

**For discussion
on 1 June 2006**

EC(2006-07)7

ITEM FOR ESTABLISHMENT SUBCOMMITTEE OF FINANCE COMMITTEE

**HEAD 55 – GOVERNMENT SECRETARIAT :
COMMERCE, INDUSTRY AND TECHNOLOGY BUREAU
(COMMUNICATIONS AND TECHNOLOGY BRANCH)
Subhead 000 Operational expenses**

Members are invited to recommend to the Finance Committee the creation of the following supernumerary post in the Communications and Technology Branch of the Commerce, Industry and Technology Bureau for a period of six months from 10 August 2006 to 9 February 2007 –

1 Administrative Officer Staff Grade B
(D3) (\$127,900 - \$135,550)

PROBLEM

We need to provide continued directorate support for the work of the Committee on Review of Public Service Broadcasting (the Committee).

PROPOSAL

2. We propose to create the supernumerary post of Administrative Officer Staff Grade B (AOSGB) (D3), designated as Secretary to the Committee, for six months from 10 August 2006 to 9 February 2007.

/JUSTIFICATION

JUSTIFICATION

Independent Committee on Review of Public Service Broadcasting

3. At present, there is no clear policy on public service broadcasting (PSB) in Hong Kong. In practice, it is delivered through Radio Television Hong Kong and public interest programmes that commercial television and sound broadcasting licensees provide in accordance with the relevant conditions in their respective licences. Examples of such programmes are those for children and the elderly. We consider that a fundamental and critical review of public service broadcasting in Hong Kong and its future development is timely in the light of phenomenal technological and market developments in the broadcasting sector. Our objective is to arrive at a clear policy framework that provides both the vision and specific plans for future development. Against this background, the Chief Executive appointed the independent Committee on 17 January 2006 to conduct a review of PSB in Hong Kong in a positive, impartial and professional manner. A Legislative Council brief was issued on the same day to keep Members fully informed. After considering the recommendations of the Committee, the Government will map out a framework for the future development of PSB for public consultation. The terms of reference and membership of the Committee are at Enclosures 1 and 2 respectively.

Encls.
1 & 2

Creation of the Supernumerary AOSGB (D3) Post

4. The issues to be examined by the Committee are complex, having far-reaching implications and requiring extensive researches and in-depth analyses. To provide secretariat support for the Committee, the Permanent Secretary for Commerce, Industry and Technology (Communications and Technology) created, under delegated authority, a supernumerary post of AOSGB (D3) for a period of six months from 10 February 2006. The post is designated as Secretary to the Committee, and the post-holder is responsible for providing general support for the Committee, undertaking researches on PSB, and assisting the Committee in collating views of the public and preparing the report on the review.

5. The Secretary to the Committee will have to coordinate and liaise with stakeholders and prepare research reports and discussion papers in order to facilitate the work of the Committee. All these require a high level of analytical and intellectual capability, rich experience in policy formulation and good communications skills. We thus consider it appropriate to pitch the post of the Secretary to the Committee at AOSGB level.

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The Need to Retain the Supernumerary AOSGB (D3) Post

6. The Committee has already completed its first round of consultation with stakeholders and local academics, and has sent letters to some 400 organisations and individuals to offer meetings or invite written submissions. In the subsequent stages of the review, the Committee will convene an international conference with PSB experts from overseas, receive and analyse views from various sectors of the community, and hold public consultation sessions.

7. In the light of the review progress to date, we expect that the Committee will complete the review by the end of 2006. However, the supernumerary AOSGB post will lapse on 10 August 2006. To provide continued directorate support for the Committee and allow time for the Secretary to the Committee to attend to necessary follow-up work after submission of the report in late 2006, we find it necessary to retain the post for six months up to 9 February 2007. The job description of the proposed supernumerary AOSGB post is at

Encl. 3

Enclosure 3.

Non-directorate Establishment of the Secretariat of the Committee

8. The review being undertaken by the Committee also entails a lot of logistic and administrative work, including organising public consultation sessions, convening an international conference, and conducting researches (both desktop and through direct liaison with overseas PSB organisations). To cope with the very heavy workload, one Executive Officer I, one Training Officer I and one Personal Secretary I are on loan from the Civil Service Bureau and one Assistant Clerical Officer has been internally redeployed to the Secretariat to the Committee to provide requisite administrative and logistic support. A non-civil service contract researcher has also been engaged through open recruitment to provide research support. The organisation chart of the Secretariat to the Committee is at

Encl. 4

Enclosure 4.

Alternatives Considered

9. Given the complexity and scale of the review, we consider that a dedicated, full-time AOSGB is required to support the Committee's work. We have critically reviewed the current directorate establishment of the Communications and Technology Branch (CTB) of the Commerce, Industry and Technology Bureau and its departments, and consider that there is no scope for redeployment of existing resources to act as the Secretary to the Committee. Creating the supernumerary AOSGB post for six months from 10 August 2006 to 9 February 2007 is the only feasible option to ensure that continued support is provided for the Committee.

/FINANCIAL

FINANCIAL IMPLICATIONS

10. The additional notional annual salary cost at mid-point of the proposal is \$1,580,400. The full annual average staff cost, including salaries and staff on-cost, is \$2,250,000. We have sufficient provision in the 2006-07 Estimates to meet the cost of this proposal.

CONSULTATION WITH LEGISLATIVE COUNCIL PANEL

11. We consulted the Legislative Council Panel on Information Technology and Broadcasting on 8 May 2006. The Panel has no objection to the proposal.

ESTABLISHMENT CHANGES

12. The establishment changes in the CTB for the last two years are as follows –

Establishment (Note)	Number of Posts		
	Existing (as at 1 April 2006)	As at 1 April 2005	As at 1 April 2004
A	4+(1)*	4	8+(1)
B	11	9	17
C	41	38	53
Total	56 [#] +(1)	51 [@]	78+(1)

Note:

- A - ranks in the directorate pay scale or equivalent
- B - non-directorate ranks the maximum pay point of which is above MPS point 33 or equivalent
- C - non-directorate ranks the maximum pay point of which is at or below MPS point 33 or equivalent
- () - number of supernumerary directorate posts
- * The supernumerary post created under delegated authority mentioned in paragraph 4 above is not included. As at 1 April 2006, there was no unfilled directorate post.
- @ The decrease from 1 April 2004 is due to the transfer of 19 posts to the Office of the Government Chief Information Officer and deletion of seven posts subsequent to the merger of the former Information and Technology Services Department and the information technology-related divisions of CTB, the deletion of one non-directorate post and the lapse of one supernumerary directorate post during 2004-05.
- # The increase over 1 April 2005 is due to the creation of five posts and one supernumerary directorate post for the International Telecommunication Union TELECOM WORLD 2006 Hong Kong, China Secretariat.

CIVIL SERVICE BUREAU COMMENTS

13. The Civil Service Bureau supports the proposal which is necessary to provide continued directorate support for the Committee. The grading and ranking of the post are considered appropriate having regard to the level and scope of responsibilities in question.

ADVICE OF THE STANDING COMMITTEE ON DIRECTORATE SALARIES AND CONDITIONS OF SERVICE

14. As the directorate post is proposed on a supernumerary basis, its creation, if approved, will be reported to the Standing Committee on Directorate Salaries and Conditions of Service in accordance with the agreed procedure.

Commerce, Industry and Technology Bureau
May 2006

**Committee on Review of Public Service Broadcasting
Terms of Reference**

1. To examine the role of, and justifications and public purposes for, public service broadcasting (PSB) in the development of Hong Kong's broadcasting market, against the public financial and other resources required for such broadcasting.
2. To identify issues concerning public accountability for PSB in matters of editorial impartiality, programming policy and good governance.
3. To identify measures for the Administration to evaluate the effectiveness of PSB and arrangements through which the public can participate in such a process.
4. To recommend, in the light of the above, an appropriate arrangement for the provision of PSB in Hong Kong.
5. To recommend implementation plans for the short, medium and long terms.

**Committee on Review of Public Service Broadcasting
Membership**

Chairman

Mr Raymond Roy Wong, SBS, Council Member of both the Hong Kong Baptist University and Open University of Hong Kong

Members

Mr Chan King Cheung, Chief Editor, the Hong Kong Economic Journal

Ms May Fung May Gay, Member of the Council of the Hong Kong Baptist University

Professor Leung Tin Wai, Head, Department of Journalism and Communication, Hong Kong Shue Yan College

Mr Pao Wan Lung, a veteran newspaper publisher

Professor Judy Tsui, Dean, Faculty of Business, the Hong Kong Polytechnic University

Mr Mathias Woo, Creative Director, Zuni Icosahedron

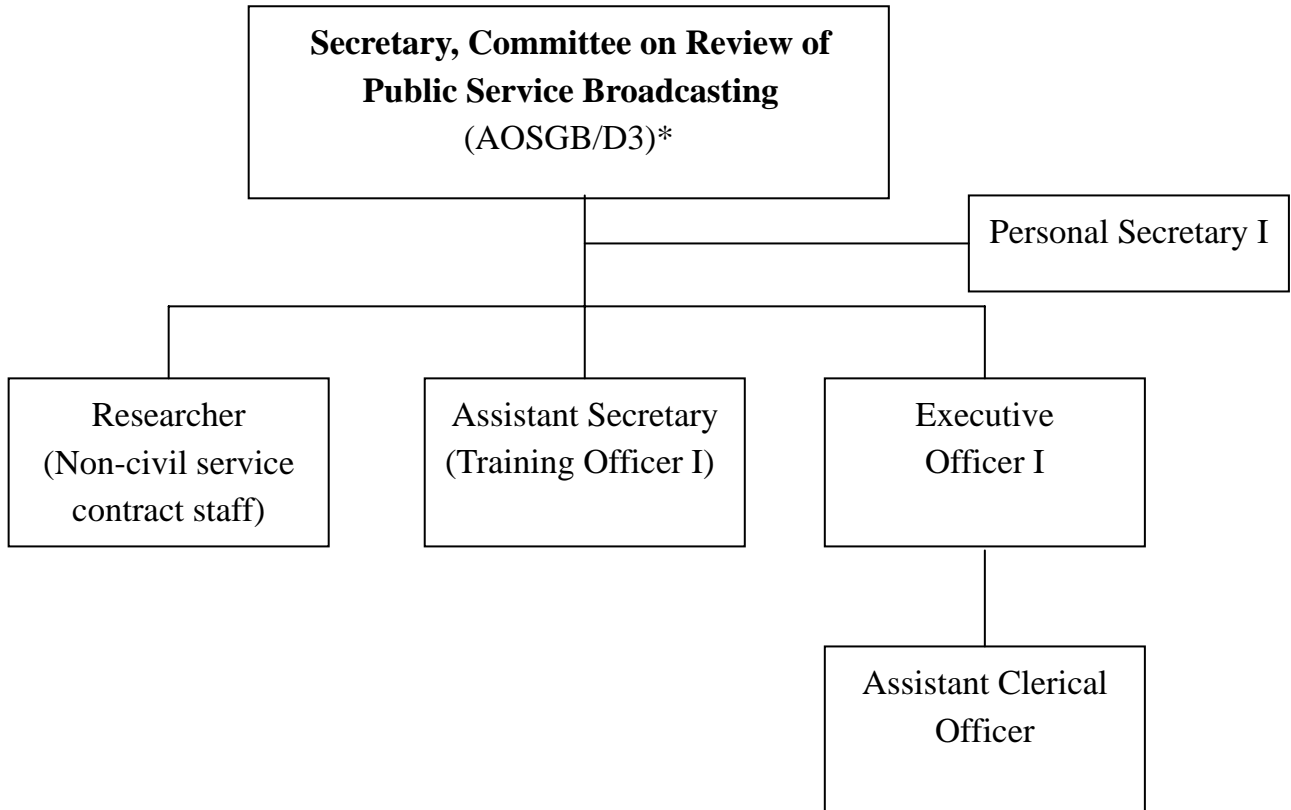
**Job Description
Secretary to the Committee on
Review of Public Service Broadcasting**

Rank : Administrative Officer Staff Grade B (D3)

Major Duties and Responsibilities –

- (a) to conduct researches and provide analysis on issues pertaining to public service broadcasting in Hong Kong and overseas economies;
- (b) to assist the Committee in the formulation and implementation of strategies in engaging and consulting the public for the purposes of the review and provide practical support and arrangements in this process of engagement and public consultation;
- (c) to provide secretariat support to the Committee, such as preparation of committee papers and reference materials, record of meetings with various stakeholders and community groups, liaison with stakeholders, community groups and relevant organisations in Hong Kong and overseas, coordination of public relations arrangements, commissioning of external studies, supervision of the supporting staff of the Committee's secretariat;
- (d) to assist the Committee in documenting and analysing views put forward to it by stakeholders at meetings and public forums or through written submissions and in monitoring, collecting and analysing views of the public expressed through the media;
- (e) to assist the Committee in the preparation of its report to the Government; and
- (f) to attend to necessary follow-up work after submission of the report of the Committee.

**Secretariat of the Committee on Review of Public Service Broadcasting
Organisation Chart**



Legend

- * Supernumerary directorate post proposed to be created
- AOSGB Administrative Officer Staff Grade B