

**立法會**  
**Legislative Council**

LC Paper No. CB(1)2463/09-10  
(These minutes have been seen by  
the Administration)

Ref : CB1/PL/ITB/1

**Panel on Information Technology and Broadcasting**

**Minutes of meeting**  
**held on Thursday, 13 May 2010, at 2:30 pm**  
**in Conference Room A of the Legislative Council Building**

- Members present** : Dr Hon Samson TAM Wai-ho, JP (Chairman)  
Hon LEE Wing-tat (Deputy Chairman)  
Ir Dr Hon Raymond HO Chung-tai, SBS, S.B.St.J., JP  
Hon CHEUNG Man-kwong  
Hon CHAN Kam-lam, SBS, JP  
Hon LAU Kong-wah, JP  
Hon Emily LAU Wai-hing, JP  
Hon Andrew LEUNG Kwan-yuen, SBS, JP  
Hon WONG Ting-kwong, BBS, JP  
Hon Ronny TONG Ka-wah, SC  
Hon Cyd HO Sau-lan  
Hon IP Kwok-him, GBS, JP  
Hon Mrs Regina IP LAU Suk-ye, GBS, JP
- Member absent** : Hon Timothy FOK Tsun-ting, GBS, JP
- Public officers attending** : Agenda item IV  
Mr Alan SIU, JP  
Deputy Secretary for Commerce and Economic  
Development (Communications and Technology)
- Mr Jerry LIU  
Head of Create Hong Kong  
Commerce and Economic Development Bureau

Ms Ida LEE  
Principal Assistant Secretary for Commerce and  
Economic Development (Communications and  
Technology)B

Agenda item V

Miss Elizabeth TSE, JP  
Permanent Secretary for Commerce and Economic  
Development (Communications and Technology)

Mr Alan SIU, JP  
Deputy Secretary for Commerce and Economic  
Development (Communications and Technology)

Mr Jerry LIU  
Head of Create Hong Kong  
Commerce and Economic Development Bureau

Ms Ida LEE  
Principal Assistant Secretary for Commerce and  
Economic Development (Communications and  
Technology)B

Agenda item VI

Miss Elizabeth TSE, JP  
Permanent Secretary for Commerce and Economic  
Development (Communications and Technology)

Mr Jeremy GODFREY  
Government Chief Information Officer

Mr Stephen MAK, JP  
Deputy Government Chief Information Officer  
(Consulting and Operations)

Mr Bassanio SO  
Deputy Government Chief Information Officer (Policy  
and Customer Service)

**Attendance by invitation** : Agenda item IV

Hong Kong Design Centre

Dr Edmund Lee  
Executive Director

**Clerk in attendance** : Ms YUE Tin-po  
Chief Council Secretary (1)3

**Staff in attendance** : Mr Bonny LOO  
Assistant Legal Adviser 3

Ms Annette LAM  
Senior Council Secretary (1)3

Ms May LEUNG  
Legislative Assistant (1)6

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Action

**I. Confirmation of minutes of meeting**

(LC Paper No. CB(1)1771/09-10 -- Minutes of meeting held on 8 March 2010)

The minutes of the meeting held on 8 March 2010 were confirmed.

**II. Information papers issued since the last meeting**

(LC Paper No. CB(1)1774/09-10(01) -- Letter from Hon LEE Wing-tat proposing to discuss the related issues on information and communications technology under the Framework Agreement on Hong Kong/Guangdong Co-operation dated 27 April 2010

LC Paper No. CB(1)1815/09-10(01) -- Letter from Hon LEE Wing-tat on the sponsorship of radio programme by political parties dated 28 April 2010

LC Paper No. CB(1)1816/09-10(01) -- Submission on radio advertising of a political nature from a member of the public dated 29 April 2010

LC Paper No. CB(1)1854/09-10(01) -- Submission on sponsored programme and advertising of a political nature on radio and electronic media from a member of the public dated 7 May 2010

LC Paper No. CB(1)1861/09-10(01) -- Letter from Hon WONG Ting-kwong on related issues on fair and balanced reporting by mass media dated 7 May 2010  
(Chinese version only)

LC Paper No. CB(1)1895/09-10(01) -- Submission from Mr Martin OEI on Hon WONG Ting-kwong's letter dated 7 May 2010 issued vide LC Paper No. CB(1)1861/09-10(01)  
(Chinese version only)  
*(tabled at the meeting and subsequently issued via email on 13 May 2010)*

2. Members noted that the above papers had been issued for the Panel's information.

3. The Chairman informed the meeting that the item "Related issues on information and communications technology under the Framework Agreement on Hong Kong/Guangdong Co-operation" proposed by Hon LEE Wing-tat had been included in the list of outstanding items for discussion. He urged the Administration to brief the Panel on the subject as soon as practicable.

4. The Chairman referred to the letters from Hon LEE Wing-tat and Hon WONG Ting-kwong, and also submissions from members of the public regarding sponsorship of radio programme and advertising of a political nature. He said that on his instruction, the Secretariat had written to the Broadcasting Authority (BA) enquiring, among other things, details of the current regulatory regime governing sponsorship of radio programmes and/or advertising of a political nature, and whether the sponsored programme and/or announcement in question contravened any provisions of the relevant legislation, codes of practice and/or licence conditions. The BA had not yet responded to the enquiry.

5. At this juncture, Ms Emily LAU raised a point of procedure on whether it was proper for the Chairman to chair the discussion of the subject in question. Referring to the view expressed by some members of the public in their submissions to the Panel that the Chairman should not chair the discussion of the subject concerned in view of his commissioning of the programmes entitled "IT Talk" broadcast by Hong Kong Cable Television Limited between May and June 2008, she suggested that in order to avoid conflict of interest and to ensure fair conduct of the meeting, the discussion should be chaired by the Deputy Chairman, Hon LEE Wing-tat instead.

6. Mr Andrew LEUNG was of the view that it would neither be proper for Hon LEE Wing-tat, as a member of the Democratic Party associated with the alleged political advertising, to chair the meeting. Mr Andrew LEUNG, Mr WONG Ting-kwong and Mr LAU Kong-wah considered it proper for the Chairman to continue chairing the discussion on the meeting arrangements. They also supported the Chairman to chair the proceedings of the future meetings when the subject matter was discussed.

7. Mr LEE Wing-tat said that the recent media reports about the sponsorship of radio programme by a certain political party and a paid radio announcement appealing to the audience to join the march against the proposal on constitutional reform had aroused public concern on the regulation of sponsorship of radio programmes and advertising. There were also concerns that sponsored programme and paid announcement of such a nature might amount to political propaganda, and that political parties with a stronger financial position would be more able to buy airtime to promote themselves, thereby monopolizing the media. He suggested that a special meeting be held to discuss the matter, and that representatives from the BA and the Hong Kong Commercial Broadcasting Company (Commercial Radio) should be invited to take part in the discussion.

8. The Chairman reminded members that the purview of the Panel was to monitor and examine Government policies and issues of public concern relating to broadcasting, information technology, telecommunications, film services and creative industry. It had no mandate to handle individual complaints that came under the purview of the BA.

9. While agreeing that the Panel should not examine individual cases, Mr Ronny TONG supported reviewing the current broadcasting policies and the scope of the regulatory regime that was provided for under the Broadcasting Authority Ordinance (Cap. 391) and/or any other legislation or relevant codes of practice with a view to examining whether there was a need for amending the legislation or issuing additional guidelines.

10. Ms Emily LAU said that the current regulatory regime, which allowed only the Government to promote its policies on radio and electronic media while no other advertisement of a political nature could be broadcast except with the prior approval of the BA, should be reviewed. She suggested that while awaiting the BA's response to the Panel's enquiry and the outcome of the BA's investigations into the complaints, a special meeting should be held to provide a forum for members of the public, the media and the academics to express their views on the relevant policy issues. She requested the Legislative Council (LegCo) Secretariat to prepare an information note on overseas practice in this regard for the Panel's reference.

*(Post-meeting note: The information note was issued to members vide LC Paper No. IN18/09-10 on 10 June 2010.)*

11. Mrs Regina IP noted that it was common practice in overseas jurisdictions such as the United Kingdom and the United States for political parties to commission advertising of a political nature. She supported that a special meeting be held to examine the current broadcasting policies and the governing legislation.

12. Mr IP Kwok-him said that related broadcasting policies on fair and balanced reporting by mass media in public affairs programme and commentary should also be examined. While agreeing that a meeting should be held, Mr LAU Kong-wah and Mr IP Kwok-him suggested that the matter be discussed at a later

stage when the BA had concluded its investigation into the alleged contravention as it would only be natural to make reference to the relevant incidents in the process of discussion.

13. The Deputy Secretary for Commerce and Economic Development (Communications and Technology) (DSCED(CT)) informed the meeting that the BA was conducting investigation into the complaints received in accordance with the established procedures. The public would be notified of the BA's ruling upon completion of the investigation, which would normally take one to two months' time. As far as he knew, the BA would soon reply to the Panel's enquiry.

14. Mr CHEUNG Man-kwong disagreed deferring the discussion pending the outcome of BA's investigation as discussion by the Panel on policy matter would not and should not affect the outcome of the BA's investigation and vice versa. Mr Ronny TONG said that policy discussion by the Panel needed not involve individual cases. He opined that a review of the broadcasting policy by the Panel and the BA's investigation into the complaints were separate issues that could be conducted in parallel. Mr LEE Wing-tat was of the view that the Panel discussion should focus on policy matter without making reference to individual cases.

15. Members agreed that a meeting be held to discuss the relevant policy matter with the Administration prior to the outcome of the BA's investigation into the complaints. The Administration was requested to invite representatives from the BA to take part in the discussion. The Chairman instructed the LegCo Secretariat to liaise with the Administration on meeting arrangement.

### **III. Date of next meeting and items for discussion**

(LC Paper No. CB(1)1843/09-10(01) -- List of outstanding items for discussion

LC Paper No. CB(1)1843/09-10(02) -- List of follow-up actions)

16. Members noted that a special meeting would be held on 31 May 2010 at 9:30 am to receive views from deputations on the future operation of the Radio Television Hong Kong and the new Charter.

17. Members noted that a regular Panel meeting would be held on 14 June 2010 at 2:30 pm to discuss the following items proposed by the Administration:

- (a) Spectrum Utilization Fee; and
- (b) Review of Local Access Charge.

*(Post-meeting note: With the concurrence of the Panel Chairman, item (a) was replaced by the item "Progress report on the pilot run of Customer Complaint Settlement Scheme", and the item "Sponsored programme and advertising of a political nature on radio" was added to the agenda of the*

regular Panel meeting scheduled for 14 June 2010.)

**IV. Progress report on the work of Hong Kong Design Centre**

(LC Paper No. CB(1)1843/09-10(03) -- Administration's paper on Hong Kong Design Centre's activities from April 2009 to March 2010

LC Paper No. CB(1)1843/09-10(04) -- Paper on Hong Kong Design Centre prepared by the Legislative Council Secretariat (updated background brief)

LC Paper No. CB(1)1870/09-10(01) -- Administration's paper on Hong Kong Design Centre (power-point presentation materials))  
*(tabled at the meeting and subsequently issued via email on 14 May 2010)*

Presentation by the Administration

18. At the invitation of the Chairman, the Executive Director of the Hong Kong Design Centre (ED/HKDC) gave a power-point presentation on the work and activities of HKDC between April 2009 and March 2010 to establish Hong Kong as a centre of design excellence in Asia.

*Promoting the development of creative industries*

19. Referring to the HKDC's aim to promote Hong Kong as a prime regional design centre, Ms Emily LAU enquired about the position of Hong Kong's creative industries in the international arena. DSCED(CT) said that Hong Kong had all along been in a leading position in the region in the development of creative industries. Through a wide variety of programmes and collaboration with local, Mainland and international partners, Hong Kong could establish itself as a centre of design excellence in Asia as a first step towards international acclaim. In fact, HKDC's flagship event, the annual Business of Design Week (BODW), had been one of the most significant events on the international design calendar and Asia's leading annual event on design, innovation and brands. Leading design countries including the United Kingdom, France and Italy were past partner countries of BODW. Japan would be the partner country for BODW 2010.

20. Mrs Regina IP referred to the practice in overseas countries such as the United Kingdom, Australia and Korea where there were ministerial officials in the cabinet responsible for the promotion of technology and the cultural and creative industries. She called on the Administration to draw reference from the successful experience of these economies, for example, by setting up a policy bureau to promote innovation and technology as well as cultural and creative industries, and providing an enabling environment to facilitate the development of creative culture, attract a pool of talents to help flourish diversified and innovative ideas, and assist

the industries to explore business opportunities. She urged the Administration to reconsider the definition of creative industries, and broaden the scope of creative industries to embrace a wide range of sectors.

21. Mr LAU Kong-wah expressed concern whether the existing piecemeal and fragmented approach in promoting innovation and creativity through various different schemes and funds were sufficient in driving the development of creative industries in Hong Kong and in enhancing the competitive edge of Hong Kong in the face of external competition.

Admin

22. In response, DSCED(CT) said that the Administration attached great importance to fostering a conducive environment favourable to the development of creative industries, and raising Hong Kong's profile as a regional creative capital and a design hub. To this end, a dedicated office "Create Hong Kong (CreateHK)" was set up in June 2009 to drive the development of creative industries in Hong Kong, to coordinate the work of different departments, and to achieve greater synergy through integration of resources. To ensure better coordination and cost-effective deployment of various funding resources, the existing funds and schemes which were currently scattered among different agencies and departments for the development of creative industries had been centralized under the management of CreateHK. At the Panel's request, the Administration undertook to provide information on the practices in overseas jurisdictions and facilitating measures adopted to promote creative industries.

23. Mr Andrew LEUNG sought elaboration on HKDC's participation in the World Exposition 2010 Shanghai China (Shanghai Expo), and enquired about the initiatives undertaken to foster closer partnership and cooperation with creative and design professionals in the Mainland and build strategic networks with Mainland enterprises in the area of design.

24. In response, ED/HKDC and DSCED(CT) informed the meeting that to tie in with the Shanghai Expo, HKDC had organized a multi-faceted programme entitled "Hong Kong: Creative Ecologies-Business, Living, Creativity" in Shanghai from May to October 2010. The 6-month programme, which included an exhibition and a series of forums and conferences with international and regional/local speakers, aimed at introducing Hong Kong's creative talent and promoting its design excellence to the Mainland market and visitors to the Shanghai Expo. The exhibition, under the banner "Creative Ecologies", and the conferences and workshops which featured the works of Hong Kong iconic designers covering genres from fashion and luxury goods to product and spatial design, would showcase the creative talent of emerging Hong Kong young designers, and articulate to global audience the creative ecologies that made Hong Kong so vibrant. A six-day tour to Shanghai for design students and young designers would be organized to broaden their horizon and facilitate exchange of ideas with design professionals and students in Shanghai.

25. On injecting design into businesses, Mr LAU Kong-wah urged the Administration to step up its efforts in encouraging enterprises to use design as a



value-enhancing tool in businesses, and transforming design activities into tradable deliverables, as well as promoting the use of Hong Kong design by Mainland enterprises, particularly those in the Pearl River Delta (PRD) region.

26. DSCED(CT) said that a "Hong Kong Design and Branding Seminar Series in the Pearl River Delta Region" had been organized to promote the engagement of Hong Kong companies with expertise in design and branding to assist Mainland enterprises to add value to their businesses. Programmes comprising forums, mini-exhibitions and business matching events were held in five Mainland cities in 2009. The 2010 series would be further extended to other cities.

27. On attracting overseas design talents and professionals to Hong Kong, the Chairman enquired about the number of overseas design companies that were attracted to establish business in Hong Kong over the past few years. He also urged the Administration to draw up key performance indicators to measure and evaluate the effectiveness of the promotion initiatives.

28. DSCED(CT) replied that the major initiatives of HKDC were mainly focused on assisting local design start-ups, enriching both novice and experienced designers' cultural awareness as well as business, entrepreneurial and professional skills. As regards performance indicators, ED/HKDC advised that HKDC was currently undertaking a research project on "A Study on Hong Kong Design Index" to develop and construct an index framework to measure the design performance of the design sector. The study would review the current dynamics of Hong Kong design industry, covering areas on design-related education, training and deployment of design in mainstream industrial or business process. A second-round consultation would be launched in summer and a report would be published upon completion of the study by the end of the year.

#### *Finance and corporate governance of Hong Kong Design Centre*

29. Ms Emily LAU noted with concern the decline in sponsorship for the past few years and enquired about the reasons for the decline. DSCED(CT) said that the global financial tsunami and the outbreak of the H1N1 had brought about a decrease in cash sponsorship. The amount of sponsorship as set out in Annex 2 of the Administration's paper (CB(1)1843/09-10(03)) had not included the sponsorship in kind secured.

30. Ms Emily LAU expressed concern about the corporate governance of HKDC and enquired about the incidents of administrative irregularities and non-compliance in the operation of HKDC. ED/HKDC said that HKDC was mindful of the need to improve internal control and ensure compliance with proper operational procedures. In fact, he had made it a rule to review irregularities and follow up on non-compliance cases at his regular meetings with the staff. An outside audit firm had been appointed to execute an internal audit programme covering areas related to projects, finance and administration.

*Other concerns*

31. Mrs Regina IP commented that the design items for sale at the Design Gallery of the Hong Kong Trade Development Council (HKTDC) were mediocre and yet expensive. She called for closer cooperation between HKDC and HKTDC so that Hong Kong designers and artists could provide innovative and creative input to signature products to showcase Hong Kong's creative talent.

32. Ms Emily LAU said that creativity would flourish only in a free society where creative minds enjoyed the freedom of speech and expression. She expressed grave concern that self-censorship which pervaded the local community and the media alike would stifle creativity and innovation. DSCED said that there was no pre-censorship in the media and the Government was committed to upholding freedom of speech and expression which was the cornerstone of Hong Kong's success and was also a basic human right guaranteed by law. He added that visual arts and digital entertainment had been included in the secondary school curriculum. Courses on design, multi-media and technology were also offered at tertiary institutions to nurture local creative talents and foster a creative atmosphere.

**V. Promoting the development of local creative industries**

(LC Paper No. CB(1)1520/09-10(05) -- Administration's paper on consultation report on the future operation of the Radio Television Hong Kong (RTHK) and the new RTHK Charter

LC Paper No. CB(1)1843/09-10(05) -- Administration's paper on promoting the development of creative industries (issued on 7 May 2010)

LC Paper No. CB(1)1843/09-10(06) -- Paper on promoting the development of creative industries prepared by the Legislative Council Secretariat (background brief)

LC Paper No. CB(1)1870/09-10(02) -- Administration's paper on promoting the development of creative industries (power-point presentation materials)) (Chinese version only) (*tabled at the meeting and subsequently issued via email on 14 May 2010*)

Presentation by the Administration

33. With the aid of power-point, the Principle Assistant Secretary for Commerce and Economic Development (Communications and Technology)B (PAS (CT)B) briefed members on the work of the CreateHK and the relevant initiatives

taken by the Government to support local creative industries and develop a creative economy in Hong Kong under the seven strategic areas set out in the development strategy.

*Promoting the development of creative industries*

34. Ms Emily LAU noted that quite a number of applications involving a substantial amount of money had been approved under the various funding schemes (i.e. the CreateSmart Initiative (CSI), the DesignSmart Initiative (DSI) and the Film Development Fund (FDF)) administered by CreateHK, and enquired about the details of the approved applications. Expressing concern about pre-censorship in vetting the applications, she asked about the vetting mechanism in place for the funding schemes.

35. In response, the Permanent Secretary for Commerce and Economic Development Communications and Technology (PSCED(CT)) said that all the applications were considered and approved in accordance with the terms and conditions endorsed by the Finance Committee for the various schemes. On the FDF, DSCED(CT) said that there would be no vetting of the content of scripts of the film productions. Assessment would be mainly based on the commercial viability of the film project, soundness of the applicant, and reasonableness of the proposed budget, etc. Applications for financing small-to-medium budget film productions would be vetted by a vetting committee comprising members from the Film Development Council and co-opted members from the film and related industries experienced in film production and financing. Another vetting committee comprising representatives of the industries, academics, etc was also established to support CreateHK in assessing funding applications under the CSI. He added that a list of the approved projects under CSI since its inception was provided at Annex B to the Administration's paper (CB(1)1843/09-10(05)). Information on the projects and applications approved under the various funding schemes were available on the relevant websites easily accessible to the public. The Administration undertook to provide to members the relevant web links.

*(Post-meeting note: The information provided by the Administration was issued to members vide LC Paper No. CB(1)2132/09-10(01) on 4 June 2010.)*

36. Mr CHAN Kam-lam noted that at present, Hong Kong had 32 000 creative industry-related establishments with more than 176 000 practitioners working in the industries which made up around 5% share of Hong Kong's Gross Domestic Product. He urged the Administration to draw up, in the long run, benchmarking target on the economic and social benefits to be brought about by creative industries, design and innovation against which to assess and evaluate the effectiveness of the various initiatives. He also called for additional measures to assist start-ups in creative industries.

37. DSCED(CT) noted the suggestion and said that the Design Incubation Programme operating at the InnoCentre and the Cyberport's IncuTrain Programme

were programmes in place to assist start-ups in the design sector and digital entertainment industry. Under the two programmes, incubatees were provided with financial assistance to help cover part of the costs in office rental, operation, business promotion and development. Office space, access to specialized hardware and software facilities, business development advice, legal services and marketing support were also provided to incubatees at discounted rates.

38. Citing the success of Korea in leading the world's design in games as an example, Mr Andrew LEUNG said that in addition to financial assistance, Government policy and legislative support was vital in driving the development of creative industries.

39. Noting that some of the creative events set out in the annual calendar of creative events (Annex C of the Administration's paper (CB(1)1843/09-10(05)) were organized by HKTDC, Ms Emily LAU asked whether such events were sponsored under CSI. In reply, PSCED(CT) and DSCED(CT) said that while the events organized by HKTDC were not sponsored under the CSI, these events together with other CSI sponsored programmes were included in the annual calendar which aimed to set out all the creative events to be held in the year. PSCED(CT) said that continued efforts would be made to encourage and support the organizations of creative events in Hong Kong to further enrich the calendar and strengthen Hong Kong's position as the creative capital in Asia.

*Nurturing creative human capital*

40. While noting that film and animation were included in the secondary school curriculum for visual arts, Mrs Regina IP expressed concern on whether the courses were of a standard recognized by overseas universities. She said that knowledge about culture, art, history and humanity subjects was important in laying a strong foundation for the development of creativity and innovation. She urged CEDB to work closely with the Education Bureau on integrating culture and creativity in the school curriculum. Concurring with Mrs IP, Ms Cyd HO said that mere technical and skill-based training was not sufficient and more should be done on the education front to nurture creative talents.

41. DSCED(CT) noted the suggestion and advised that apart from film and animation, there was a plan to further introduce creative elements of architecture and design into secondary school curriculum so as to expose secondary students to more creative elements to enhance their creative development. PSCED(CT) undertook that continued efforts would be made to foster a creative atmosphere and promote a culture of innovation and creativity within the community.

42. Ms Cyd HO enquired about the consultancy study commissioned by the Home Affairs Bureau whereby a set of some 40 indicators were identified to review the adequacy and effectiveness of the existing provision of public arts education in Hong Kong. At the Panel's request, the Administration undertook to provide information on the follow-up action taken by the Government in relation to the study, and the indicators that had been adopted/not adopted and the reasons thereof.

**VI. Progress update on E-Government development**

(LC Paper No. CB(1)1843/09-10(07) -- Administration's paper on progress update on E-Government development

LC Paper No. CB(1)1843/09-10(08) -- Paper on E-Government programmes prepared by the Legislative Council Secretariat (updated background brief))

Presentation by the Administration

43. At the invitation of the Chairman, PSCED(CT) briefed members on the latest progress on the implementation of E-government programme in the past year, and the forthcoming initiatives to encourage bureaux and departments to achieve their policy objectives or goals through adoption of information and communication technology (ICT).

*Further development of GovHK*

44. Mrs Regina IP commended the GovHK, saying that the industry and public feedback on the revamped website was favourable. She sought elaboration on the future initiative in personalizing the website. In response, the Government Chief Information Officer (GCIO) said that the next stage of enhancement was to develop a personalized version of the website (MyGovHK) to enhance the user experience of GovHK and provide the services they need in a more efficient and effective manner. To make it easier for citizens to use the services that were most relevant to them, users would be provided with a personalized homepage in the language of their choice, e-alert and easy sign-on function to access different online public services via an integrated user account. Continued efforts would be made to enhance the personalization features progressively.

*E-engagement*

45. While expressing support for the new initiative of post-linked email accounts which made the Government more accessible to the public, Mrs Regina IP was of the view that politically appointed principal officials should have a directly accessible personal email-account for engaging the public. GCIO said that different bureaux and departments, as well as individual government officials, had conducted a wide variety of e-engagement activities on different policy initiatives from time to time. The use of the different forms of e-engagement such as e-mail, Facebook, blogs, hosting dedicated websites and/or discussion forums was a matter of individual choice. Continued efforts would be made to encourage more personalized form of e-engagement, and promote different forms of e-engagement and social media tools to personalize the Government and make the Government more accessible to the public. PSCED(CT) added that the role of the Office of the Government Chief Information Officer was to provide technical advice and assistance to bureaux and departments on various forms of e-engagement and

social media tools available. It would ultimately be for the bureaux and departments concerned to choose the particular e-engagement activities that best suit their needs.

46. Ms Emily LAU commented that the three-hour Facebook session hosted by the Secretary for Transport and Housing to collect public views on the express rail link was too short and failed to adequately engage the public. GCIO said that while the experience showed that a limited session on the Facebook might not be able to meet the demand for engagement, it was nevertheless a step forward in experimenting with the use of Facebook for e-engagement. He added that while social media sites such as Facebook, Twitter, YouTube were popular, it was however necessary to balance the need to engage the public and the amount of time involved in the e-engagement process. The more common way was to establish discussion forums within the social media sites to provide the platform for discussion on policy initiatives and specific issues among stakeholders and for government officials to participate as a stakeholder from time to time.

Admin

47. In response to the Chairman's enquiry about the study on overseas practices on e-engagement, GCIO said that practices in the United States, United Kingdom, Australia and Singapore were examined and references would be drawn from practices applicable to Hong Kong. At the Chairman's request, the Administration undertook to report to the Panel the findings of the study.

*E-government services for small and medium sized enterprises*

48. Mr WONG Ting-kwong noted that according to the survey on user satisfaction with different channels of government service delivery, a larger proportion of small and medium-sized enterprises (SMEs) had used the in-person channel (61%) and postal channel (47%) while a lower proportion had used Internet channel (50%) and phone (19%). He was concerned whether the relatively low usage of the Internet by SMEs was due to insufficient publicity to promote the awareness of the service, and the lack of technical know-how on the part of the SMEs. He also questioned whether the design of the Internet programme was user-friendly to SMEs. He urged the Administration to identify the barriers and address the problems accordingly. In response, GCIO said that some SMEs might prefer a more conventional operational model, such as keeping paper documents for record purpose. Action would be taken to review and discuss the survey findings with the relevant bureaux and departments to further enhance the E-government services and make the services more user-friendly.

*Electronic Health record (eHR)*

49. Ms Emily LAU enquired about the progress of the development of the eHR Programme. She said that she was given to understand that the processing of health vouchers for the elderly had been held up as many medical practitioners were without computers. GCIO said that discussion was underway with the medical sector to encourage doctors' participation in the eHR system, and to provide incentives (such as lowering the cost of the programme software) and

technical assistance to medical practitioners to facilitate their link-up with the system infrastructure. Patients' preference for doctors who subscribed to the eHR system might also help to incentivize doctors to join the system. Deputy Government Chief Information Officer (consulting and Operations) added that so far more than 2 600 healthcare providers had joined the health voucher system and more than 560 000 applications had been processed through the system.

**VII. Any other business**

50. There being no other business, the meeting ended at 4:30 pm.

Council Business Division 1  
Legislative Council Secretariat  
8 July 2010