

Legislative Council Panel on Constitutional Affairs

**Voter Turnout Publicity Campaign for the
2012 Legislative Council Election**

Purpose

This paper informs Members of the main features of the Voter Turnout Publicity Campaign (the Campaign) for the 2012 Legislative Council (LegCo) election.

Background

2. The 2012 LegCo election will be held on 9 September 2012 (polling day). As for previous elections, we will launch a publicity campaign for the 2012 LegCo election to encourage electors to cast their votes at the election. A working group chaired by the Constitutional and Mainland Affairs Bureau has been set up to coordinate the planning and implementation of the Campaign. The working group comprises representatives from the Registration and Electoral Office (REO), Home Affairs Department, Information Services Department, Independent Commission Against Corruption, and Radio Television Hong Kong.

3. From 1 April to 16 May 2012, we have launched TV and radio Announcements of Public Interest (APIs) to encourage eligible persons to register as electors. From mid-July to 9 September 2012, we will launch the Campaign.

Main features of the Campaign for the 2012 LegCo election

Objectives

4. The objectives of the Campaign are –
- (a) to promote general awareness of the polling day of the 2012 LegCo election among the electors (estimated to be around 3.6 million in total);

- (b) to encourage nominations of candidates;
- (c) to publicise the electoral procedures, particularly for the new District Council (Second) Functional Constituency (DC(second)FC) ; and
- (d) to promote clean and fair election.

Timing

5. The Campaign will run for eight weeks from mid-July to the polling day on 9 September 2012. The emphasis during the nomination period 18 to 31 July will be put on encouraging nomination of candidates. For the remaining period, emphasis will be put on the electoral procedures, promotion of clean and fair election, and encouraging electors to cast their votes, particularly during the count-down week to the polling day.

Activities

6. Following a kick-off ceremony in the second half of July, a series of activities will be held, including –

- (a) TV and radio APIs will be broadcast;
- (b) special radio programmes will be produced;
- (c) souvenirs will be produced and distributed to the public to remind them of the polling date and encouraging them to cast their votes;
- (d) giant wall banners and billboards on the exterior walls of commercial and government buildings will be mounted;
- (e) advertisements will be placed at vantage points (e.g. major vehicular tunnels, MTR stations and trains, buses, trams and taxi bodies, ferry piers), lamppost buntings, and newspapers;
- (f) advertisements will be placed on popular internet websites and a smartphone application programme (app) will be launched;

- (g) election forums will be held and broadcast on TV and radio to facilitate electors' understand of the candidates' platforms;
- (h) mock polling stations at various locations will be set up for electors to familiarize themselves with the polling procedures;
- (i) dedicated websites will be set up for easy access to information on the election itself and clean election;
- (j) briefing sessions will be held for candidates, owners' corporations and mutual aid committees on the proper conduct of electioneering and canvassing activities, and electoral legislation and guidelines; and
- (k) enquiry and reporting hotlines will be set up.

Publicity for DC(second)FC

7. The DC(second)FC is a new FC in the 2012 LegCo election. With the introduction of this new FC, each elector will have one vote for the geographic constituency and one vote for the functional constituency unless he opts not to register in the latter.

8. As the DC(second)FC is a newly established FC, among the APIs to be produced, some will be dedicated to introducing to electors the electoral procedures of this new FC.

Financial Implications

9. \$33 million has been earmarked for the activities outlined in paragraph 6 above. Sufficient provision has been included under REO's Head of Expenditure for 2012-13.

Advice Sought

10. Members are invited to note the content of this paper.

Constitutional and Mainland Affairs Bureau May 2012