

Response on Effectiveness of Community Relations Department's Work

- The work of Community Relations Department (CRD) could be divided into 1) providing in-depth, “face-to-face” corruption prevention education services to the public; and 2) publicising anti-corruption messages through the mass media.

1) Providing “face-to-face” corruption prevention education services

- ◆ The work targets of ICAC in providing preventive education services are listed in the ICAC’s Controlling Officer’s Report. The main work targets include business organisations, government departments, public bodies and youth. In the past five years, all the work targets have been achieved and no sign of dropping was shown by the figures (Pls refer to Table 1). Instead, growth was found in some areas. For example, the number of business organisations contacted increased from some 1,330 in 2008 to 1,550 in 2012, the number of business organisations which have used ICAC’s corruption prevention services also increased from some 400 to 560.

2) Publicising anti-corruption messages through the mass media

Internet

- ◆ The Department makes broad use of the internet to enhance the transparency of the ICAC and disseminate anti-corruption messages to different segments of the community. In addition to regular updates on the contents of the ICAC’s corporate website, three thematic websites for youth, teachers, business organisations and professionals respectively have also been set up. Besides, websites specifically on building management and clean elections were also in place (Pls refer to Table 2 for visits of ICAC websites).

- ◆ A variety of filmlets produced by the ICAC were also uploaded onto the “ICAC Channel”. In the past five years, ICAC has increased the use of new media. For example, since 2009 we have been using Youtube and since 2011 Facebook and Weibo to keep the public abreast of ICAC’s latest important events and activities.

(Remarks : — iTeen Xtra Facebook fans page (1,700 fans)
— Weibo (1,400 followers))

ICAC Drama Series

- ◆ Television drama adapted from completed investigations has long been employed by the Department in galvanising community support for ICAC’s anti-corruption work (Pls refer to Table 3 for the viewership of the ICAC Drama Series).
- The overall effectiveness of CRD’s work was enhanced by integrating the work of “face-to-face” activities and mass media although we have been experiencing frontline staff stringency since 2007.
- To take the work of promoting clean building management as an example, although there were ups and downs on the number of Owners’ Corporations (OCs) reached, the number of people reached increased from 12,700 in 2008 to 38,900 in 2012.
- CRD adopted multi-faceted channels in providing corruption prevention education to OCs. In particular, in 2008 to 2010, three toolkits respectively on maintenance, financial management and daily operation were distributed to all 8,000+ OCs. Apart from organising roving exhibitions promoting clean building management, ICAC officers introduced the anti-corruption laws and related corruption prevention measures at workshops/ seminars organised by the Home Affairs Department, the Hong Kong Housing Society and the Urban Renewal Authority.

- Substantial resources have been put on providing corruption prevention education on building management to OCs in 2008 to 2010. In 2011, CRD re-deployed the resources to promote Clean District Council Elections. As OCs in general requested for technical corruption prevention advice on the procedures of building maintenance (e.g. tendering procedures, work supervision), Corruption Prevention Department (CPD) of the ICAC therefore took over to produce CD-Rom, posters and leaflets on corruption prevention measures for OCs. Tailor-made corruption prevention services were also offered by CPD. In 2008 to 2012, CPD conducted 49 talks for 3,100 OC members and provided 179 corruption prevention advice for 150 OCs.

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Table 1: Figures on CRD's work in Controlling Officer's Report of ICAC

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>
<u>Business Sector</u>					
Business organisations contacted	1,333	1,430	1,538	1,575	1,550
Business organisations which have used ICAC's corruption prevention service	410	421	444	447	562
Managers and frontline workers in the business sector who have received training in corruption prevention and business ethics	40,427	36,597	37,893	38,309	40,567
<u>Public Sector</u>					
Government departments/public bodies reached	121	128	124	129	126
Civil servants/staff of public bodies who have received training in corruption prevention	26,725	29,734	26,347	27,335	28,960
<u>Youth</u>					
Secondary schools visited	408	418	415	396	404
Tertiary institutes reached	11	11	11	11	11
Secondary/tertiary students who have received training in corruption prevention and ethics	83,709	81,252	81,323	83,318	79,179
<u>Project Co-organizers</u>					
Organisations which have jointly organised projects with the ICAC	529	519	504	509	518

Table 2: Visits of ICAC Websites (including all thematic websites)

Year	Visits
2008	3,622,275
2009	4,025,913
2010	4,225,488
2011	4,167,083
2012	4,263,716

Table 3: Viewership of ICAC Drama Series

Drama Series	Viewership
ICAC Investigators 2007	1,061,600
ICAC Investigators 2009	1,372,000 + 800,000 online viewers
ICAC Investigators 2011	1,177,000 + 80,000 online viewers

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