

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2002–03	\$416.8m
Establishment ceiling 2002–03 (notional annual mid-point salary value) representing an estimated 482 non-directorate posts at 31 March 2002 reducing by 14 posts to 468 posts at 31 March 2003	\$229.0m
In addition there will be an estimated 12 directorate posts at 31 March 2002 and at 31 March 2003.	
Capital Account commitment balance	\$11.5m

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 Affairs).</p>
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Detail

Programme (1): Public Relations Outside Hong Kong

	2000–01 (Actual)	2001–02 (Approved)	2001–02 (Revised)	2002–03 (Estimate)
Financial provision (\$m)	65.5	71.8 (+9.6%)	83.8 (+16.7%)	103.3 (+23.3%)

Aim

2 The aim is to promote a favourable image of Hong Kong outside Hong Kong Special Administrative Region (HKSAR).

Brief Description

3 The work of the department under this programme is two-fold:

- to promote a favourable image of Hong Kong outside HKSAR through the media; and
- to promote a favourable image of Hong Kong through other public relations efforts.

4 In addition to putting across the Hong Kong message on trade, economy and business opportunities, the department counters inaccurate reports on issues which need to be put into proper perspective. With these objectives in mind, the department's publicity outside Hong Kong is centred to a large extent on the media, business networking and promotional activities. During the year, the department provided support to the biggest-ever business cum media mission led by the Chief Secretary for Administration to the western region of China as well as a follow-up business cum professional services promotion in Chongqing.

5 The key performance measures in respect of public relations outside Hong Kong are:

Targets

	2000 (Actual)	2001 (Actual)	2002 (Plan)
Initiation of action - to all requests within one day	Yes	Yes	Yes

Indicators

	2000 (Actual)	2001 (Actual)	2002 (Estimate)
locally based foreign media organisations assisted	126	122	120
visiting journalists and film crews assisted	117	101	131
publications produced and distributed	12	16	16
videos produced.....	1	1	1
sponsored visitors and visiting VIPs assisted	914	457	700

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	2000 (Actual)	2001 (Actual)	2002 (Estimate)
speaking engagements outside Hong Kong arranged.....	508	232	400
high-level outward missions co-ordinated	12	6	10
public relations projects outside Hong Kong co-ordinated and assisted.....	21	16	16

6 The department achieved its targets in 2001.

Matters Requiring Special Attention in 2002–03

7 During 2002–03, the department will continue its efforts to publicise developments in Hong Kong and promote Hong Kong as a world-class city in the 21st century. On 10 May 2001, a new visual identity for Hong Kong was launched. This also marked the start of a global programme to promote Hong Kong's position as "Asia's world city". With the support of the department, a variety of events were staged by the Hong Kong Economic and Trade Offices to introduce the Brand - the main feature of which is a stylised dragon - and it will continue to be the centerpiece of further promotional activities for 2002–03. The sponsored visitors programme will continue to target visitors from North America, Europe, the Asia Pacific region and the Mainland.

Programme (2): Local Public Relations and Public Information

	2000–01 (Actual)	2001–02 (Approved)	2001–02 (Revised)	2002–03 (Estimate)
Financial provision (\$m)	144.6	153.4 (+6.1%)	157.4 (+2.6%)	169.5 (+7.7%)

Aim

8 The aim is to map 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

9 The department is responsible for developing, co-ordinating and implementing local public relations strategies, and providing a public relations advisory service to the Chief Secretary for Administration, the Financial Secretary, the Secretary for Justice, all Bureau Secretaries and Heads of Departments through the Press Secretaries, the Secretariat Press Offices and departmental information units.

10 The department disseminates information on, and enhances public understanding of, government policies, plans, decisions, activities and services by:

- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions;
- issuing press releases;
- arranging officials to participate in radio phone-in programmes and television panel discussions;
- broadcasting press conferences and briefings, live or delayed, on the government homepage and providing an archive for public information;
- dealing with enquiries from the media and the public; and
- distributing press photographs.

11 In addition, the department continues to explore the potential of the use of the Internet in disseminating government information.

12 During the year, co-ordination of public relations approach for various government policies and initiatives continued to be enhanced. Major events that required significant public relations input and support included the Budget, the Policy Address, the Fortune Global Forum, the World Association of Newspapers' Congress, the East Asia Economic Summit 2001 of the World Economic Forum, the 14th General Meeting of the Pacific Economic Cooperation Council; Disneyland-related reclamation and infrastructure works, the speeding up of infrastructure projects to create more job opportunities, the implementation of various measures for the Education Reform, the avian flu incident and others. Monitoring of press reports shows that the information released by the department is generally accurately presented. Feedback from departments with daily contacts with the community and public opinion surveys conducted by the Home Affairs Bureau indicates that the public has a reasonably good knowledge of the government's policies and actions.

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

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Targets

	Target	2000 (Actual)	2001 (Actual)	2002 (Plan)
response to public criticism or misconception of government policies within the same day (%)	90	95	95	96
issue of press releases (minutes).....	50	47	47	46
issue of press photographs (hours)	2	1¾	1¾	1¾
dealing with enquiries from the media (day).....	1	1	1	1
dealing with enquiries from the public (minutes).....	10	10	10	10
arranging media facilities (day).....	1	1	1	1

Indicators

	2000 (Actual)	2001 (Actual)	2002 (Estimate)
press releases issued (in English and Chinese).....	41 948	37 923	38 100
press photographs distributed	2 532	2 991	3 000
enquiries dealt with	875 264	980 838	981 100
media facilities arranged			
press conferences and briefings.....	1 197	1 336	1 340
web broadcast.....	173	329	500
interviews	2 597	5 025	5 000
media visits.....	161	328	340
public functions	5 360	7 423	7 420

14 The department achieved its targets in 2001.

Matters Requiring Special Attention in 2002-03

15 During 2002-03, the department will continue to strengthen the public relations support to Bureau Secretaries and Heads of Departments and enhance the co-ordination of public relations between policy bureaux and executive departments through internal redeployment of resources.

Programme (3): Public Opinion

	2000-01 (Actual)	2001-02 (Approved)	2001-02 (Revised)	2002-03 (Estimate)
Financial provision (\$m)	20.5	18.9 (-7.8%)	18.8 (-0.5%)	19.3 (+2.7%)

Aim

16 The aim is to keep the Government informed of public opinion as expressed in the media and to advise the Government on public reaction to government policies and plans.

Brief Description

17 The department monitors and reflects to the Government public opinion expressed in the media. Particular emphasis is placed on speed and accuracy to ensure that policy bureaux and departments are promptly informed of public opinion relating to their sphere of activities, so that this can be taken into account in formulating policies. This process involves the monitoring of some 61 English and Chinese newspapers and magazines, and about 270 hours every week of news and public affairs programmes on radio and television. Summaries, translations, reports, transcripts and clippings are produced and distributed the same day to relevant policy bureaux and departments.

18 The key performance measures in respect of public opinion are:

Targets

	Target Working Time Per Case	2000 (Actual)	2001 (Actual)	2002 (Plan)
production of media summaries (hours)	3	2½	2½	2½
production of radio/television summaries (hours).....	2	2	2	2
production of special reports (day).....	1/2	1/2	1/2	1/2

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Indicators

	2000 (Actual)	2001 (Actual)	2002 (Estimate)
newspapers monitored each day	33	26	26
number of weekly/monthly magazines and journals monitored	37	35	35
hours of news and public affairs programmes monitored as broadcast on			
six television channels	5 707	4 840	4 840
six radio channels.....	9 338	8 936	8 940
media reviews and special reports produced.....	15 437	16 779	16 780

19 The department achieved its targets in 2001.

Matters Requiring Special Attention in 2002–03

20 During 2002–03, the department will continue to monitor public opinion through newspapers, magazines and the electronic media.

Programme (4): Civic Responsibility

	2000–01 (Actual)	2001–02 (Approved)	2001–02 (Revised)	2002–03 (Estimate)
Financial provision (\$m)	57.1	34.1 (–40.3%)	34.7 (+1.8%)	34.7 (0.0%)

Aim

21 The aim is to increase public awareness of, and educate the public on, major issues of social concern and to promote greater sense of civic responsibility.

Brief Description

22 The department provides strategic advice and technical support for policy bureaux and government departments in conducting publicity programmes to enhance greater public awareness of civic responsibility and matters in the public interest. These campaigns are sustained throughout the year, employing a wide variety of publicity and advertising means including television and radio announcements, special television and radio programmes, exhibitions, Internet publicity, printed materials and activities with community participation. These programmes are mounted in conjunction with client departments and relevant working groups or steering committees. Opinion surveys conducted from time to time have indicated that public awareness of major campaigns is generally high. In addition, the government homepage is used to disseminate information on publicity campaigns and to encourage participation through interactive programmes.

23 The key performance measures in respect of civic responsibility are:

Targets

	2000 (Actual)	2001 (Actual)	2002 (Plan)
production of posters upon request within two months	Yes	Yes	Yes
production of Announcements in the Public Interest upon request within two months.....	Yes	Yes	Yes

Indicators

	2000 (Actual)	2001 (Actual)	2002 (Estimate)
publicity programmes planned and organised			
major campaigns	11	11	11
minor campaigns.....	59	69	69
promotional events.....	796	860	870
posters produced and displayed	288	255	250
Announcements in the Public Interest produced.....	550	610	610
exhibitions mounted.....	156	213	215
functions involving community participation	743	690	690

24 The department achieved its targets in 2001.

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Matters Requiring Special Attention in 2002–03

25 During 2002–03, the department will continue to mount a series of publicity programmes and provide professional advice and assistance to bureaux, departments and other statutory bodies in their publicity campaigns. Large-scale publicity programmes in 2002–03 will include Fire Safety, Promotion of Services, Fight Crime, Anti-Narcotics, Brand Hong Kong, Waste Reduction, Road Safety, Healthy Ageing and Promotion of Basic Law, among others.

Programme (5): Publishing

	2000–01 (Actual)	2001–02 (Approved)	2001–02 (Revised)	2002–03 (Estimate)
Financial provision (\$m)	98.1	95.1 (–3.1%)	92.7 (–2.5%)	90.0 (–2.9%)

Aim

26 The aim is to serve as the Government's publishing agency.

Brief Description

27 The department co-ordinates the Government's publishing requirements, provides editorial input where needed, produces, updates, promotes, distributes and sells government publications, as well as co-ordinates the printing work for all government saleable publications. Services for online purchase of, and payment for, government publications are provided.

28 The key performance measures in respect of publishing are:

Targets

	Target Working Time Per Case	2000 (Actual)	2001 (Actual)	2002 (Plan)
updating of publications (per title) (days) ...	80	70	70	70
production of new publications (Fact sheets and How to Apply series) (days)..	75	60	60	60
production of new publications (Annual Report and books on special topics) (months).....	11	9	9	9
sales of publications (counter service) (minutes).....	5	4	4	4
reply to request by post for purchase of publications (days).....	7	5	5	5
reply to request by post for purchase of photographs and slides (days).....	7	6	6	6
distribution of free publications and leaflets (counter service) (minutes).....	4	3	3	3
distribution of free publications and leaflets by post (days).....	7	4	4	4
placement of advertisements (minutes).....	10	8	8	8

Indicators

	2000 (Actual)	2001 (Actual)	2002 (Estimate)
publications updated.....	2 010	1 443	1 360
new publications produced.....	1 046	880	880
copies distributed.....	14 724 977	13 667 946	13 510 000
copies sold.....	876 628	811 857	800 000
revenue received (\$m).....	29.0	23.0	22.0
advertisements placed.....	15 812	16 201	16 200

29 The department achieved its targets in 2001.

Matters Requiring Special Attention in 2002–03

30 During 2002–03, the department will continue to co-ordinate the Government's publishing requirements, provide editorial input where needed, produce, update, promote, distribute and sell government publications, and co-ordinate the printing work for saleable publications. The department will continue to increase the use of the Internet to disseminate government information and to enable public access to more publications.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2000-01 (Actual) (\$m)	2001-02 (Approved) (\$m)	2001-02 (Revised) (\$m)	2002-03 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong	65.5	71.8	83.8	103.3
(2) Local Public Relations and Public Information	144.6	153.4	157.4	169.5
(3) Public Opinion	20.5	18.9	18.8	19.3
(4) Civic Responsibility	57.1	34.1	34.7	34.7
(5) Publishing	98.1	95.1	92.7	90.0
	385.8	373.3 (-3.2%)	387.4 (+3.8%)	416.8 (+7.6%)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2002-03 is \$19.5 million (23.3%) higher than the revised estimate for 2001-02. This is mainly due to increased expenditure on enhanced promotional activities outside Hong Kong, partly offset by the deletion of one post.

Programme (2)

Provision for 2002-03 is \$12.1 million (7.7%) higher than the revised estimate for 2001-02. This is mainly due to creation of five posts for the implementation of information system projects and one post for the Secretariat Press Office, partly offset by the deletion of four posts.

Programme (3)

Provision for 2002-03 is \$0.5 million (2.7%) higher than the revised estimate for 2001-02. This is mainly due to salary adjustments for staff.

Programme (4)

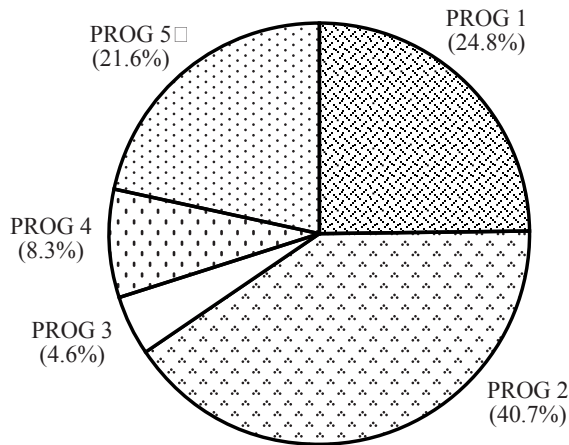
Provision for 2002-03 is the same as the revised estimate for 2001-02.

Programme (5)

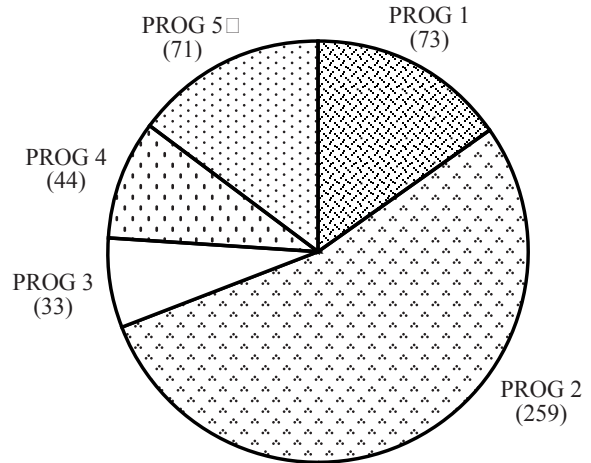
Provision for 2002-03 is \$2.7 million (2.9%) lower than the revised estimate for 2001-02. This is mainly due to the deletion of 19 posts of which 17 posts are deleted under the Enhanced Productivity Programme, partly offset by the creation of four posts, including three posts to be transferred from the Information Technology Services Department.

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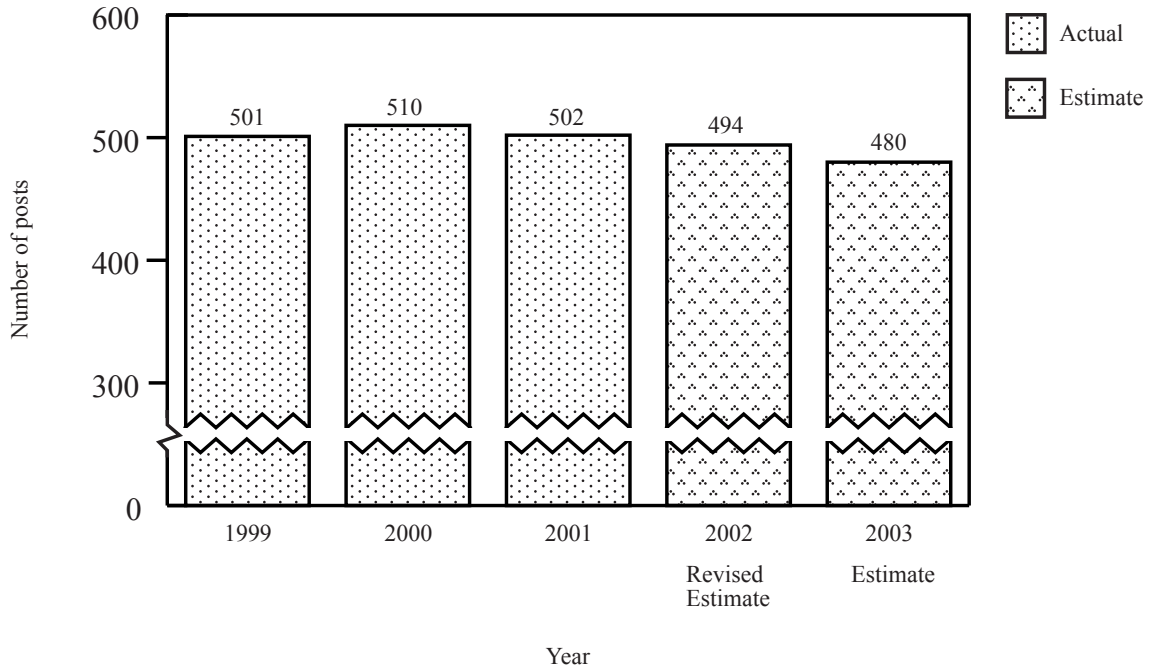
Allocation of provision to programmes (2002-03)



Staff by programme (as at 31 March 2003)



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



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Sub-head (Code)	Actual expenditure 2000-01	Approved estimate 2001-02	Revised estimate 2001-02	Estimate 2002-03	
	\$'000	\$'000	\$'000	\$'000	
Recurrent Account					
000	Operational expenses	—	356,839	358,896	405,287
	Salaries	231,053	—	—	—
	Allowances	6,205	—	—	—
	Job-related allowances	192	—	—	—
	General departmental expenses	27,057	—	—	—
	Publicity	83,938	—	—	—
	Expenses of visitor to Hong Kong and overseas speaking engagements.....	10,419	—	—	—
	Total, Recurrent Account.....	358,864	356,839	358,896	405,287
Capital Account					
I — Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote).....	—	1,000	1,000	—
	Total, Plant, Equipment and Works	—	1,000	1,000	—
II — Other Non-Recurrent					
700	General other non-recurrent	26,964	15,500	27,464	11,500
	Total, Other Non-Recurrent	26,964	15,500	27,464	11,500
	Total, Capital Account	26,964	16,500	28,464	11,500
	Total Expenditure	385,828	373,339	387,360	416,787

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Details of Expenditure by Subhead

The estimate of the amount required in 2002–03 for the salaries and expenses of the Information Services Department is \$416,787,000. This represents an increase of \$29,427,000 over the revised estimate for 2001–02 and of \$30,959,000 over actual expenditure in 2000–01.

Recurrent Account

2 Provision of \$405,287,000 under *Subhead 000 Operational expenses* is for the salaries and allowances of staff of the Information Services Department and its other operating expenses. The increase of \$46,391,000 (12.9%) over the revised estimate for 2001–02 is mainly due to the increased provision for enhancing the promotional activities outside Hong Kong and the implementation of information system projects. Management and control of the department's operational expenses take the form of a one-line vote.

3 As a vote-funded department, the department is subject to establishment control. The establishment at 31 March 2002 will be 494 permanent posts. It is expected that a net 14 permanent posts will be deleted in 2002–03. Subject to certain conditions, the controlling officer may under delegated powers create or delete non-directorate posts during 2002–03, but the notional annual mid-point salary value of all such posts must not exceed \$229,021,000.

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

	2000–01 (Actual) (\$'000)	2001–02 (Original Estimate) (\$'000)	2001–02 (Revised Estimate) (\$'000)	2002–03 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	231,053	243,165	246,831	256,839
- Allowances	6,205	9,317	7,707	7,645
- Job-related allowances	192	251	252	257
Departmental Expenses				
- General departmental expenses	27,057	23,684	23,684	31,886
Other Charges				
- Publicity	83,938	67,310	67,310	64,934
- Expenses of visitors to Hong Kong and overseas speaking engagements	10,419	13,112	13,112	43,726
	358,864	356,839	358,896	405,287

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Capital Account

Commitments

Sub-head (Code)	Item (Code)	Ambit	Approved commitment	Accumulated expenditure to 31.3.2001	Revised estimated expenditure for 2001-02	Balance
			\$'000	\$'000	\$'000	\$'000
700		<i>General other non-recurrent</i>				
	547	Survey on the effectiveness of government publicity campaigns.....	1,000	—	500	500
	549	HK Promotion in Mainland 2001-02.....	3,500	—	2,000	1,500
	550	HK Promotion in North America 2001-02.....	9,500	—	1,500	8,000
	551	HK Promotion in Europe 2001-02	3,000	—	1,500	1,500
		Total.....	17,000	—	5,500	11,500