

Head 74 — INFORMATION SERVICES DEPARTMENT

Controlling officer: the Director of Information Services will account for expenditure under this Head.

Estimate 2015–16 **\$449.7m**

Establishment ceiling 2015–16 (notional annual mid-point salary value) representing an estimated 420 non-directorate posts as at 31 March 2015 rising by three posts to 423 posts as at 31 March 2016..... **\$250.6m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2015 and as at 31 March 2016.

Controlling Officer's Report

Programmes

<p>Programme (1) Public Relations Outside Hong Kong</p> <p>Programme (2) Local Public Relations and Public Information</p> <p>Programme (3) Public Opinion</p> <p>Programme (4) Civic Responsibility</p> <p>Programme (5) Publishing</p>	<p>These programmes contribute to Policy Area 27: Intra-Governmental Services (Secretary for Home Affairs).</p>
---	---

Detail

Programme (1): Public Relations Outside Hong Kong

	2013–14 (Actual)	2014–15 (Original)	2014–15 (Revised)	2015–16 (Estimate)
Financial provision (\$m)	79.7	86.2	87.5 (+1.5%)	103.3 (+18.1%)
				(or +19.8% on 2014–15 Original)

Aim

- 2 The aim is to promote a favourable image of Hong Kong internationally.

Brief Description

- 3 The work of the Department under this programme is carried out mainly through:

- the media, including overseas media based in Hong Kong, and visiting journalists;
- sponsored visit programmes and promotions outside Hong Kong;
- Hong Kong Economic and Trade Offices overseas and in the Mainland, the Beijing Office, and the Economic, Trade and Cultural Office in Taiwan; and
- the international community in Hong Kong.

4 The Department's publicity efforts are geared to promoting Hong Kong as Asia's world city and as a two-way platform for international firms seeking access to the Mainland market, and for Mainland companies reaching out to the world. The focus is on Hong Kong's role as a major business and financial services hub and the sectors where Hong Kong enjoys clear advantages. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic, diverse and liveable city and the growing emphasis on quality living and conservation of nature and heritage. The Department monitors media coverage to assess perceptions about Hong Kong and responds to press reports as necessary.

- 5 The key performance measures in respect of public relations outside Hong Kong are:

Target

	Target	2013 (Actual)	2014 (Actual)	2015 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	100

Head 74 — INFORMATION SERVICES DEPARTMENT

Indicators

	2013 (Actual)	2014 (Actual)	2015 (Estimate)
locally-based foreign media organisations assisted	86	86	84
visiting journalists and film crews assisted	112	112	120
publications produced and distributed	104	99	128
videos produced	66	70	41
sponsored visitors and visiting VIPs assisted	260	232	250
speaking engagements outside Hong Kong arranged	163	216	210
high-level outward missions co-ordinated	10	13	14
public relations projects outside Hong Kong co-ordinated and assisted	45	61	64

Matters Requiring Special Attention in 2015–16

6 The Department will continue to support promotional campaigns in conjunction with government offices around the world to highlight Hong Kong's key advantages and its positioning as Asia's world city. It will support major promotions and activities outside Hong Kong involving senior officials, work closely with other agencies tasked with promoting the city, and enhance promotion of Hong Kong via various channels including the Brand Hong Kong platform.

Programme (2): Local Public Relations and Public Information

	2013–14 (Actual)	2014–15 (Original)	2014–15 (Revised)	2015–16 (Estimate)
Financial provision (\$m)	182.5	190.8	190.0 (-0.4%)	206.3 (+8.6%)
				(or +8.1% on 2014–15 Original)

Aim

7 The aim is to map out co-ordinated public relations strategies and plans for the presentation of government policies locally; and to convey to the public information on, and enhance public understanding of, government policies, plans, decisions, activities and services.

Brief Description

8 The Department is responsible for helping to develop, co-ordinate and implement local public relations strategies, and for providing a public relations advisory service to the Chief Secretary for Administration, the Financial Secretary, the Secretary for Justice, Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments through the Press Secretaries, Secretariat Press Office teams and departmental information units.

9 The Department disseminates information on, and enhances public understanding of, government policies, plans, decisions, activities and services. This includes the release of government information in a multimedia format and other ways, such as:

- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions;
- issuing press releases;
- arranging for officials to participate in radio and television public affairs programmes;
- broadcasting press conferences and briefings on the government homepage and providing an archive for public information; and
- dealing with enquiries from the media and the public.

10 The Department continues to make good use of the Internet to disseminate government information. The Government News and Media Information System integrates in a single website all government press releases, fax transmissions, photographs and video clips for easy and round-the-clock media access. In addition, the online government news bulletin, *news.gov.hk*, provides the public with government news and information in a multimedia format. The website also caters for people accessing the Internet via their mobile phones and other mobile devices. The greater use of social media, including Facebook, YouTube, Twitter and Weibo allows up-to-date news stories, feature stories, photos and videos to be disseminated to various sectors of the community.

11 During the year, the Department continued to enhance its co-ordination of public relations efforts for various government policies and initiatives. Major events and activities which required significant public communications input and support included constitutional development, the Chief Executive's Policy Address and the Budget.

Head 74 — INFORMATION SERVICES DEPARTMENT

12 The key performance measures in respect of local public relations and public information are:

Targets

	Target	2013 (Actual)	2014 (Actual)	2015 (Plan)
responding to public criticism or misconception of government policies within the same day (%).....	92	96	96	96
issue of press releases (minutes).....	45	45	45	45
issue of press photographs (hours).....	2	1	1	1
dealing with enquiries from the media (days).....	1	1	1	1
dealing with enquiries from the public (minutes).....	10	10	10	10
arranging media facilities (days).....	1	1	1	1

Indicators

	2013 (Actual)	2014 (Actual)	2015 (Estimate)
press releases issued (in English and Chinese).....	207 629	328 166#	350 000#
press photographs distributed.....	5 551	5 361	5 600
enquiries dealt with.....	802 009	771 216	774 000
media facilities arranged			
press conferences and briefings.....	1 699	1 705	1 710
web broadcast.....	414	416	420
interviews.....	3 668	2 636	2 670
media visits.....	155	156	158
public functions.....	4 748	5 411	5 430

The increase in 2014 was due to the significant increase in the number of incident reports issued by relevant disciplinary departments and the number is expected to grow in 2015.

Matters Requiring Special Attention in 2015–16

13 During 2015–16, the Department will continue to strengthen its core services and enhance public relations support for Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments. In addition, the Department will continue to provide public relations input and support for major events and activities, including constitutional development; the 2015 District Council Election and the Commission on Poverty Summit.

Programme (3): Public Opinion

	2013–14 (Actual)	2014–15 (Original)	2014–15 (Revised)	2015–16 (Estimate)
Financial provision (\$m)	20.4	21.2	23.6 (+11.3%)	24.0 (+1.7%)
				(or +13.2% on 2014–15 Original)

Aim

14 The aim is to keep the Government informed of public opinion as expressed through the media and to advise the Government on public reaction to government policies and measures.

Brief Description

15 The Department monitors public opinion expressed in the media to ensure that policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of about 49 English and Chinese newspapers, magazines and about 268 hours every week of news and public affairs programmes on radio and television. Summaries, translation, reports, transcripts and clippings are produced and distributed as soon as possible to relevant policy bureaux and departments.

Head 74 — INFORMATION SERVICES DEPARTMENT

16 The key performance measures in respect of public opinion are:

Targets

	Target	2013 (Actual)	2014 (Actual)	2015 (Plan)
production of media summaries (hours per day).....	2.8	2.8	2.8	2.8
production of radio/television summaries (hours per day).....	2.0	2.2	2.2	2.2
production of special reports (day).....	0.5	0.5	0.5	0.5

Indicators

	2013 (Actual)	2014 (Actual)	2015 (Estimate)
newspapers monitored each day.....	24	23	23
weekly/monthly magazines and journals monitored.....	26	26	26
hours of news and public affairs programmes monitored as broadcast on			
ten television channels.....	6 026	6 066	6 000
seven radio channels Ω	7 877	7 882	7 800
media reviews and special reports produced.....	35 810	43 115	43 000

Ω The number of radio channels monitored by the Department increased from six to seven since November 2014.

Matters Requiring Special Attention in 2015–16

17 During 2015–16, the Department will continue to monitor public opinion as expressed through the media.

Programme (4): Civic Responsibility

	2013–14 (Actual)	2014–15 (Original)	2014–15 (Revised)	2015–16 (Estimate)
Financial provision (\$m)	40.6	43.2	42.8 (–0.9%)	48.0 (+12.1%)
				(or +11.1% on 2014–15 Original)

Aim

18 The aim is to enhance public awareness of, and educate the community on, issues of wide concern and promote a greater sense of civic responsibility.

Brief Description

19 The Department provides strategic advice and technical support to policy bureaux and government departments in mounting publicity campaigns and promotion drives. The publicity programmes are mainly funded by bureaux and departments. Campaign messages are conveyed to target audiences through a wide range of publicity channels such as television, radio, digital media, print materials, outdoor advertising and community involvement activities. Publicity and promotion of large-scale/major campaigns conducted with the Department's assistance during the year included the public consultation on constitutional development; the 65th Anniversary of the Founding of the People's Republic of China; the Bless Hong Kong Campaign; anti-drug efforts; environmental protection; road safety; fight crime and fire prevention.

20 The key performance measures for civic responsibility are:

Targets

	Target	2013 (Actual)	2014 (Actual)	2015 (Plan)
production of posters upon request within two months (%).....	100	100	100	100
production of Announcements in the Public Interest upon request within two months (%).....	100	100	100	100

Head 74 — INFORMATION SERVICES DEPARTMENT

Indicators

	2013 (Actual)	2014 (Actual)	2015 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	10	8	10
minor campaigns	85	95	95
posters produced and displayed	126	131	133
Announcements in the Public Interest produced.....	886	871	875
exhibitions mounted.....	86	44	47

Matters Requiring Special Attention in 2015–16

21 During 2015–16, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including constitutional development; voter registration and the 2015 District Council Election; and the 25th Anniversary of the Promulgation of the Basic Law.

Programme (5): Publishing

	2013–14 (Actual)	2014–15 (Original)	2014–15 (Revised)	2015–16 (Estimate)
Financial provision (\$m)	68.0	67.4	71.9 (+6.7%)	68.1 (–5.3%)
				(or +1.0% on 2014–15 Original)

Aim

22 The aim is to serve as the Government's publishing agency.

Brief Description

23 The Department co-ordinates the Government's publishing requirements, including editorial input where needed, production, distribution and sale of government publications.

24 The key performance measures in respect of publishing are:

Targets

	Target	2013 (Actual)	2014 (Actual)	2015 (Plan)
updating publications, including their electronic version (days)	60	60	60	60
producing new publications (Annual Report and books on special topics) (months)	9	9	9	9
processing publication sales transactions at counter (minutes).....	3	3	3	3
responding to requests by post (days).....	3	3	3	3
delivering publications ordered from the online Government Bookstore (days)	3	3	3	3
processing requests for purchase of digital photographs (days).....	5	5	5	5
processing requests for free publication(s) at counter (minutes).....	3	3	3	3
by post (days)	3	3	3	3

Head 74 — INFORMATION SERVICES DEPARTMENT

Indicators

	2013 (Actual)	2014 (Actual)	2015 (Estimate)
publications updated.....	463	477	490
new publications produced.....	533	486	485
copies distributed	3 929 341	4 444 471	4 431 800
copies sold.....	157 552	129 930	130 000
revenue received (\$m).....	5.3	6.7	5.3
advertisements placed	9 753	10 408	10 000

Matters Requiring Special Attention in 2015–16

25 During 2015–16, the Department will continue to co-ordinate the Government’s publishing requirements.

Head 74 — INFORMATION SERVICES DEPARTMENT

ANALYSIS OF FINANCIAL PROVISION

	2013–14 (Actual) (\$m)	2014–15 (Original) (\$m)	2014–15 (Revised) (\$m)	2015–16 (Estimate) (\$m)
Programme				
(1) Public Relations Outside Hong Kong ...	79.7	86.2	87.5	103.3
(2) Local Public Relations and Public Information.....	182.5	190.8	190.0	206.3
(3) Public Opinion	20.4	21.2	23.6	24.0
(4) Civic Responsibility	40.6	43.2	42.8	48.0
(5) Publishing.....	68.0	67.4	71.9	68.1
	391.2	408.8	415.8 (+1.7%)	449.7 (+8.2%)
				(or +10.0% on 2014–15 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2015–16 is \$15.8 million (18.1%) higher than the revised estimate for 2014–15. This is due to an increase in expenses for promoting Hong Kong through, among others, the Brand Hong Kong platform, advertising, publicity work and programmes for sponsored visits.

Programme (2)

Provision for 2015–16 is \$16.3 million (8.6%) higher than the revised estimate for 2014–15. This is mainly due to an increase in operating expenses for enhancing online dissemination of government information in a multimedia fashion and addition of three posts in 2015–16.

Programme (3)

Provision for 2015–16 is \$0.4 million (1.7%) higher than the revised estimate for 2014–15. This is mainly due to a slight increase in operating expenses.

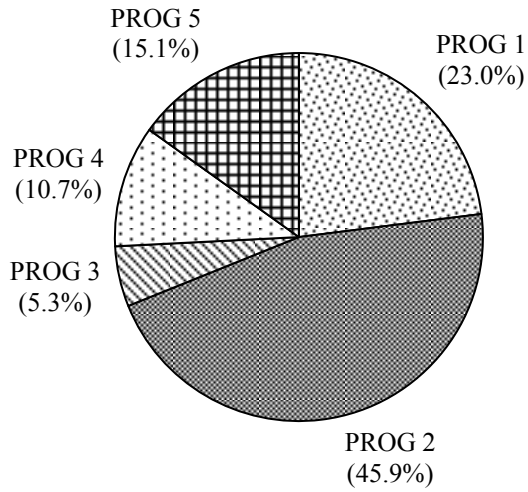
Programme (4)

Provision for 2015–16 is \$5.2 million (12.1%) higher than the revised estimate for 2014–15. This is mainly due to an increase in expenses for promotion and publicity activities including constitutional development; voter registration and the 2015 District Council Election; and the 25th Anniversary of Promulgation of the Basic Law.

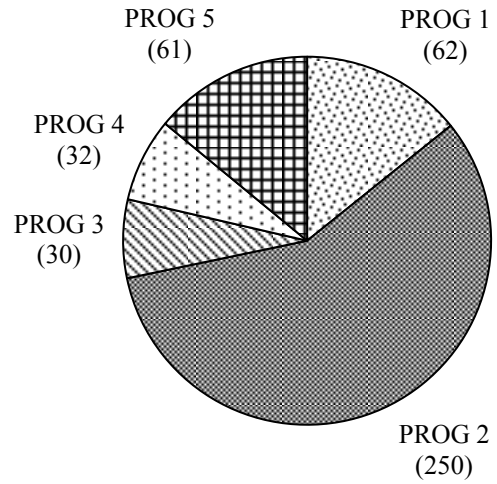
Programme (5)

Provision for 2015–16 is \$3.8 million (5.3%) lower than the revised estimate for 2014–15. This is mainly due to a smaller rise in the estimated printing costs for various government publications in 2015–16.

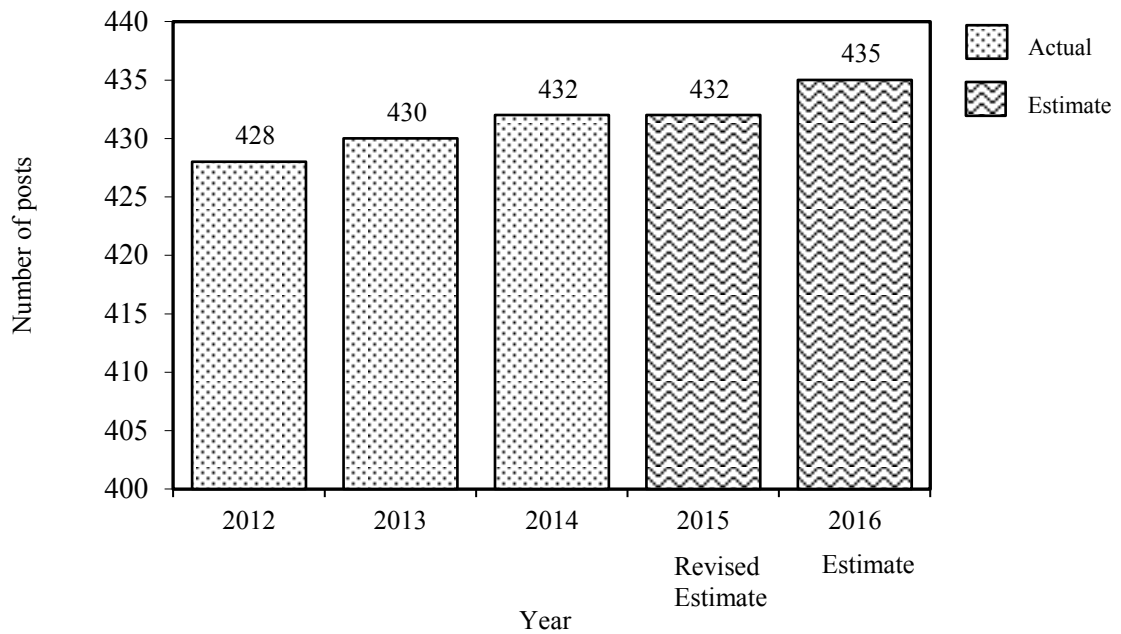
Allocation of provision to programmes (2015-16)



Staff by programme (as at 31 March 2016)



Changes in the size of the establishment (as at 31 March)



Head 74 — INFORMATION SERVICES DEPARTMENT

Sub-head (Code)	Actual expenditure 2013-14	Approved estimate 2014-15	Revised estimate 2014-15	Estimate 2015-16	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
	Recurrent				
000	Operational expenses	391,215	408,758	415,773	449,664
	Total, Recurrent	391,215	408,758	415,773	449,664
	Total, Operating Account	391,215	408,758	415,773	449,664
<hr/>					
	Total Expenditure	391,215	408,758	415,773	449,664
		<u>391,215</u>	<u>408,758</u>	<u>415,773</u>	<u>449,664</u>

Head 74 — INFORMATION SERVICES DEPARTMENT

Details of Expenditure by Subhead

The estimate of the amount required in 2015–16 for the salaries and expenses of the Information Services Department is \$449,664,000. This represents an increase of \$33,891,000 over the revised estimate for 2014–15 and of \$58,449,000 over the actual expenditure in 2013–14.

Operating Account

Recurrent

2 Provision of \$449,664,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Information Services Department. The increase of \$33,891,000 (8.2%) over the revised estimate for 2014–15 is mainly due to the addition of resources for promotional activities in and outside Hong Kong.

3 The establishment as at 31 March 2015 will be 432 permanent posts. It is expected that there will be a net increase of three posts in 2015–16. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2015–16, but the notional annual mid-point salary value of all such posts must not exceed \$250,561,000.

4 An analysis of the financial provision under *Subhead 000 Operational expenses* is as follows:

	2013–14 (Actual) (\$'000)	2014–15 (Original) (\$'000)	2014–15 (Revised) (\$'000)	2015–16 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	238,614	242,534	249,599	259,883
- Allowances.....	9,660	9,859	9,336	9,319
- Job-related allowances.....	358	387	400	508
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	663	644	941	695
- Civil Service Provident Fund contribution.....	6,888	8,101	8,264	9,910
Departmental Expenses				
- General departmental expenses	43,426	50,733	51,646	57,000
Other Charges				
- Publicity.....	54,005	54,100	55,242	57,054
- Expenses of visitors to Hong Kong and overseas speaking engagements	37,601	42,400	40,345	55,295
	391,215	408,758	415,773	449,664