

Legislative Council Panel on Constitutional Affairs

Voter Turnout Publicity Campaign for the 2008 Legislative Council Election

Purpose

This paper informs Members of the main features of the Voter Turnout Publicity Campaign (“the Campaign”) for the 2008 Legislative Council (“LegCo”) Election.

Background

2. The 2008 LegCo Election will be held on 7 September 2008. In line with past practice during LegCo election years, we will organise a voter turnout publicity campaign. An inter-departmental working group, comprising representatives from the Constitutional and Mainland Affairs Bureau, Home Affairs Department, Registration and Electoral Office (“REO”), Information Services Department, Independent Commission Against Corruption and Radio Television Hong Kong (“RTHK”), has been formed to work out the programmes of the Campaign.

Main Features of the 2008 Voter Turnout Publicity Campaign

3. The main features of the Campaign are highlighted in paragraphs 4 to 10 below.

(a) Objectives

4. The objectives of the Campaign are to promote general awareness of the forthcoming LegCo Election and to call upon registered electors to vote. We will also encourage nominations of candidates, publicise the electoral procedures, and promote clean and fair election.

5. During the 2004 LegCo Election, about 1.78 million registered electors for geographical constituencies (“GC”) and 0.13 million registered electors for functional constituencies (“FC”) cast their votes.

We will encourage electors to vote and try to boost the voter turnout as far as possible.

(b) Timing

6. As in the past LegCo elections, the Campaign will last for about eight weeks, running from around mid-July to the polling day on 7 September 2008.

(c) Strategy

7. We will adopt a multi-pronged approach under which we will organise a variety of activities. These activities will be supported by a range of publicity items.

(d) Activities

8. A kick-off ceremony will be held in around mid-July 2008. Throughout the Campaign period, we will organise different activities as follows (information on the Departments responsible for the activities concerned is at the **Annex**) –

- (a) to promote general awareness of the election and encourage voter turnout, we will hold roving exhibitions and bus and van parades in all districts. Election forums for both GC and FC elections, to be broadcast on TV and radio, will be held by RTHK to enable electors to understand the election platforms of the candidates and to enhance the election atmosphere and arouse electors' enthusiasm to vote.
- (b) to publicise electoral procedures, we will set up mock polling stations to help electors familiarise themselves with the polling procedures and arrangements. A dedicated website, with hyperlinks on Government websites and internet advertisements on popular websites, will be created to facilitate access to electoral information. A hotline will also be operated to answer public enquiries.

- (c) to promote clean and fair elections, briefing sessions will be held for candidates, owners' corporations and mutual aid committees on the proper conduct of electioneering and canvassing activities and the relevant provisions of the legislation and electoral guidelines. Information folders, leaflets and reference materials will be distributed to different stakeholders of the election. Enquiry and report hotlines will also be set up.

(e) Publicity Items

9. The above activities will be supported by a range of publicity materials through various channels to raise the awareness of the public. The publicity materials will include TV and radio announcements of public interests; special TV and radio programmes; advertisements at vantage points such as MTR stations and trains, bus, tram and taxi bodies; banners, billboards and lamppost buntings; and advertisement and featured articles in newspapers and published media. To create greater impact, we will also appoint celebrities as Voter Turnout Ambassadors.

10. The activities and publicity materials for the Campaign are summarised at the **Annex**.

Financial Implications

11. A total amount of \$30 million has been earmarked for the voter turnout publicity campaign for the 2008 LegCo Election. Sufficient provision for this purpose has been included under REO's Head of Expenditure for 2008-09.

Advice Sought

12. Members are invited to note the content of this paper for information.

Constitutional and Mainland Affairs Bureau
May 2008

**Voter Turnout Publicity Campaign for the
2008 Legislative Council Election**

Responsible Bureaux

/ Departments

Key Activities

Constitutional and Mainland Affairs Bureau	<ul style="list-style-type: none">➤ Overall coordination of the voter turnout publicity campaign
Home Affairs Department	<ul style="list-style-type: none">➤ Roving exhibitions➤ Bus and van parades➤ Display of publicity materials (e.g. banners, buntings and posters) in all districts➤ Briefing sessions for owners' corporations and mutual aid committees
Registration and Electoral Office	<ul style="list-style-type: none">➤ Central briefing for candidates and reference materials➤ Mock polling stations➤ Dedicated website on 2008 LegCo Election and hyperlinks to the website➤ Hotline service to answer public enquiries related to the election➤ Press release➤ Special TV/radio programmes➤ Placement of advertisements on public transportations (e.g. MTR stations and trains, bus, tram and taxi bodies)
Information Services Department	<ul style="list-style-type: none">➤ TV and radio announcements of public interests (APIs)➤ Display of publicity materials (e.g. banners and billboards) at vantage points➤ Production of souvenirs➤ Placement of newspaper and internet advertisements

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| Independent
Commission Against
Corruption | <ul style="list-style-type: none">➤ TV and radio APIs on clean elections➤ Briefing sessions on Elections (Corrupt and Illegal Conduct) Ordinance➤ Hotline services to handle public enquiries and receive reports related to corrupt and illegal conducts in the election |
| Radio Television Hong
Kong | <ul style="list-style-type: none">➤ Kick-off ceremony➤ Election forums for both GC and FC elections➤ TV and radio segments on candidates' election platforms |