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Ms Joanna MAK  
Clerk to Panel on Constitutional Affairs,  
Legislative Council Complex,  
1 Legislative Council Road,  
Central,  
Hong Kong.

29 March 2016

Dear Ms MAK,

**Legislative Council Panel on Constitutional Affairs**

**Supplementary information on Voter Registration Campaigns**

At the meeting of the Panel on Constitutional Affairs held on 21 December 2015, a Member enquired about the breakdown of the publicity costs of the 2012 and 2015 Voter Registration ('VR') campaigns when the 2016 VR campaign was discussed. The following supplementary information is provided for Members' reference.

Publicity Items	Publicity cost of the VR campaign (\$)	
	2012	2015 <sup>#</sup>
Publicity on television and radio	2,640,000	2,250,000
Newspapers, magazines, websites and mobile applications	1,860,000	2,200,000
Public transport system	1,120,000	1,300,000

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Employment of Voter Registration Assistants and conducting various publicity activities in the community	6,130,000	6,950,000
Production and distribution of leaflets, posters, banners, appeal letters, souvenirs, and miscellaneous items	2,070,000	4,290,000
Total	13,820,000	16,990,000

# The figures for the 2015 VR campaign are estimated expenditures.

The Government will continue to adopt diversified means to appeal to persons of all ages and different background so as to encourage eligible persons to register as electors and remind electors to update their registration particulars in a timely manner while strengthening the public awareness and knowledge of VR. The publicity measures of the VR campaign will be suitably updated each year to promote VR messages through different media and platforms.

Members are invited to note the above.

Yours sincerely,



(SHUM Nam-lung)  
for Chief Electoral Officer

c.c. Constitutional and Mainland Affairs Bureau (Attn: Mr Ryan Chiu)