (2026-27)



Staff by programme (as at 31 March 2027)



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



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Sub-head (Code)	Actual expenditure 2024–25	Approved estimate 2025–26	Revised estimate 2025–26	Estimate 2026–27	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	654,856	736,868	708,545	649,700
	Total, Recurrent.....	654,856	736,868	708,545	649,700
	Total, Operating Account	654,856	736,868	708,545	649,700
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Capital Account					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote).....	696	—	—	1,427
	Total, Plant, Equipment and Works.....	696	—	—	1,427
	Total, Capital Account.....	696	—	—	1,427
<hr/>					
	Total Expenditure	655,552	736,868	708,545	651,127
		<u>655,552</u>	<u>736,868</u>	<u>708,545</u>	<u>651,127</u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2026–27 for the salaries and expenses of the Information Services Department is \$651,127,000. This represents a decrease of \$57,418,000 against the revised estimate for 2025–26 and \$4,425,000 against the actual expenditure in 2024–25.

Operating Account

Recurrent

2 Provision of \$649,700,000 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 2026 will be 449 posts. It is expected that there will be a net decrease of seven posts in 2026–27. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2026–27, but the notional annual mid-point salary value of all such posts must not exceed \$356,621,000.

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

	2024–25 (Actual) (\$'000)	2025–26 (Original) (\$'000)	2025–26 (Revised) (\$'000)	2026–27 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	347,381	354,624	346,649	351,068
- Allowances.....	13,083	13,118	13,374	13,837
- Job-related allowances.....	488	682	642	580
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	780	766	829	639
- Civil Service Provident Fund contribution.....	34,322	37,567	36,555	40,842
Departmental Expenses				
- General departmental expenses	92,571	128,524	125,008	104,245
Other Charges				
- Local Publicity§.....	74,705	107,729	94,028	65,955
- Publicity outside Hong Kong including expenses of visitors to Hong Kong and overseas speaking engagementsβ.....	91,526	93,858	91,460	72,534
	654,856	736,868	708,545	649,700

§ Revised description of the subhead previously titled “Publicity” for 2026–27 onwards to better reflect the actual substance of the item.

β Revised description of the subhead previously titled “Expenses of visitors to Hong Kong and overseas speaking engagements” for 2026–27 onwards to better reflect the actual substance of the item.

Capital Account

Plant, Equipment and Works

5 Provision of \$1,427,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* is for the procurement and replacement of equipment and systems.