

**Speaking Note of the Commissioner for Tourism  
At the Public Accounts Committee Meeting  
On 13 December 2007**

Chairman, Members,

Thank you, Chairman, for allowing me to say a few words. I would like to raise a few points for Members' consideration.

2. First of all, the Administration welcomes the recommendations made by the Director of Audit in Chapters 5 and 6 of the Report No. 49. The Administration agrees that there is room for improvement in the corporate governance of the Hong Kong Tourism Board (HKTB). The Administration and the HKTB Board have proposed a number of improvement measures respectively, and we requested the HKTB management to implement as many of them as possible within the 2007-08 financial year to effectively enhance the internal governance of the HKTB. To this end, the Administration will continue to monitor the operation of the HKTB and the progress in implementing various improvement measures for the effective use of public funds.

3. I would also like to take this opportunity to report to Members the improvement measures already implemented by the Administration.

- First, the Secretary for Commerce and Economic Development (SCED) has appointed a date on or before which HKTB is required to submit estimates of its income and expenditure and a programme of its proposed activities for the ensuing financial year for SCED's approval. The date appointed is 28 February of each year;
- Second, the Government has reminded the HKTB to ensure timely tabling of its annual report at the Legislative Council (LegCo). In fact, the HKTB has undertaken to do so by the end of December each year. For the 2006-07 Report, the HKTB will submit it to LegCo next Wednesday, i.e. 19 December; and
- Third, as just pointed out by Chairman TIEN, the HKTB plans to submit its annual budget proposal to the LegCo Panel on Economic Development for information and comments. We fully support this initiative and will co-ordinate with the HKTB and the LegCo Panel to make sure that the annual budget proposal and associated work plan prepared by the HKTB for the next financial year will be submitted to the Panel for information before the Government Budget is announced.

4. The Audit Report also commented on the HKTB's strategy for organising mega events and the means to evaluate the effectiveness of such events. Chairman TIEN has just mentioned that the HKTB is now reviewing its strategies for organising mega events. The Administration believes that mega events help HKTB's promotion of Hong Kong overseas and enrich visitors' experience in Hong Kong. Based on the experience in organising mega events over the past few years, we have requested the HKTB earlier this year to conduct a comprehensive review of the strategy, format, cost and sponsorship of mega events, with a view to identifying a more cost-effective way of organising and promoting such events. As for evaluating the effectiveness of mega events, we will actively follow up with the HKTB to establish an objective, reliable and widely acceptable means of evaluation.

5. Mr. Chairman, with the HKTB's support, I report the progress of the above tasks to LegCo and the public.

Tourism Commission  
13 December 2007