

**Information Note for the  
Legislative Council Panel on Constitutional Affairs**

**2000 Voter Registration Campaign**

**Purpose**

This paper seeks to inform Members of the main features of the 2000 Voter Registration Campaign which will be held in the first quarter of 2000.

**Background**

2. Elections of the second term Legislative Council (LegCo) will be held in September 2000. In line with our past practice during general election years, we will organise a large scale Voter Registration (VR) Campaign for the 2000 LegCo election. The campaign will last for two months, running from 17 January until 16 March 2000. An inter-departmental steering group comprising representatives from Constitutional Affairs Bureau (CAB), Home Affairs Bureau (HAB), Home Affairs Department (HAD), Information Services Department (ISD), Registration and Electoral Office (REO), Radio Television Hong Kong (RTHK) and Independent Commission Against Corruption has been formed to work out details of the VR Campaign and formulate publicity strategy in promoting voter registration.

**Main Features of the 2000 VR Campaign**

**(a) *Objectives***

3. In addition to encouraging new and eligible electors for geographical constituencies (GC) to get registered, the 2000 VR Campaign will aim at promoting registration of electors for functional constituencies (FC) as well as subsector voters of the Election Committee (EC). We will also remind registered electors who have moved houses to update their addresses with REO.

**(b) *Publicity Programme***

4. We have formulated a comprehensive publicity programme to arouse community awareness of the VR Campaign. Apart from appealing to all eligible electors to get registered as the first important step to enable their participation in the 2000 LegCo election, another key message of the publicity programme is to remind those registered electors who have moved houses to update their addresses with REO. In line with our registration efforts, special

programmes will be designed to reach certain target groups such as young people.

5. Details of the publicity programme are at Annex.

**(c) *Household Visits***

6. A main component of our VR campaign is a full-scale door-to-door visit to all the two million households in the territory to be conducted by HAD. HAD's temporary community organisers (TCOs) will be employed to conduct household visits during weekday evenings throughout the two-month campaign period. The purpose of the household visits is two-fold: to help all the potential electors to get registered, and to verify and, if necessary, update the records of registered electors on the existing electoral rolls. The exercise itself is also conducive to enhancing community's awareness and interest in elections and related activities. There will be publicity in the media to inform the community of the household visits.

**(d) *Young People***

7. We aim to attract more young people to register as voters by, for example, placing appeal advertisements in university bulletins, popular youth magazines and on the Internet, and setting up roving voter registration kiosks and counters in youth centres and shopping arcades frequented by young people. Registration forms will be distributed to matriculants through schools and assistance be sought from the Immigration Department to help 18-year-old people get registered when they turn up to collect their new adult identity cards.

**(e) *Registration of FC Electors and EC Subsector Voters***

8. In mid-January 2000, REO will issue appeal letters together with simple mail-in registration forms and guidance notes to each eligible FC elector or EC subsector voter who has yet to be registered. REO will also write to seek the assistance of representative organisations in encouraging their members to get registered.

**(f) *Budget***

9. The total budget for the entire voter registration campaign is about \$60 million. Sufficient resources have been set aside to meet the financial requirements.

**Consultation with the Electoral Affairs Commission**

10. The Electoral Affairs Commission has endorsed the proposals as set out in this paper.

**Conclusion**

11. Members are requested to note the content of this paper.

Constitutional Affairs Bureau  
December 1999

**Publicity Programmes to Promote  
the 2000 Voter Registration Campaign**

***Publicity Programme***

**(A) Territory-wide programmes**

- TV and radio APIs, special radio programmes in commercial stations, pop concert for young people, Voter Registration Special for Artistes, roving registration kiosks at universities and public government offices/shopping malls, posters and leaflets, vantage point and Internet advertising, advertisements in newspaper and trade journals, cinema advertising

**(B) District activities**

- buntings and banners, bus parades, special district activities, special appeals to secondary schools, souvenirs, advertisements in district newspaper

**(C) RTHK programmes**

- kick-off ceremony, special TV and radio programmes, outreaching radio programmes at new residential development

**(D) ICAC programmes**

- press interviews and press releases to remind the general public their responsibility in providing accurate and genuine information on voter registration, radio programmes to remind the public of the serious consequence of vote planting

**(E) REO**

- press interviews, briefings and releases, visits to Electoral Information Centre, enquiry hotlines, appeal letters to eligible electors of respective functional constituencies (FC), briefings for FC electors