

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2019–20 **\$546.0m**

Establishment ceiling 2019–20 (notional annual mid-point salary value) representing an estimated 422 non-directorate posts as at 31 March 2019 rising by three posts to 425 posts as at 31 March 2020..... **\$298.0m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2019 and as at 31 March 2020.

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>
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Detail

Programme (1): Public Relations Outside Hong Kong

	2017–18 (Actual)	2018–19 (Original)	2018–19 (Revised)	2019–20 (Estimate)
Financial provision (\$m)	133.5	124.8	134.7 (+7.9%)	147.5 (+9.5%)
				(or +18.2% on 2018–19 Original)

Aim

- 2 The aim is to promote a favourable image of Hong Kong internationally and in the Mainland.

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; the international community in Hong Kong; and
- the Brand Hong Kong website and social media platforms such as Facebook, YouTube, Instagram, Twitter and Youku.

- 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, particularly under the Mainland's Belt and Road Initiative and the development of the Guangdong-Hong Kong-Macao Greater Bay Area. The focus is on promoting Hong Kong's role as a major business, financial, and cultural hub, and in sectors where Hong Kong enjoys clear advantages including financial, legal and professional services, and innovation and technology. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic and diverse city with world-class talent and infrastructure, 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. It uses social media platforms such as Facebook, YouTube, Instagram, Twitter and Youku etc. to extend the reach of publicity efforts around the world.

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

Target

	Target	2017 (Actual)	2018 (Actual)	2019 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

Indicators

	2017 (Actual)	2018 (Actual)	2019 (Estimate)
locally-based foreign media organisations assisted	81	84	85
visiting journalists and film crews assisted	141#	119	100
publications produced and distributed	311	476^	515¶
videos produced	77	264^	85
sponsored visitors and visiting VIPs assisted	141	193‡	170‡
speaking engagements outside Hong Kong assistedφ	127	220Ψ	220Ψ
high-level outward missions assistedβ	12	16Ψ	16Ψ
public relations projects outside Hong Kong co-ordinated and assisted	99	63§	40§

The higher number in 2017 was due to a rise in the number of journalists coming to Hong Kong for reports related to the 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR).

^ The increase in 2018 was mainly due to the production of publications and videos to promote the new campaign “Connect and Excel” and Hong Kong’s enhanced connectivity as well as the first China International Import Expo in Shanghai in November 2018.

¶ The projection includes the second phase of the promotion of “Connect and Excel” including print, outdoor and banner advertisements in different languages.

‡ The actual figure in 2018 is higher than that of 2017 mainly due to the higher take-up rate of approved nominees for sponsored visit in 2018. The estimate for 2019 is an average of the figures in 2017 and 2018.

φ Revised description of the previous indicator “speaking engagements outside Hong Kong arranged” as from 2018.

Ψ The top echelon has conducted more outbound visits in 2018 as compared to 2017, hence both the number of speaking engagements outside Hong Kong and high-level outward missions assisted by the Department increased. It is expected that the trend will persist in 2019.

β Revised description of the previous indicator “high-level outward missions co-ordinated” as from 2018.

§ The decrease is due to the completion of public relations projects related to the 20th Anniversary of the Establishment of the HKSAR.

Matters Requiring Special Attention in 2019–20

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 where people and business can connect and excel. It will support major promotions and activities outside Hong Kong involving senior officials, work closely with other agencies involved in promoting the city, and raise Hong Kong’s profile via various channels including the Brand Hong Kong platform.

Programme (2): Local Public Relations and Public Information

	2017–18 (Actual)	2018–19 (Original)	2018–19 (Revised)	2019–20 (Estimate)
Financial provision (\$m)	226.3	235.5	239.1 (+1.5%)	248.1 (+3.8%)
				(or +5.4% on 2018–19 Original)

Aim

7 The aims are to assist mapping 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.

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Brief Description

8 The Department is responsible for providing support to help develop, co-ordinate and implement local public relations strategies, and for providing public relations advisory services to the senior echelon of the Government through 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 multimedia formats and other ways, such as:

- arranging media facilities such as press conferences, briefings, interviews, media visits and public functions;
- issuing press releases, photos and videos;
- arranging for officials to participate in radio and television public affairs programmes;
- broadcasting press conferences and briefings on the Government's website 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 interface 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 multimedia formats and caters for people accessing the Internet via mobile phones and other mobile devices. The greater use of social media, including Facebook, YouTube, Twitter, Instagram, Weibo and WeChat 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 the commissioning of the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link and the Hong Kong-Zhuhai-Macao Bridge related Hong Kong projects, as well as the Chief Executive's Policy Address, and the Budget.

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

Targets

	Target	2017 (Actual)	2018 (Actual)	2019 (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

	2017 (Actual)	2018 (Actual)	2019 (Estimate)
press releases issued (in English and Chinese)	329 704	320 423	320 000
press photographs distributed.....	7 191	7 420	7 000
videos distributed	720	790	700
media enquiries dealt with	852 853	762 745	762 350
media facilities arranged			
press conferences and briefings	1 682 ^λ	1 349	1 360
web broadcast.....	714	759	735
interviews	2 203	2 108	2 110
media visits	267 ^ψ	204	205
public functions.....	5 265	5 321	5 320

^λ The higher number in 2017 was mainly due to the large number of publicity and media events related to the 20th Anniversary of the Establishment of the HKSAR and press conferences/briefings arranged for the two Policy Addresses in January 2017 and October 2017.

^ψ The higher number in 2017 was mainly due to the large number of journalists coming to Hong Kong for reports related to the 20th Anniversary of the Establishment of the HKSAR.

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Matters Requiring Special Attention in 2019–20

13 In 2019–20, the Department will continue to strengthen core services and enhance public relations support for Bureau Directors, Permanent Secretaries, Bureau officials and Heads of Departments. The Department will provide public relations input and support for major events and activities, including the Chief Executive's Policy Address, the Budget and the 2019 District Council Election.

Programme (3): Public Opinion

	2017–18 (Actual)	2018–19 (Original)	2018–19 (Revised)	2019–20 (Estimate)
Financial provision (\$m)	24.1	22.1	23.3 (+5.4%)	24.9 (+6.9%)
				(or +12.7% on 2018–19 Original)

Aim

14 The aims are to keep the Government informed of public opinion as expressed through the mass news 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 mass news media to ensure that policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of English and Chinese newspapers and magazines, a number of news websites, and about 220 hours a week of news and public affairs programmes on radio and television. Summaries, translations, reports, transcripts and clippings are produced and distributed as soon as possible to relevant policy bureaux and departments.

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

Targets

	Target	2017 (Actual)	2018 (Actual)	2019 (Plan)
production of media summaries (hours per day)	2.8	2.8	2.8	2.8
production of special reports (day)	0.5	0.5	0.5	0.5

Indicators

	2017 (Actual)	2018 (Actual)	2019 (Estimate)
newspapers monitored each day	21	21	21
weekly/monthly magazines and journals monitored	26	25	25
hours of news and public affairs programmes monitored on 11 television channels ^δ	6 051	6 001	6 000
five radio channels	5 389	5 329	5 300
media reviews and special reports produced	64 842	61 159	61 170

^δ The number of television channels increases from ten to 11 with the inclusion of the Fantastic TV's Hong Kong International Business Channel since mid-August 2018.

Matters Requiring Special Attention in 2019–20

17 In 2019–20, the Department will continue to monitor public opinion as expressed through the mass news media.

Programme (4): Civic Responsibility

	2017–18 (Actual)	2018–19 (Original)	2018–19 (Revised)	2019–20 (Estimate)
Financial provision (\$m)	53.3	49.6	49.4 (–0.4%)	54.0 (+9.3%)
				(or +8.9% on 2018–19 Original)

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Aim

18 The aims are 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 mounting publicity campaigns and promotion drives. 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 HKSAR Government's Celebration of the 40th Anniversary of the Reform and Opening Up of the Country; Promotion of Reading; Next Generation Smart Identity Card System project and the territory-wide identity card replacement exercise; voter registration; anti-drug efforts; environmental protection; road safety; and the fight against crime.

20 The key performance measures for civic responsibility are:

Targets

	Target	2017 (Actual)	2018 (Actual)	2019 (Plan)
production of posters upon request within two months (%)	100	100	100	100
production of Announcements in the Public Interest (APIs) upon request within two months (%)	100	100	100	100

Indicators

	2017 (Actual)	2018 (Actual)	2019 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	7	10	11
minor campaigns	113	131	130
posters produced and displayed	200	148	145
APIs produced	787	999 ^φ	800
exhibitions mounted	44 ^Δ	13	12

φ The increase in 2018 was mainly due to the conversion of more APIs from the 4:3 standard definition format to the 16:9 high definition format in the year.

Δ The higher number was due to the publicity needs in different periods of time, including those relating to the celebration of the 20th Anniversary of the Establishment of the HKSAR in 2017.

Matters Requiring Special Attention in 2019–20

21 In 2019–20, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including the 2019 District Council Election; Promotion of Reading; Next Generation Smart Identity Card System project and the territory-wide identity card replacement exercise; HKSAR Government's Celebration of the 70th Anniversary of the Founding of the People's Republic of China; the fight against crime; environmental protection; road safety; voter registration; and anti-drug efforts.

Programme (5): Publishing

	2017–18 (Actual)	2018–19 (Original)	2018–19 (Revised)	2019–20 (Estimate)
Financial provision (\$m)	74.9	67.4	75.1 (+11.4%)	71.5 (–4.8%)
				(or +6.1% on 2018–19 Original)

Aim

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

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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	2017 (Actual)	2018 (Actual)	2019 (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
delivering e-legislation ordered under "Print-on-Demand" mechanism (days)@.....	10	—	10	10
processing requests for purchase of digital photographs at Photo Library (days)	5	5	5	5
from Government Photo Records and Sales System (minutes)Φ.....	30	—	30	30
processing requests for free publication(s) at counter (minutes)	3	3	3	3
by post (days).....	3	3	3	3

@ New target as from 2018. The Hong Kong e-Legislation (HKeL) was launched by the Department of Justice in February 2017. Since then, for legislation with verified copy published on HKeL, printed copies are only available under the "Print-on-Demand" mechanism. A printed legislation booklet will be made ready for delivery within seven working days after receiving the order and payment. If delivery by mail is required, it will be mailed within a further three working days.

Φ New target as from 2018. The Government Photo Records and Sales System was launched in August 2017 to make it easier for members of the public to access the government photo records.

Indicators

	2017 (Actual)	2018 (Actual)	2019 (Estimate)
publications updated.....	343	337	385
new publications produced.....	250	227	205
copies distributed	4 125 060	3 378 660	3 375 360
copies sold.....	50 310	51 374	51 000
revenue received (\$m).....	3.3	2.9	2.9
advertisements placed	9 184	9 058	10 000

Matters Requiring Special Attention in 2019–20

25 In 2019–20, the Department will continue to co-ordinate the Government's publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2017–18 (Actual) (\$m)	2018–19 (Original) (\$m)	2018–19 (Revised) (\$m)	2019–20 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong ...	133.5	124.8	134.7	147.5
(2) Local Public Relations and Public Information.....	226.3	235.5	239.1	248.1
(3) Public Opinion	24.1	22.1	23.3	24.9
(4) Civic Responsibility	53.3	49.6	49.4	54.0
(5) Publishing.....	74.9	67.4	75.1	71.5
	512.1	499.4	521.6 (+4.4%)	546.0 (+4.7%)
				(or +9.3% on 2018–19 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2019–20 is \$12.8 million (9.5%) higher than the revised estimate for 2018–19. This is mainly due to the expanding communications, publicity and promotional requirements outside Hong Kong and the creation of one post in 2019–20.

Programme (2)

Provision for 2019–20 is \$9.0 million (3.8%) higher than the revised estimate for 2018–19. This is mainly due to a general increase in operating expenses and the creation of one post in 2019–20.

Programme (3)

Provision for 2019–20 is \$1.6 million (6.9%) higher than the revised estimate for 2018–19. This is mainly due to an increase in operating expenses.

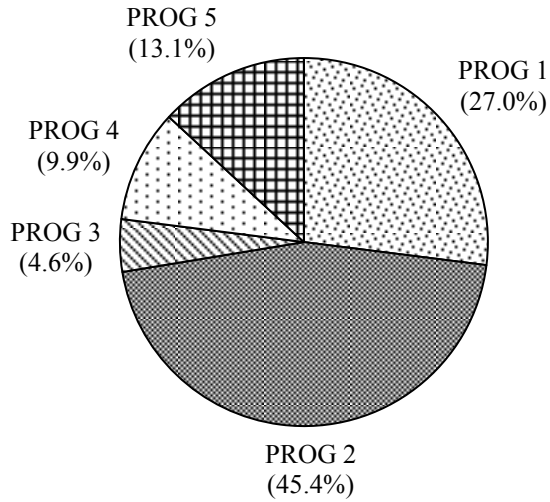
Programme (4)

Provision for 2019–20 is \$4.6 million (9.3%) higher than the revised estimate for 2018–19. This is mainly due to expanding publicity and promotional requirements in Hong Kong, a general increase in operating expenses and the creation of one post in 2019–20.

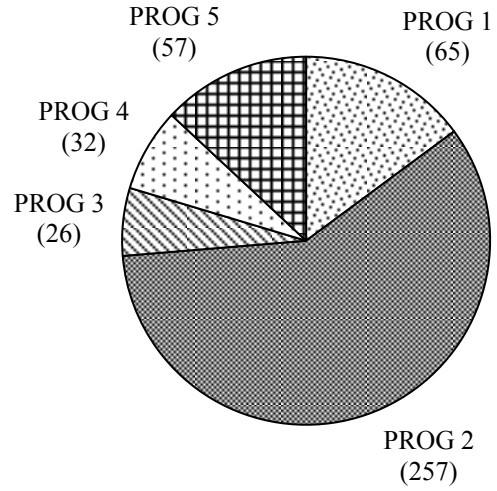
Programme (5)

Provision for 2019–20 is \$3.6 million (4.8%) lower than the revised estimate for 2018–19. This is mainly due to a further decrease in the estimated printing requirements for various government publications in 2019–20.

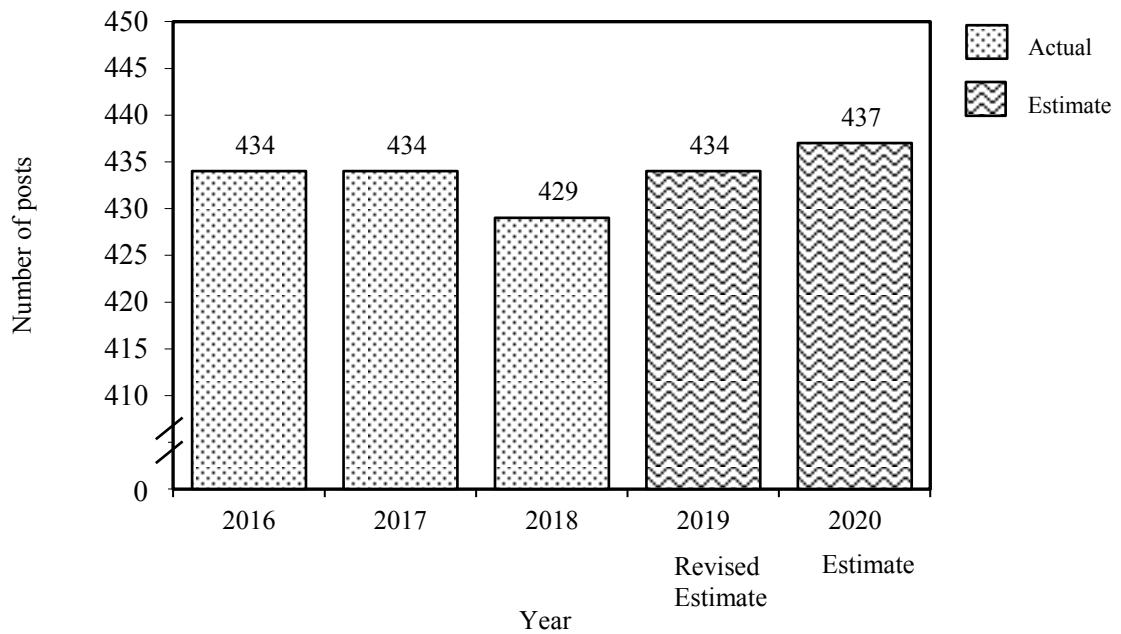
Allocation of provision to programmes (2019-20)



Staff by programme (as at 31 March 2020)



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



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Sub-head (Code)	Actual expenditure 2017-18	Approved estimate 2018-19	Revised estimate 2018-19	Estimate 2019-20	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	510,404	498,306	520,506	545,284
	Total, Recurrent.....	510,404	498,306	520,506	545,284
	Total, Operating Account	510,404	498,306	520,506	545,284
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Capital Account					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote).....	1,707	1,080	1,075	698
	Total, Plant, Equipment and Works.....	1,707	1,080	1,075	698
	Total, Capital Account.....	1,707	1,080	1,075	698
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	Total Expenditure	512,111	499,386	521,581	545,982
		<u>512,111</u>	<u>499,386</u>	<u>521,581</u>	<u>545,982</u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2019–20 for the salaries and expenses of the Information Services Department is \$545,982,000. This represents an increase of \$24,401,000 over the revised estimate for 2018–19 and \$33,871,000 over the actual expenditure in 2017–18.

Operating Account

Recurrent

2 Provision of \$545,284,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Information Services Department.

3 The establishment as at 31 March 2019 will be 434 posts. It is expected that there will be an increase of three permanent posts in 2019–20. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2019–20, but the notional annual mid-point salary value of all such posts must not exceed \$298,038,000.

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

	2017–18 (Actual) (\$'000)	2018–19 (Original) (\$'000)	2018–19 (Revised) (\$'000)	2019–20 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	284,811	286,473	294,111	300,369
- Allowances.....	10,234	11,461	9,769	9,804
- Job-related allowances.....	531	693	536	650
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	1,025	976	1,020	784
- Civil Service Provident Fund contribution.....	15,065	17,444	17,625	21,312
Departmental Expenses				
- General departmental expenses	58,328	62,402	60,320	65,054
Other Charges				
- Publicity.....	61,345	50,670	58,838	58,296
- Expenses of visitors to Hong Kong and overseas speaking engagements	79,065	68,187	78,287	89,015
	510,404	498,306	520,506	545,284

Capital Account

Plant, Equipment and Works

5 Provision of \$698,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents a decrease of \$377,000 (35.1%) against the revised estimate for 2018–19. This reflects the reduced requirement for replacement of equipment.