

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2016–17 **\$457.6m**

Establishment ceiling 2016–17 (notional annual mid-point salary value) representing an estimated 422 non-directorate posts as at 31 March 2016 rising by two posts to 424 posts as at 31 March 2017 **\$264.2m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2016 and as at 31 March 2017.

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

	2014–15 (Actual)	2015–16 (Original)	2015–16 (Revised)	2016–17 (Estimate)
Financial provision (\$m)	83.6	103.3	104.0 (+0.7%)	100.6 (–3.3%)
				(or –2.6% on 2015–16 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, the super-connector between the Mainland and the rest of the world, 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. The focus is on Hong Kong's role as a major business, financial and legal 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. It also makes use of social media platforms such as Facebook, YouTube and Instagram 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	2014 (Actual)	2015 (Actual)	2016 (Plan)
initiating action to all requests within the same day (%).....	100	100	100	100

Indicators

	2014 (Actual)	2015 (Actual)	2016 (Estimate)
locally-based foreign media organisations assisted	86	80	80
visiting journalists and film crews assisted.....	112	92	70
publications produced and distributed	99	200	170
videos produced	70	51	40
sponsored visitors and visiting VIPs assisted	232	196	235
speaking engagements outside Hong Kong arranged	216	255	230
high-level outward missions co-ordinated	13	14	15
public relations projects outside Hong Kong co-ordinated and assisted.....	61	97	84

Matters Requiring Special Attention in 2016–17

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

	2014–15 (Actual)	2015–16 (Original)	2015–16 (Revised)	2016–17 (Estimate)
Financial provision (\$m)	190.0	206.3	207.2 (+0.4%)	212.7 (+2.7%)
				(or +3.1% on 2015–16 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 public relations advisory services 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.

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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 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, Instagram 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 constitutional development, 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	2014 (Actual)	2015 (Actual)	2016 (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

	2014 (Actual)	2015 (Actual)	2016 (Estimate)
press releases issued (in English and Chinese)	328 166	338 556	355 000
press photographs distributed.....	5 361	6 040	6 300
videos distributed Ω	441	552	550
enquiries dealt with	771 216	829 005	833 000
media facilities arranged			
press conferences and briefings	1 705	1 760	1 760
web broadcast.....	416	422	420
interviews	2 636	2 321	2 320
media visits	156	179	180
public functions.....	5 411	5 930	5 960

Ω New indicator as from 2016.

Matters Requiring Special Attention in 2016–17

13 In 2016–17, 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 the 2016 Legislative Council Election; Celebration of the 20th Anniversary of the Establishment of the HKSAR; and the 2017 Chief Executive Election.

Programme (3): Public Opinion

	2014–15 (Actual)	2015–16 (Original)	2015–16 (Revised)	2016–17 (Estimate)
Financial provision (\$m)	22.3	24.0	22.6 (–5.8%)	24.1 (+6.6%)
				(or +0.4% on 2015–16 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.

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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 50 English and Chinese newspapers, magazines and about 270 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.

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

Targets

	Target	2014 (Actual)	2015 (Actual)	2016 (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

	2014 (Actual)	2015 (Actual)	2016 (Estimate)
newspapers monitored each day.....	23	23	22
weekly/monthly magazines and journals monitored.....	26	26	26
hours of news and public affairs programmes monitored as broadcast on			
ten television channels.....	6 066	6 076	6 000
seven radio channels.....	7 882	7 854	7 800
media reviews and special reports produced.....	43 115	55 619	55 600

Matters Requiring Special Attention in 2016–17

17 In 2016–17, the Department will continue to monitor public opinion as expressed through the media.

Programme (4): Civic Responsibility

	2014–15 (Actual)	2015–16 (Original)	2015–16 (Revised)	2016–17 (Estimate)
Financial provision (\$m)	41.1	48.0	44.8 (–6.7%)	49.3 (+10.0%)
				(or +2.7% on 2015–16 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 constitutional development; the 25th Anniversary of the Promulgation of the Basic Law; Keep Clean; Appreciate Hong Kong; voter registration and the 2015 District Council Election; public consultation on retirement protection; anti-drug efforts; environmental protection; road safety; fight crime; and food wise.

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20 The key performance measures for civic responsibility are:

Targets

	Target	2014 (Actual)	2015 (Actual)	2016 (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

Indicators

	2014 (Actual)	2015 (Actual)	2016 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	8	13	11
minor campaigns	95	89	94
posters produced and displayed	131	153	159
Announcements in the Public Interest produced.....	871	982	980
exhibitions mounted.....	44	42	33

Matters Requiring Special Attention in 2016–17

21 In 2016–17, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including public consultation on retirement protection; the Low-income Working Family Allowance Scheme; voter registration; the 2016 Legislative Council Election; Celebration of the 20th Anniversary of the Establishment of the HKSAR; and the 2017 Chief Executive Election.

Programme (5): Publishing

	2014–15 (Actual)	2015–16 (Original)	2015–16 (Revised)	2016–17 (Estimate)
Financial provision (\$m)	71.7	68.1	71.0 (+4.3%)	70.9 (–0.1%)
				(or +4.1% on 2015–16 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	2014 (Actual)	2015 (Actual)	2016 (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

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	Target	2014 (Actual)	2015 (Actual)	2016 (Plan)
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

Indicators

	2014 (Actual)	2015 (Actual)	2016 (Estimate)
publications updated.....	477	532	470
new publications produced.....	486	312	310
copies distributed	4 444 471	4 796 388	4 620 000
copies sold.....	129 930	74 304	70 000
revenue received (\$m).....	6.7	4.9	5.1
advertisements placed	10 408	9 369	10 000

Matters Requiring Special Attention in 2016–17

25 In 2016–17, the Department will continue to co-ordinate the Government’s publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

Programme	2014–15 (Actual) (\$m)	2015–16 (Original) (\$m)	2015–16 (Revised) (\$m)	2016–17 (Estimate) (\$m)
(1) Public Relations Outside Hong Kong ...	83.6	103.3	104.0	100.6
(2) Local Public Relations and Public Information.....	190.0	206.3	207.2	212.7
(3) Public Opinion	22.3	24.0	22.6	24.1
(4) Civic Responsibility	41.1	48.0	44.8	49.3
(5) Publishing.....	71.7	68.1	71.0	70.9
	408.7	449.7	449.6 (—)	457.6 (+1.8%)
				(or +1.8% on 2015–16 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2016–17 is \$3.4 million (3.3%) lower than the revised estimate for 2015–16. This is mainly due to a general decrease in expenses for promotion activities after the completion of time-limited projects in 2015–16.

Programme (2)

Provision for 2016–17 is \$5.5 million (2.7%) higher than the revised estimate for 2015–16. This is mainly due to an increase in capital expenses for enhancing webcasting equipment.

Programme (3)

Provision for 2016–17 is \$1.5 million (6.6%) higher than the revised estimate for 2015–16. This is mainly due to an increase in operating expenses.

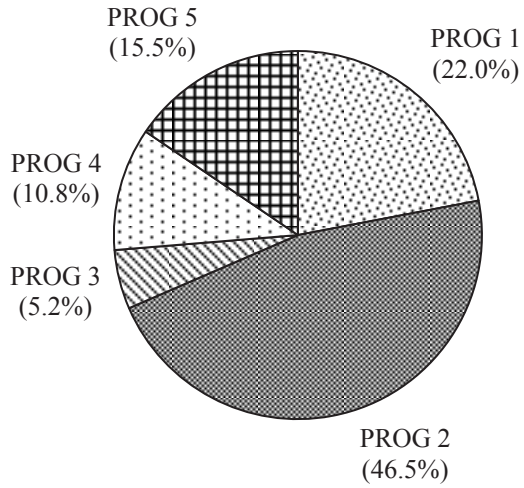
Programme (4)

Provision for 2016–17 is \$4.5 million (10.0%) higher than the revised estimate for 2015–16. This is mainly due to an increase in expenses for promotion and publicity activities including voter registration; the 2016 Legislative Council Election; the 2017 Chief Executive Election; and net creation of two posts in 2016–17.

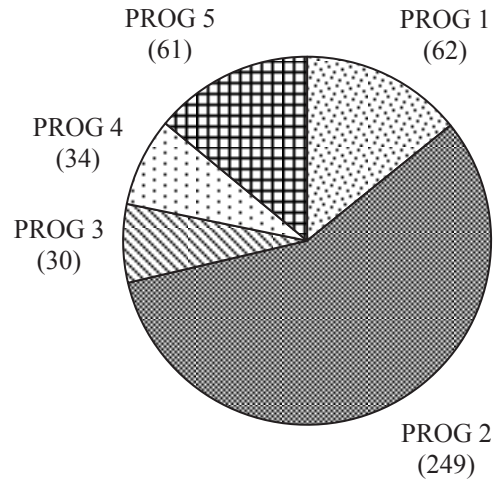
Programme (5)

Provision for 2016–17 is \$0.1 million (0.1%) lower than the revised estimate for 2015–16. This is mainly due to a slight decrease in the estimated printing costs for various government publications in 2016–17.

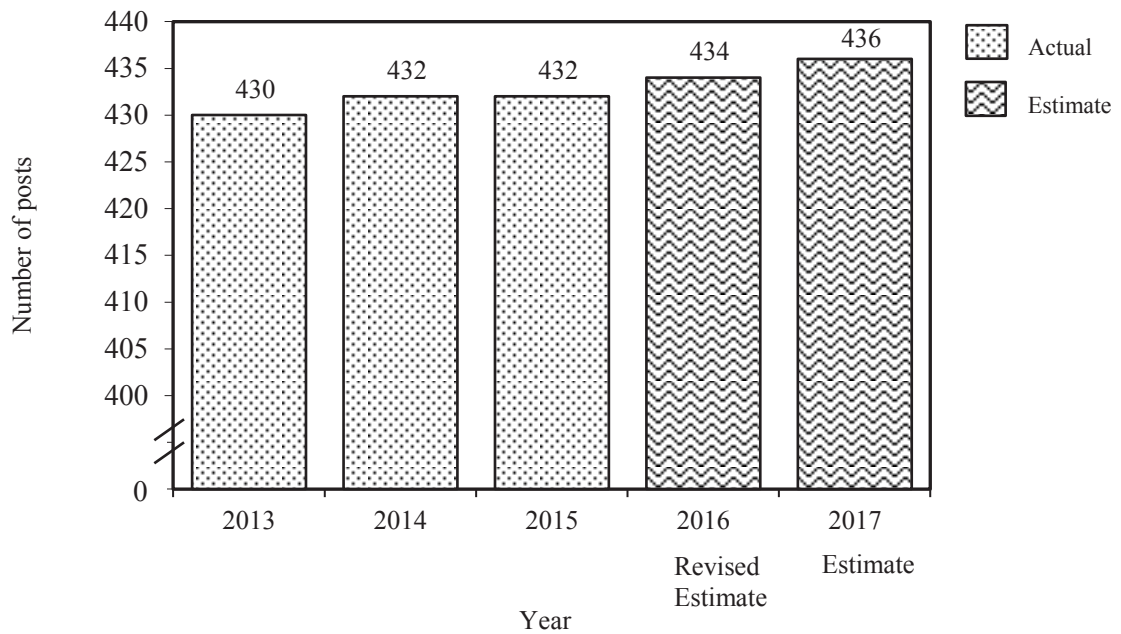
Allocation of provision to programmes (2016-17)



Staff by programme (as at 31 March 2017)



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



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Sub-head (Code)	Actual expenditure 2014-15	Approved estimate 2015-16	Revised estimate 2015-16	Estimate 2016-17	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	408,698	449,664	449,013	454,809
	Total, Recurrent	408,698	449,664	449,013	454,809
	Total, Operating Account	408,698	449,664	449,013	454,809
Capital Account					
Plant, Equipment and Works					
661	Minor plant, vehicles and equipment (block vote)	—	—	612	2,780#
	Total, Plant, Equipment and Works	—	—	612	2,780
	Total, Capital Account	—	—	612	2,780
	Total Expenditure	408,698	449,664	449,625	457,589

Provision of \$2,780,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents an increase of \$2,168,000 (354.2%) over the revised estimate for 2015-16. This reflects the updating of the ambit of this block vote subhead as set out in the Introduction to the Estimates and the increased requirement for new and replacement equipment.

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Details of Expenditure by Subhead

The estimate of the amount required in 2016–17 for the salaries and expenses of the Information Services Department is \$457,589,000. This represents an increase of \$7,964,000 over the revised estimate for 2015–16 and \$48,891,000 over the actual expenditure in 2014–15.

Operating Account

Recurrent

2 Provision of \$454,809,000 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 2016 will be 434 permanent posts. It is expected that there will be a net increase of two permanent posts in 2016–17. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts in 2016–17, but the notional annual mid-point salary value of all such posts must not exceed \$264,205,000.

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

	2014–15 (Actual) (\$'000)	2015–16 (Original) (\$'000)	2015–16 (Revised) (\$'000)	2016–17 (Estimate) (\$'000)
Personal Emoluments				
- Salaries.....	248,593	259,883	259,627	263,588
- Allowances.....	8,649	9,319	9,697	10,210
- Job-related allowances.....	332	508	409	556
Personnel Related Expenses				
- Mandatory Provident Fund contribution.....	852	695	862	710
- Civil Service Provident Fund contribution.....	8,460	9,910	10,219	12,071
Departmental Expenses				
- General departmental expenses	48,420	57,000	52,768	55,700
Other Charges				
- Publicity.....	55,290	57,054	57,691	59,185
- Expenses of visitors to Hong Kong and overseas speaking engagements	38,102	55,295	57,740	52,789
	408,698	449,664	449,013	454,809

Capital Account

Plant, Equipment and Works

5 Provision of \$2,780,000 under *Subhead 661 Minor plant, vehicles and equipment (block vote)* represents an increase of \$2,168,000 (354.2%) over the revised estimate for 2015–16. This reflects the updating of the ambit of this block vote subhead as set out in the Introduction to the Estimates and the increased requirement for new and replacement equipment.