

**Replies to supplementary questions raised by Finance Committee Members in examining the
Estimates of Expenditure 2013-14**

**Director of Bureau : Secretary for Food and Health
Session No. : 18**

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**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)01

Question Serial No.

S187

Head: 22 Agriculture, Fisheries and
Conservation Department

Subhead (No. & title):

Programme: (3) Animal, Plant and Fisheries Regulation and Technical Services

Controlling Officer: Director of Agriculture, Fisheries and Conservation

Director of Bureau: Secretary for Food and Health

Question:

Regarding the special meeting held today, when I enquired about the "Trap-Neuter-Return" policy and whether killing will be minimised, the Director remarked that stray dogs were fierce and there were quite a number of biter cases. Please provide the numbers of biter cases involving stray dogs in 2010, 2011 and 2012 respectively.

Asked by: Hon. HO Chun-yan, Albert

Reply:

The number of biter cases involving stray dogs in 2010, 2011 and 2012 is as follows:

Calendar Year	Number of biter cases involving stray dogs
2010	768
2011	561
2012	756

Name in block letters: Alan WONG

Post Title: Director of Agriculture, Fisheries and Conservation

Date: 18 April 2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)02

Question Serial No.

S175

Head: 22 Agriculture, Fisheries and
Conservation Department

Subhead (No. & title): 700 General non-recurrent

Programme:

Controlling Officer: Director of Agriculture, Fisheries and Conservation

Director of Bureau: Secretary for Food and Health

Question:

Referring to Reply Serial No. FHB(FE)040/Question Serial No. 1938:

- According to the Administration's reply, the 2013-14 estimate (\$521,842,000) of the General non-recurrent expenditure under Non-Recurrent expenditure is 56.5% lower than the 2012-13 approved estimate and 47.1% lower than the 2012-13 revised estimate mainly because of the reduction in the projected cash flow requirement for the one-off assistance package to fishermen affected by the trawl ban. What are the reasons for the reduction in the projected cash flow requirement?
- The Administration is requested to further provide for reference the actual expenditure, estimated expenditure and revised expenditure items under the AFCD's General non-recurrent expenditure in the past three years (2010-11, 2011-12 and 2012-13).

Asked by: Hon. HO Chun-yin, Steven

Reply:

The approved commitment for the one-off assistance package to fishermen affected by the trawl ban is mainly for making ex-gratia payments to affected trawler owners. The processing of applications has largely been completed. We have disbursed the bulk of the ex-gratia payments to eligible applicants in 2012-13. Therefore, the projected cash flow for the one-off assistance package will be reduced in 2013-14.

The expenditure items covered by the General non-recurrent expenditure under the Operating Account of the Agriculture, Fisheries and Conservation Department in the past three years are as follows -

General non-recurrent expenditure under Head 700	2010-11			2011-12			2012-13		
	Approved estimate (\$'000)	Revised estimate (\$'000)	Actual expenditure (\$'000)	Approved estimate (\$'000)	Revised estimate (\$'000)	Actual expenditure (\$'000)	Approved estimate (\$'000)	Revised estimate (\$'000)	Actual expenditure (\$'000)
Setting up a marine sanctuary in the Sha Chau and Lung Kwu Chau area	800	0	0	800	300	0	500	500	697
Artificial reefs project	200	600	346	3,000	1,800	1,523	3,000	100	24
Compilation of Hong Kong Flora	1,414	519	519	895	895	880			
Additional cleansing of country park facilities and enhancing hygiene of government wholesale food markets	3,080	3,727	3,489	734	102	60	357	357	18
Ex-gratia payments to live poultry farmers, wholesalers and related transporters and one-off grants to assist affected live poultry farm, wholesale and transport workers under the buyout package	9,995	545	545						
One-off assistance package to trawler vessel owners affected by the trawl ban and other related measures				0	9,000	6,750	1,194,600	984,250	950,160
Compensation for the birds slaughtered by orders issued under the Public Health (Animals and Birds) Regulations in 2011				0	0	578			
Hardship alleviation package for avian influenza case at Bird Garden on 5 July 2012							0	926	926
Total	15,489	5,391	4,899	5,429	12,097	9,791	1,198,457	986,133	951,825

Name in block letters: Alan WONG

Post Title: Director of Agriculture, Fisheries and Conservation

Date: 18 April 2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)03

Question Serial No.

S179

Head: 22 Agriculture, Fisheries and
Conservation Department

Subhead (No. & title):

Programme: (3) Animal, Plant and Fisheries Regulation and Technical Services

Controlling Officer: Director of Agriculture, Fisheries and Conservation

Director of Bureau: Secretary for Food and Health

Question:

Regarding strengthening import and export control of animals, please set out by year the following information:

- (a) The respective numbers of cats and dogs implanted with microchips and licensed by the Administration from 2008 to 2012.
- (b) The respective numbers of cats and dogs euthanised by the Administration from 2008 to 2012.

Asked by: Hon. TIEN Puk-sun, Michael

Reply:

- (a) Under the Rabies Ordinance, Cap. 421, any person who keeps a dog over the age of five months must obtain a valid licence issued by the Director of Agriculture, Fisheries and Conservation after the dog has been vaccinated against rabies and implanted with microchip. The licence shall be renewed every three years upon revaccination. There is no such requirement imposed on cats.

The number of dog licences issued from 2008 to 2012 is as follows:

Calendar Year	Number of Dog Licence Issued		
	New	Renewal	Total
2008	24 287	29 497	53 784
2009	24 254	37 634	61 888
2010	23 172	36 131	59 303
2011	20 738	41 961	62 699
2012	19 324	46 216	65 540

- (b) The number of cats and dogs euthanised by the Agriculture, Fisheries and Conservation Department from 2008 to 2012 is as follows:

Calendar Year	Number of Animals Euthanised		
	Cat	Dog	Total
2008	3 923	10 240	14 163
2009	3 497	9 085	12 582
2010	3 047	7 420	10 467
2011	2 422	6 561	8 983
2012	1 950	5 675	7 625

Name in block letters: Alan WONG

Post Title: Director of Agriculture, Fisheries and Conservation

Date: 18 April 2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)04

Question Serial No.

S176

Head: 22 Agriculture, Fisheries and
Conservation Department

Subhead (No. & title):

Programme: (1) Agriculture, Fisheries and Fresh Food Wholesale Markets

Controlling Officer: Director of Agriculture, Fisheries and Conservation

Director of Bureau: Secretary for Food and Health

Question:

Regarding Reply Serial No. FHB(FE)037, how many hectares of land in total are zoned for agricultural use in Hong Kong at present according to the latest information? How many of them are government-owned and privately-owned, and how many are government-owned and privately-owned abandoned agricultural land? How will the Administration assess the effectiveness of the promotion work on the rehabilitation of a total of 14 hectares of abandoned agricultural land in five years and whether the estimated target is achieved? Why hasn't the Administration conducted any qualitative study on agricultural land and implemented a grading system for such land so as to formulate corresponding measures to encourage more interested farmers and members of the public to engage in farming? Will the Administration regularly review the utilisation of the pieces of land zoned for agricultural use, whether they are suitable for continued agricultural use, and how to prevent illegal use of agricultural land?

Asked by: Hon. TSE Wai-chuen, Tony

Reply:

According to the Planning Department, there are about 3 278 hectares of land zoned as "Agriculture" on Outline Zoning Plans and Development Permission Area Plans gazetted under the Town Planning Ordinance, Cap. 131. As the land in most cases is under private ownership, how far we could take forward the agricultural land rehabilitation programme depends on the willingness of the landowners to lease out their land for farming. Moreover, the rents will be subject to negotiation between the landowners and the farmers. Upon successful leasing of land by the farmers, the Agriculture, Fisheries and Conservation Department will offer them a variety of services including technical support in respect of advice on crop husbandry and pest control, soil and water analysis, as well as assistance such as the lending of farm machinery, and the provision of low interest loans where necessary.

Name in block letters: Alan WONG

Post Title: Director of Agriculture, Fisheries and Conservation

Date: 18 April 2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)05

Question Serial No.

SV066

Head: 22 Agriculture, Fisheries and
Conservation Department

Subhead (No. & title):

Programme: (1) Agriculture, Fisheries and Fresh Food Wholesale Markets

Controlling Officer: Director of Agriculture, Fisheries and Conservation

Director of Bureau: Secretary for Food and Health

Question:

Pursuant to reply no. FHB(FE)037, the Administration is requested to provide information on

- (a) the number of sites, and the respective area, that have been zoned or planned for agricultural use;
- (b) the number of these sites that are under private ownership; and
- (c) what support (such as financial subsidies or technical support) are available to help those who are interested in farming on these sites.

Asked by: Hon. TSE Wai-chuen, Tony

Reply:

- (a) According to the Planning Department, there are about 3 278 hectares of land zoned as "Agriculture" on Outline Zoning Plans and Development Permission Area Plans gazetted under the Town Planning Ordinance, Cap. 131. There is no separate statistics on the number of sites zoned as "Agriculture" on these plans.
- (b) Most of the land in (a) is under private ownership.
- (c) Upon successful leasing of land by the farmers, the Agriculture, Fisheries and Conservation Department will offer them a variety of services including technical support in respect of advice on crop husbandry and pest control, soil and water analysis, as well as assistance such as the lending of farm machinery and the provision of low interest loans where necessary.

Name in block letters: Alan WONG

Post Title: Director of Agriculture, Fisheries and Conservation

Date: 18 April 2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)06

Question Serial No.

S160

Head: 22 Agriculture, Fisheries and
Conservation Department

Subhead (No. & title): 000 Operational expenses

Programme:

Controlling Officer: Director of Agriculture, Fisheries and Conservation

Director of Bureau: Secretary for Food and Health

Question:

- (1) Regarding Reply (c) in FHB(FE)087, what is meant by “animal welfare organisations (AWOs) that have entered into partnership with AFCD”?
- (2) Does it mean that those that haven't entered into partnership cannot apply for subvention?
- (3) Which organisations have successfully applied for subvention and / or have had their applications rejected? If there are such cases, please provide the list and the reasons for their successful / rejected applications.

Asked by: Hon. WONG Pik-wan, Helena

Reply:

- (1) It refers to those animal welfare organisations (AWOs) that are recognised by the Agriculture, Fisheries and Conservation Department (AFCD) as being suitable partners for providing animal re-homing services. These AWOs must operate on a non-profit making basis and comply with the requirements imposed by AFCD in ensuring proper re-homing of animals. There are currently 13 such AWOs.
- (2) At present, only those AWOs mentioned in (1) above are eligible to apply for subvention. To strengthen collaboration with and the provision of support to other AWOs, AFCD is planning to extend the partnership programme to cover other AWOs not currently engaged in animal re-homing, thereby facilitating them to carry out programmes and activities relating to promotion of animal welfare and proper animal management. This will allow more AWOs to enter into partnership with AFCD and thus become eligible to apply for subvention. To ensure proper use of public money, only those AWOs that are properly constituted with good record keeping and accounting systems and managed by people with a strong sense of responsibility will be considered.
- (3) Over the past two years, a total of nine applications for subvention have been received from the partnering AWOs including the Hong Kong Society of Herpetology Foundation, Hong Kong Dog Rescue, Lifelong Animal Protection Charity, Society for Abandoned Animals and Hong Kong Rabbit Society. All applications have been either fully or partly approved taking into account their relevance to the objective of the subvention (i.e. to support activities for the promotion of animal welfare and proper animal management), the justifications for the funding applied, the cost-effectiveness of the proposed projects/activities, and the availability of fund, etc.

Name in block letters: Alan WONG

Post Title: Director of Agriculture, Fisheries and Conservation

Date: 18 April 2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)07

Question Serial No.

S178

Head: 49 Food and Environmental Hygiene Subhead (No. & title):

Programme: (1) Food Safety and Public Health

Controlling Officer: Director of Food and Environmental Hygiene

Director of Bureau: Secretary for Food and Health

Question:

Please set out in tabular form the average daily quantities of fresh, chilled and frozen chickens, ducks, geese, beef, pork and other kinds of meat (in kilogram and number) imported into Hong Kong from the Mainland and their respective share of the same kind of poultry and meat imported from the Mainland each year from 2008 to 2012.

Asked by: Hon. TIEN Puk-sun, Michael

Reply:

For the years 2008 to 2012, the daily average quantity of fresh, chilled and frozen chicken, duck, goose, beef and pork imported from the Mainland and their respective share of the total import of each type of poultry or meat from the Mainland are as follows:

Chicken

	Fresh Chicken		Chilled Chicken		Frozen Chicken	
	Quantity (tonnes) ¹	%	Quantity (tonnes)	%	Quantity (tonnes)	%
2008	25.14	9.00%	80.07	28.65%	174.25	62.35%
2009	13.12	4.73%	117.47	42.37%	146.67	52.90%
2010	13.66	4.28%	129.00	40.46%	176.21	55.26%
2011	12.78	4.09%	115.97	37.14%	183.55	58.77%
2012	12.55	4.77%	103.69	39.36%	147.17	55.87%

Duck

	Fresh Duck		Chilled Duck		Frozen Duck	
	Quantity (tonnes)	%	Quantity (tonnes)	%	Quantity (tonnes)	%
2008	0	0%	59.68	90.99%	5.91	9.01%
2009	0	0%	59.58	90.92%	5.95	9.08%
2010	0	0%	54.74	90.46%	5.77	9.54%
2011	0	0%	55.58	88.45%	7.26	11.55%
2012	0	0%	55.64	86.09%	8.99	13.91%

Goose

	Fresh Goose		Chilled Goose		Frozen Goose	
	Quantity (tonnes)	%	Quantity (tonnes)	%	Quantity (tonnes)	%
2008	0	0%	26.84	99.41%	0.16	0.59%
2009	0	0%	33.06	99.46%	0.18	0.54%
2010	0	0%	36.70	97.89%	0.79	2.11%
2011	0	0%	27.78	87.97%	3.80	12.03%
2012	0	0%	30.74	99.39%	0.19	0.61%

Beef

	Fresh Beef		Chilled Beef		Frozen Beef	
	Quantity (tonnes) ²	%	Quantity (tonnes)	%	Quantity (tonnes)	%
2008	23.18	43.73%	0	0.00%	29.83	56.27%
2009	23.21	50.39%	0	0.00%	22.85	49.61%
2010	22.78	48.67%	0.02	0.04%	24.01	51.29%
2011	23.36	43.75%	0.44	0.82%	29.60	55.43%
2012	21.18	53.47%	0.04	0.10%	18.39	46.43%

Pork

	Fresh Pork		Chilled Pork		Frozen Pork	
	Quantity (tonnes) ²	%	Quantity (tonnes)	%	Quantity (tonnes)	%
2008	281.72	62.87%	30.49	6.80%	135.93	30.33%
2009	301.10	60.98%	43.80	8.87%	148.86	30.15%
2010	307.33	58.17%	39.50	7.48%	181.48	34.35%
2011	320.92	65.67%	40.46	8.28%	127.31	26.05%
2012	337.70	70.52%	30.92	6.46%	110.24	23.02%

Remarks

¹ Number in heads multiplied by their average weight of 1.86 kg

² Weight of slaughtered carcasses

Name in block letters: Clement LEUNG

Director of
Post Title: Food and Environmental Hygiene

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)08

Question Serial No.

S161

Head: 49 Food and Environmental Hygiene
Department

Subhead (No. & title):

Programme: (2) Environmental Hygiene and Related Services

Controlling Officer: Director of Food and Environmental Hygiene

Director of Bureau: Secretary for Food and Health

Question:

Regarding Reply Serial No. FHB(FE)125, please provide information on the following:

- (1) the grade(s) of the four staff members deployed to the Liquor Licensing Board as mentioned in part (a) of the reply; and
- (2) the estimated salary expense for these four officers in 2013-14.

Asked by: Hon. WONG Pik-wan, Helena

Reply:

- (1) Among the four staff deployed for providing secretariat service to the Liquor Licensing Board, three officers belong to the Executive Officer Grade and one officer belongs to the Clerical Officer Grade.
- (2) The estimated salary expense for the four officers in 2013-14 is \$2.6 million.

Name in block letters: Clement LEUNG

Post Title: Director of
Food and Environmental Hygiene

Date: 17.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)09

Question Serial No.

SV065

Head: 49 Food and Environmental Hygiene Subhead (No. & title):

Programme: (1) Food Safety and Public Health

Controlling Officer: Director of Food and Environmental Hygiene

Director of Bureau: Secretary for Food and Health

Question:

Pursuant to reply no. FHB(FE)098, the Administration is requested to provide information on whether and what measures would be implemented (such as development of rapid food tests) to improve the safety control and monitoring of imported food from the Mainland.

Asked by: Hon. WONG Pik-wan, Helena

Reply:

The Government is committed to enhancing food safety through a multi-pronged approach. It adopts the "from farm to table" strategy to safeguard public health by ensuring that food consumed by the public meets safety standards.

All live food animals and freshwater fish, and chilled or frozen meat or poultry imported from the Mainland must come from registered farms and processing plants recognised by the State General Administration of Quality Supervision, Inspection and Quarantine, and be accompanied with official health certificates issued by the Mainland authorities. Other than carrying out inspections of these farms and processing plants, the Centre for Food Safety (CFS) inspects live food animals, meat and poultry upon arrival at the boundary control points, and verifies the import documents including health certificates. CFS takes samples from each consignment of live poultry for avian influenza testing. Other imported livestock including pigs, cattle and goats have to pass drug residues testing, ante-mortem and post-mortem inspections at the slaughterhouses before they are supplied to local retail outlets.

All vegetables supplied to Hong Kong must also come from registered vegetable farms and production and processing establishments under the supervision of the relevant Entry-Exit Inspection and Quarantine Bureau. Other than conducting inspection of vegetable farms, CFS checks the documents accompanying the vegetable consignments, inspects the vegetables and takes samples for tests at the boundary control point.

In addition, CFS takes food samples at the import, wholesale and retail levels under its Food Surveillance Programme, to ensure that food on sale complies with the relevant legislation and is fit for human consumption. About 65 000 samples were tested in 2012. The overall satisfaction rate was 99.8%.

Name in block letters: Clement LEUNG

Director of
Post Title: Food and Environmental Hygiene

Date: 18.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)10

Question Serial No.

SV064

Head: 139 Government Secretariat:
Food and Health Bureau
(Food Branch)

Subhead (No. & title):

Programme: (2) Agriculture, Fisheries and Food Safety

Controlling Officer: Permanent Secretary for Food and Health (Food)

Director of Bureau: Secretary for Food and Health

Question:

Pursuant to reply no. FHB(FE)001, the Administration is requested to provide information about the financial and human resources required to operate the enquiry centres for supply of formula products.

Asked by: Hon. LAU Wai-hing, Emily

Reply:

The special hotline on supply of formula products run by the Efficiency Unit (EU) came into operation on 1 February 2013. EU has deployed 220 existing staff of 1823 to handle the special hotline. They are able to handle the additional calls generated by the special hotline on top of the calls received from 1823. Therefore, no additional manpower and financial resources are incurred by the special hotline.

Name in block letters: Mrs. Marion LAI

Post Title: Permanent Secretary for Food and
Health(Food)

Date: 18.4.2013

**CONTROLLING OFFICER'S REPLY TO
SUPPLEMENTARY QUESTION**

S-FHB(FE)11

Question Serial No.

S134

Head: 139 Government Secretariat:
Food and Health Bureau
(Food Branch)

Subhead (No. & title):

Programme:

Controlling Officer: Permanent Secretary for Food and Health (Food)

Director of Bureau: Secretary for Food and Health

Question:

In connection with the provision of public information and gathering of public opinions by means of the Internet, please advise of the following:

- (a) the particulars, in tabulated forms (see Annex 1), regarding the social media platforms set up and operated by bureaux/departments/public bodies or their agents (such as out-sourced contractors or consultants) for the past 3 years (2010-11, 2011-12 and 2012-13).
- (b) Using the table below (see Annex 2), provide information on practical training received by Government officers in social media.
- (c) In respect of the setting up and operation of social media platforms, did the Administration provide Government officers with guidelines on the operation and use of social media and encourage Government agencies to strengthen communication with the public by means of social media? If yes, what are the details? If no, does the Government have any plan to formulate such guidelines? If there is no such a plan, what are the reasons?
- (d) In recent years, governments around the world have introduced systems through which citizens may hand in their online proposals. They have also undertaken that they would give a formal online response if a certain number of citizens have indicated their support of the proposals. Did the Administration look into ways to improve the existing channels for collecting public opinions on the Internet and evaluate the feasibility of collecting public opinions on the Internet through the above systems? If yes, what are the details? If no, what are the reasons?

Asked by: Hon. MOK Charles Peter

Reply:

- (a) The details of social media platforms set up by the Food and Health Bureau and departments/public bodies under its purview in the past three years (2010-11, 2011-12 and 2012-13) are at Annex 1.
- (b) The details on practical training in social media attended by officers in the Food and Health Bureau and departments/pubic bodies under its purview are at Annex 2.

- (c) The Office of the Government Chief Information Officer (OGCIO) has set up a thematic website on social media in the government's intranet to provide departments/bureaux with guidelines, tips and tools on the use of social media.
- (d) While public opinions on specific issues are being collected through the setting up of dedicated websites, mailboxes and hotlines, we will continue to explore the possibility of collecting public opinions through different means and channels including those on the internet.

Name in block letters: Mrs. Marion LAI

Post Title: Permanent Secretary for Food and Health(Food)

Date: 19.4.2013

Commencement of operation (Month/ Year)	Status (keeps on updating / ceased updating) (as at 28 February 2013)	Government agencies (including policy bureaux/ departments / public bodies/ government consultants)	Name	Social media (Facebook/ Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	Purpose of establishment and no. of updates (as at 28 February 2013)	No. of “Likes”/ subscribers/ average monthly visits (as at 28 February 2013)	Compilation of summary of comments and follow-up on a regular basis (Yes/ No)	Rank and No. of officers responsible for the operation (as at 28 February 2013)	Financial resources involved in the establishment and daily operation (as at 28 February 2013)
August 2010	Keeps on updating	Agriculture, Fisheries and Conservation Department (AFCD)	Hong Kong Wetland Park YouTube Channel	YouTube	To promote the Hong Kong Wetland Park	Average 455 visits/month	Yes	1 Senior Field Officer; 1 Executive Officer II	Absorbed by existing resources
September 2010	Keeps on updating	AFCD	Hong Kong Wetland Park Facebook Page	Facebook	To promote the Hong Kong Wetland Park	About 5 000 “Likes”	Yes	1 Senior Field Officer; 1 Executive Officer II	\$20,000 (establishment)
January 2012	Keeps on updating	AFCD	Hong Kong Wetland Park Official Sina Weibo	Sina Weibo	To promote the Hong Kong Wetland Park	About 3 000 subscribers	Yes	1 Senior Field Officer; 1 Executive Officer II	Absorbed by existing resources
March 2012	Keeps on updating	Fish Marketing Organization (FMO)	FMO Seafood Ordering	Facebook	To update product information and provide platform for customers to place online orders (39 updates)	141 Friends 30 “Likes”	Yes	1 Manager; 1 Officer	\$1,917
August 2009	Keeps on updating	Department of Health (DH)	ElderlyHealth Service	YouTube	To promulgate health message to the public	182 subscribers, average 5 830	No	1 Assistant Clerical Officer	Absorbed by existing resources

Commencement of operation (Month/ Year)	Status (keeps on updating / ceased updating) (as at 28 February 2013)	Government agencies (including policy bureaux/ departments / public bodies/ government consultants)	Name	Social media (Facebook/ Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	Purpose of establishment and no. of updates (as at 28 February 2013)	No. of “Likes”/ subscribers/ average monthly visits (as at 28 February 2013)	Compilation of summary of comments and follow-up on a regular basis (Yes/ No)	Rank and No. of officers responsible for the operation (as at 28 February 2013)	Financial resources involved in the establishment and daily operation (as at 28 February 2013)
					(31 updates)	visits/month			
July 2010	Completed	DH	Hong Kong Tobacco Control Office	YouTube	To promote smoke-free messages; over 100 videos were uploaded	90 534 visits since launch	Yes	1 Hospital Administrator II	Absorbed by existing resources
September 2010	Keeps on updating	DH	gayspotk	YouTube	To promote HIV prevention in men who have sex with men (14 updates)	89 subscribers, 6 700 visits / month	Yes	1 Nursing Officer	Absorbed by existing resources
September 2010	Keeps on updating	DH	Family Health Service	YouTube	To promote maternal & child health; about 320 videos were uploaded	Average 70 000 visits/month, about 1 000 subscribers	Yes	1 Senior Medical and Health Officer; 1 Registered Nurse; 1 Systems Analyst	Absorbed by existing resources
August 2011	Keeps on updating	DH	陽光笑容新一代 BSNG.HK*	Facebook	To let the public share their experiences in helping their children establish good teeth cleaning and smart diet	80 “Likes”	Yes	5 Dental Therapists	Absorbed by existing resources

Commencement of operation (Month/ Year)	Status (keeps on updating / ceased updating) (as at 28 February 2013)	Government agencies (including policy bureaux/ departments / public bodies/ government consultants)	Name	Social media (Facebook/ Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	Purpose of establishment and no. of updates (as at 28 February 2013)	No. of “Likes”/ subscribers/ average monthly visits (as at 28 February 2013)	Compilation of summary of comments and follow-up on a regular basis (Yes/ No)	Rank and No. of officers responsible for the operation (as at 28 February 2013)	Financial resources involved in the establishment and daily operation (as at 28 February 2013)
					habits or make any comments on the Brighter Smiles for the New Generation Programme. (7 updates)				
August 2011	Keeps on updating	DH	Organ Donation@HK Facebook Fan Page	Facebook	To promote organ donation in Hong Kong	7 988 “Likes” 239 posts since launch	Yes	1 Senior Nursing Officer; 1 Systems Analyst	Absorbed by existing resources
October 2011	Keeps on updating	DH	愛牙 Love Teeth HK*	Facebook	To arouse the awareness of the adults towards their periodontal health, organise activities through Facebook and related graphic promotion materials and convey the oral health message. (2 updates)	128 “Likes”	Yes	5 Dental Therapists	Absorbed by existing resources
October 2011	Keeps on	DH	大同世界・向零進發	Facebook	To promote World AIDS Campaign	939 “Likes”	Yes	1 Nursing Officer	Absorbed by existing

Commencement of operation (Month/ Year)	Status (keeps on updating / ceased updating) (as at 28 February 2013)	Government agencies (including policy bureaux/ departments / public bodies/ government consultants)	Name	Social media (Facebook/ Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	Purpose of establishment and no. of updates (as at 28 February 2013)	No. of “Likes”/ subscribers/ average monthly visits (as at 28 February 2013)	Compilation of summary of comments and follow-up on a regular basis (Yes/ No)	Rank and No. of officers responsible for the operation (as at 28 February 2013)	Financial resources involved in the establishment and daily operation (as at 28 February 2013)
	updating		Getting to Zero*		(88 updates)				resources
December 2011	No updating since rollout	DH	Living a Healthy Lifestyle starts with You	YouTube	To communicate with public to deliver healthy living messages	2 556 visits for Chinese clip, 701 visits for English clip	No	1 Medical and Health Officer	Absorbed by existing resources
July 2012	Keeps on updating	DH	Red Ribbon Hong Kong	Facebook	To promote HIV prevention in men who have sex with men (51 updates)	55 “Likes”	Yes	1 Nursing Officer	Absorbed by existing resources
August 2012	Keeps on updating	DH	Red Ribbon Hong Kong	Facebook	To promote Red Ribbon Centre (69 updates)	253 “Likes”	Yes	1 Nursing Officer	Absorbed by existing resources
December 2012	Keeps on updating	DH	Student Health Service - Healthy Recipes	YouTube	To promote Healthy Diet (1 update)	4 “Likes” 8 subscribers 800 visits/ month	No	1 Analyst Programmer; 1 Programmer	Absorbed by existing resources
May 2010	Ceased updating	Hospital Authority (HA)	Kwong Wah Hospital ((KWH) 100 th Anniversary	Facebook	To engage stakeholders relating to the 100 th anniversary of	366 “Likes”	No	N/A	Absorbed by existing resources

Commencement of operation (Month/ Year)	Status (keeps on updating / ceased updating) (as at 28 February 2013)	Government agencies (including policy bureaux/ departments / public bodies/ government consultants)	Name	Social media (Facebook/ Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	Purpose of establishment and no. of updates (as at 28 February 2013)	No. of “Likes”/ subscribers/ average monthly visits (as at 28 February 2013)	Compilation of summary of comments and follow-up on a regular basis (Yes/ No)	Rank and No. of officers responsible for the operation (as at 28 February 2013)	Financial resources involved in the establishment and daily operation (as at 28 February 2013)
					KWH				
November 2010 (Revamped in February 2013)	Keeps on updating	HA	Hospital Authority HK	YouTube	To promote HA’s image and disseminate information ; 19 videos were uploaded to YouTube after the revamp of Hospital Authority HK page	More than 180 visits (records of accumulated clicks have been deleted when the page was revamped in February 2013)	No	1 Corporate Communication Officer	Absorbed by existing resources
January 2011	Ceased updating	HA	Our Lady Maryknoll Hospital (OLMH) 50 th Anniversary	Facebook	To engage stakeholders relating to the 50 th anniversary of OLMH	71 “Likes”	No	N/A	Absorbed by existing resources
December 2011	Keeps on updating	HA	我們這一班・遇上紅斑狼瘡的少年#	Facebook	To promote the publication of the book in commemoration of the 50 th anniversary of Queen Elizabeth Hospital (QEH)	165 “Likes”	Yes	1 Social Worker of Adolescent Medical Centre	Absorbed by existing resources

Commencement of operation (Month/ Year)	Status (keeps on updating / ceased updating) (as at 28 February 2013)	Government agencies (including policy bureaux/ departments / public bodies/ government consultants)	Name	Social media (Facebook/ Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	Purpose of establishment and no. of updates (as at 28 February 2013)	No. of “Likes”/ subscribers/ average monthly visits (as at 28 February 2013)	Compilation of summary of comments and follow-up on a regular basis (Yes/ No)	Rank and No. of officers responsible for the operation (as at 28 February 2013)	Financial resources involved in the establishment and daily operation (as at 28 February 2013)
April 2012	Keeps on updating	HA	Blood for Life (HK Red Cross BTS)	Facebook	To promote blood donation and disseminate information of the Hong Kong Red Cross Blood Transfusion Service	9 460 “Likes”	No	1 Recruitment and Publicity Manager; 1 Recruitment and Publicity Officer	Absorbed by existing resources
October 2012	Ceased updating	HA	20th Anniversary Charity Concert	Facebook	To promote the 20th anniversary programme of the QEH Patient Resource Centre	55 “Likes”	No	1 Social Worker; 1 Clerk of Patient Resources Centre	Absorbed by existing resources
December 2012	Keeps on updating	HA	傷健孖必 Teens 夢想之旅*	Facebook	To communicate with QEH volunteers	30 “Likes”	Yes	1 Social Worker of Adolescent Medical Centre	Absorbed by existing resources

* Only a combined Chinese/English name is available

Only a Chinese name is available

Date (Month/Year)	Status (under progress/completed) (as at 28 February 2013)	Government agencies (including policy bureaux/departments/public bodies/government consultants)	Name of course provider	Course title	Course content (Facebook/Flickr/ Google+/ LinkedIn/ Sina Weibo/ Twitter/ YouTube)	No. of officers participated and completed a course (as at 28 February 2013)	Total no. of training hours (as at 28 February 2013)	Rank and no. of officers participated in training (as at 28 February 2013)	Financial resources involved in training (as at 28 February 2013)
August 2010	Completed	Food and Health Bureau	City University	Seminar on Implementation of Social Media in e-Government Services	Social Media	1	6 hours	1 Systems Manager	N/A (Coordinated by OGCIO)
February 2013	Completed	AFCD	Efficiency Unit	Promo 新體驗 Youth.gov.hk 全新活動資訊系統簡介會^	Facebook	1	1.5 hours	1 Senior Field Officer	N/A (Coordinated by Efficiency Unit)

^ Only a combined Chinese/English title is available