

**Legislative Council Panel on Constitutional Affairs**  
**2001 Voter Registration Campaign**

**Purpose**

This paper informs Members of the main features of the 2001 Voter Registration (VR) Campaign which will be held in the first quarter of 2001.

**Background**

2. Prior to the publication of the annual voter registers, it is our established practice to conduct a VR campaign to encourage eligible people to sign up as electors. Since there will not be any general election in 2001, the VR Campaign to be held this time around will be of a small scale and shorter duration, running from 17 February till 16 March. We will adopt a targetted approach, focussing our efforts on measures which have proven to be effective in the past in enhancing the registration rate. An inter-departmental steering group comprising representatives from relevant bureaux and departments has been formed to work out the details of the VR Campaign and to formulate the publicity strategy in promoting the VR drive.

**Main Features of the 2001 VR Campaign**

***(a) Objectives***

3. Our objectives remain to be encouraging new and eligible electors for geographical constituencies to get registered, while reminding registered electors who have moved homes to update their addresses with the Registration and Electoral Office (REO).

***(b) Young People***

4. Young people aged between 18 and 25 are our prime targets. We will set up temporary registration counters in premises frequented by young people, including youth centres, shopping arcades and tertiary institutions. Through the network of the District Offices, we will solicit the assistance of secondary schools to encourage their senior form students to

get signed up. We will also set up a homepage with appealing designs to promote our VR drive.

**(c) Household Visits**

5. We will conduct households visits to new residential areas to help the incoming occupants to get registered, or, if they have so registered, update their address records on the existing electoral rolls.

**(d) On-line Registration**

6. With REO joining the Electronic Service Delivery Scheme, eligible people can register as electors on-line starting from 9 November 2000. This is in addition to the conventional methods of submitting application forms to REO by post or fax.

**(e) Publicity Programme**

7. The VR Campaign will be supported by a publicity programme to appeal to all eligible people, including those turning 18, to get registered as the primary step to enable their participation in future Legislative Council and District Councils elections.

8. Details of the VR Campaign are at Annex.

**Financial Implications**

9. We estimate that the 2001 VR Campaign will cost about \$6.7 million (as against the actual expenditure of \$40.6 million for the VR Campaign conducted before the 2000 LegCo election). We will keep under review the cost-effectiveness of the programme.

**Advice Sought**

10. Members are requested to note the content of this paper for information.

**2001 Voter Registration Programme**

**Responsible Departments**

**Activities**

**Home Affairs Department**

- conducting household visits to newly completed residential developments
- setting up temporary registration counters in areas with high pedestrian traffic flow
- distributing and collecting voter registration forms through secondary schools
- mounting buntings and banners in districts

Registration and Electoral Office

- providing hotline service to handle public enquiries relating to voter registration

Information Services Department

- screening announcements of public interest on television and radio
- putting up posters
- launching a voter registration homepage