

Head 74 — INFORMATION SERVICES DEPARTMENT

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

Estimate 2025–26 **\$736.9m**

Establishment ceiling 2025–26 (notional annual mid-point salary value) representing an estimated 439 non-directorate posts as at 31 March 2025 reducing by two posts to 437 posts as at 31 March 2026..... **\$356.5m**

In addition, there will be an estimated 12 directorate posts as at 31 March 2025 and as at 31 March 2026.

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 and Youth Affairs).</p>
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Detail

Programme (1): Public Relations Outside Hong Kong

	2023–24 (Actual)	2024–25 (Original)	2024–25 (Revised)	2025–26 (Estimate)
Financial provision (\$m)	168.6	179.2	171.1 (–4.5%)	170.7 (–0.2%)
				(or –4.7% on 2024–25 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 visitors programmes and promotions outside Hong Kong;
- the Government's offices overseas and in the Mainland, the international community in Hong Kong; and
- Brand Hong Kong platforms, including events, website and social media (namely, Facebook, Instagram, LinkedIn, WeChat, Weibo, X, Youku and YouTube).

- 4 The Department's publicity efforts are geared to promoting Hong Kong as Asia's world city and an events capital abound with opportunities. Under the successful implementation of "One Country, Two Systems", Hong Kong has the distinctive advantages of enjoying strong support of the motherland while being closely connected to the world, particularly under the Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-Range Objectives Through the Year 2035 (14th Five-Year Plan), 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 development in "eight centres" as outlined in the 14th Five-Year Plan, which cover the areas of finance, trade, innovation and technology, international cultural exchange, shipping and aviation, legal and dispute resolution services as well as intellectual property trading. Also highlighted are the city's strengths as a cosmopolitan, well-connected, dynamic and diverse city with world-class education, talent and infrastructure, and the growing emphasis on quality living and conservation of nature and heritage. There are also publicity measures on the achievements in Hong Kong's sports field in the one-year countdown to the co-hosting of the 15th National Games (NG), the 12th National Games for Persons with Disabilities (NGD) and the ninth National Special Olympic Games (NSOG). The Department monitors media coverage to assess perceptions about Hong Kong, and responds to press reports as necessary. It uses a range of social media platforms 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	2023 (Actual)	2024 (Actual)	2025 (Plan)
initiating action to all requests within the same day (%)	100	100	100	100

Indicators

	2023 (Actual)	2024 (Actual)	2025 (Estimate)
locally-based foreign media organisations assisted	62	56	56
visiting journalists and film crews assisted	160	215#	210
publications produced and distributed	662	710^	1 200^
videos produced	148	153^	210^
sponsored visitors and visiting VIPs assisted	70	93¶	130¶
speaking engagements outside Hong Kong assisted	147	164¶	170¶
high-level outward missions assisted	8	10	10
public relations projects outside Hong Kong co-ordinated and assisted	59	61	59

The figure in 2024 was higher than that in 2023 as more overseas and Mainland journalists came to cover new and prominent events in Hong Kong.

^ The numbers of publications produced and distributed and videos produced in 2024 were higher than those in 2023 due to enhanced publicity efforts to promote Hong Kong to the global and Mainland audiences. It is expected that the number will further increase in 2025 with more public relations initiatives and publicity measures to promote Hong Kong's co-hosting of the 15th NG, the 12th NGD and the ninth NSOG.

¶ The figures in 2024 were higher than those in 2023 as the Government actively connected with the Mainland and the world to tell the true and good stories of Hong Kong. The numbers are expected to rise further in 2025 as efforts in these areas continue to be stepped up.

Matters Requiring Special Attention in 2025–26

6 Following completion of the legislative exercise on Article 23 of the Basic Law with the implementation of the Safeguarding National Security Ordinance in March 2024, the Government has been promoting Hong Kong's new potentials, advantages and opportunities at full steam to overseas and Mainland audiences through showcasing to the world a safer business environment. Hong Kong will continue to tell the true and good stories of the city, and actively promote the success of "One Country, Two Systems", present the openness and cultural vibrancy with a fascinating array of mega events in the city, and its distinctive advantage as a conduit between the Mainland and the world. Publicity efforts to showcase the potentials, advantages and opportunities of Hong Kong will continue to be made in a multi-faceted and comprehensive manner via extensive multimedia channels and networks. Publicity measures to promote the city's soft power, talent admission schemes, opening of the Kai Tak Sports Park, and the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG will be implemented. Prominent government officials, political and business leaders, academia and media representatives from overseas and the Mainland will be invited to visit Hong Kong on sponsorship so that they can see for themselves the latest developments in the city, and bring home the good stories of Hong Kong.

Programme (2): Local Public Relations and Public Information

	2023–24 (Actual)	2024–25 (Original)	2024–25 (Revised)	2025–26 (Estimate)
Financial provision (\$m)	269.9	287.0	285.3 (-0.6%)	329.4 (+15.5%)
				(or +14.8% on 2024–25 Original)

Aim

7 The aims are to assist in 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 including 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 content via mobile devices. The greater use of social media, including Facebook, Instagram, WeChat, Weibo, X, Xiaohongshu and YouTube allows up-to-date news stories, feature stories, photos, infographics and videos to be disseminated to various sectors of the community in a timely manner.

11 In 2024–25, 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 Chief Executive's Policy Address; the Budget; mega events economy; Day x Night Vibes @ 18 Districts; one-year countdown to the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG; the 27th Anniversary of the Establishment of the Hong Kong Special Administrative Region (HKSAR); the 75th Anniversary of the Founding of the People's Republic of China; opening of the National Security Exhibition Gallery of HKSAR; visit of the Paris Olympic Games Mainland Olympians delegation; arrival of two giant pandas; patriotic education; legislative work for Article 23 of the Basic Law; and promoting Hong Kong's economy and greater integration into the overall development of the country.

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

Targets

	Target	2023 (Actual)	2024 (Actual)	2025 (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

	2023 (Actual)	2024 (Actual)	2025 (Estimate)
press releases issued (in English and Chinese)	202 565‡	188 421	200 000
press photographs distributed	10 286	10 903	10 600
videos distributed	1 068	1 062	1 120
media enquiries dealt with	792 696‡	649 383	652 530

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	2023 (Actual)	2024 (Actual)	2025 (Estimate)
media facilities arranged			
press conferences and briefings	1 259‡	1 095	1 100
web broadcast.....	979‡	820	900
interviews	2 466‡	2 255	2 260
media visits	244‡	206	210
public functions.....	5 784	5 715	5 730

‡ The numbers of press releases issued, media enquiries dealt with and media facilities arranged for press conferences and briefings, web broadcast, interviews and media visits were higher in 2023 as more activities were organised in the year following Hong Kong's resumption to normalcy after the COVID-19 pandemic.

Matters Requiring Special Attention in 2025–26

13 In 2025–26, 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; patriotic education; the 28th Anniversary of the Establishment of HKSAR; the 76th Anniversary of the Founding of the People's Republic of China; the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG; 2025 Legislative Council General Election; and promoting Hong Kong's economy and greater integration of Hong Kong into the overall development of the country.

Programme (3): Public Opinion

	2023–24 (Actual)	2024–25 (Original)	2024–25 (Revised)	2025–26 (Estimate)
Financial provision (\$m)	34.6	38.5	38.3 (–0.5%)	39.4 (+2.9%)
				(or +2.3% on 2024–25 Original)

Aim

14 The aims are to keep the Government informed of public opinion as expressed through the mass news media and popular social media platforms, 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 and popular social media platforms to help policy bureaux and departments stay abreast of public views on subjects under their purview. The process involves the monitoring of Chinese and English newspapers and magazines, popular news websites and social media platforms such as Facebook, Instagram, WeChat, Weibo, X, Xiaohongshu and YouTube, as well as 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	2023 (Actual)	2024 (Actual)	2025 (Plan)
conduct media research, produce reviews or special reports on issues of concern to the Government (day).....	1	1	1	1

Indicators

	2023 (Actual)	2024 (Actual)	2025 (Estimate)
newspapers monitored each day.....	20	19	19
weekly/monthly magazines and journals monitored.....	19	18	18
hours of news and public affairs programmes monitored on major television stations.....	5 753	5 723	5 730
major radio stations.....	2 965	2 968	2 970

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	2023 (Actual)	2024 (Actual)	2025 (Estimate)
hours of monitoring popular social media platforms	5 480	5 480	5 480
media reviews and special reports.....	63 081 ^Ψ	47 257	47 320

Ψ The figure in 2023 was higher than that in 2024 mainly due to a number of media reviews and special reports produced in 2023 to support the rolling out of major policy initiatives, including the promotion of the introduction of the District Councils (Amendment) Bill 2023 and 2023 District Council Ordinary Election, which were time-limited campaigns.

Matters Requiring Special Attention in 2025–26

17 In 2025–26, the Department will continue to monitor public opinion as expressed through the mass news media and popular social media platforms.

Programme (4): Civic Responsibility

	2023–24 (Actual)	2024–25 (Original)	2024–25 (Revised)	2025–26 (Estimate)
Financial provision (\$m)	73.9	70.4	70.2 (–0.3%)	109.4 (+55.8%)
				(or +55.4% on 2024–25 Original)

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 bureaux and 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 in 2024–25 included voter registration; mega events economy; hospitality campaign; patriotic education; the fight against crime; environmental protection; road safety; anti-drug efforts; and one-year countdown to the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG.

20 The key performance measures for civic responsibility are:

Targets

	Target	2023 (Actual)	2024 (Actual)	2025 (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

	2023 (Actual)	2024 (Actual)	2025 (Estimate)
publicity programmes planned and implemented with the Department's assistance			
major campaigns	11	10	12
minor campaigns	78	83	85
posters produced and displayed	615	306§	310§
APIs produced.....	831	709#	730#
exhibitions mounted.....	32	33	32

§ The figure in 2024 and the estimated figure for 2025 was/is lower than that in 2023 as some posters have ceased to be updated and reprinted as before.

The figure in 2024 and the estimated figure for 2025 was/is lower than that in 2023 mainly due to the change in deployment of publicity tools, including increasing use of social media channels.

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Matters Requiring Special Attention in 2025–26

21 In 2025–26, the Department will continue to provide support to bureaux and departments for publicity campaigns and promotional activities, including voter registration; voter turnout; 2026 Population Census; patriotic education; the fight against crime; environmental protection; road safety; anti-drug efforts; and the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG.

Programme (5): Publishing

	2023–24 (Actual)	2024–25 (Original)	2024–25 (Revised)	2025–26 (Estimate)
Financial provision (\$m)	98.9	86.5	99.4 (+14.9%)	88.0 (–11.5%)
				(or +1.7% on 2024–25 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	2023 (Actual)	2024 (Actual)	2025 (Plan)
updating publications, including their electronic version (days).....	60	60	60	60
producing new publications (Yearbook 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	10
processing requests for purchase of digital photographs at Photo Library (days)	5	5	5	5
from Government Photo Records and Sales System (minutes).....	30	30	30	30
processing requests for free publication(s) at counter (minutes)	3	3	3	3
by post (days)	3	3	3	3

Indicators

	2023 (Actual)	2024 (Actual)	2025 (Estimate)
publications updated.....	323	304	310
new publications produced.....	309	333	340
copies distributed	14 113 249	4 386 405λ	4 390 100λ
copies sold.....	22 064	18 660φ	19 000φ

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	2023 (Actual)	2024 (Actual)	2025 (Estimate)
revenue received (\$m).....	1.3	1.2	1.2
advertisements placed	8 626	7 780	8 000

λ The figure in 2024 and the estimated figure for 2025 was/is lower than that in 2023 mainly due to reduction in the number of printed copies with availability of information online.

φ The figure in 2024 and the estimated figure for 2025 was/is lower than that in 2023 mainly due to a decline in demand resulting from the increased availability of information online.

Matters Requiring Special Attention in 2025–26

25 In 2025–26, the Department will continue to co-ordinate the Government’s publishing requirements.

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ANALYSIS OF FINANCIAL PROVISION

	2023–24 (Actual) (\$m)	2024–25 (Original) (\$m)	2024–25 (Revised) (\$m)	2025–26 (Estimate) (\$m)
Programme				
(1) Public Relations Outside Hong Kong....	168.6	179.2	171.1	170.7
(2) Local Public Relations and Public Information	269.9	287.0	285.3	329.4
(3) Public Opinion	34.6	38.5	38.3	39.4
(4) Civic Responsibility.....	73.9	70.4	70.2	109.4
(5) Publishing	98.9	86.5	99.4	88.0
	645.9	661.6	664.3 (+0.4%)	736.9 (+10.9%)
				(or +11.4% on 2024–25 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2025–26 is \$0.4 million (0.2%) lower than the revised estimate for 2024–25. This is mainly due to the decreased provision for external publicity, partly offset by the increased provision for external promotion in relation to the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG.

Programme (2)

Provision for 2025–26 is \$44.1 million (15.5%) higher than the revised estimate for 2024–25. This is mainly due to the increased provision for media services in relation to the co-hosting of the 15th NG, the 12th NGD and the ninth NSOG and full-year effect of vacancies filled in 2024–25. There will be a net decrease of two posts in 2025–26.

Programme (3)

Provision for 2025–26 is \$1.1 million (2.9%) higher than the revised estimate for 2024–25. This is mainly due to the increased provision for operating expenses.

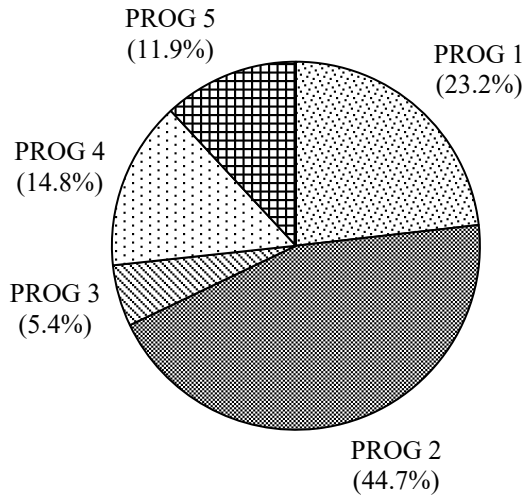
Programme (4)

Provision for 2025–26 is \$39.2 million (55.8%) higher than the revised estimate for 2024–25. This is mainly due to the increased provision for local publicity and promotion in relation to the 15th NG, the 12th NGD and the ninth NSOG.

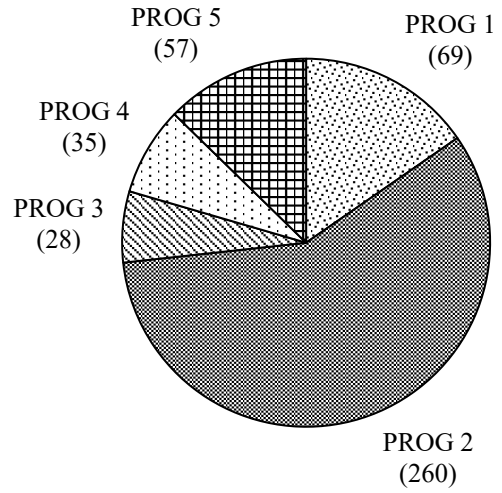
Programme (5)

Provision for 2025–26 is \$11.4 million (11.5%) lower than the revised estimate for 2024–25. This is mainly due to the decreased provision for the estimated printing requirements for various government publications.

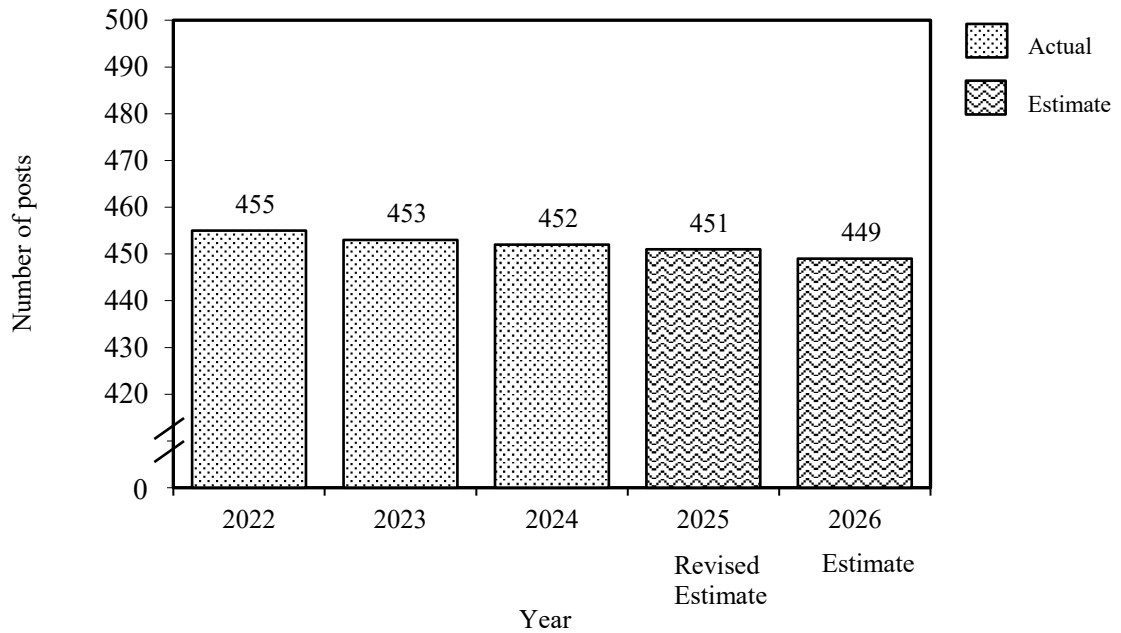
Allocation of provision to programmes (2025-26)



Staff by programme (as at 31 March 2026)



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



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Sub-head (Code)	Actual expenditure 2023–24	Approved estimate 2024–25	Revised estimate 2024–25	Estimate 2025–26	
	\$'000	\$'000	\$'000	\$'000	
Operating Account					
Recurrent					
000	Operational expenses	645,914	660,911	663,621	736,868
	Total, Recurrent.....	645,914	660,911	663,621	736,868
	Total, Operating Account	645,914	660,911	663,621	736,868
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Capital Account					
Plant, Equipment and Works					
	Minor plant, vehicles and equipment (block vote).....	—	698	696	—
	Total, Plant, Equipment and Works.....	—	698	696	—
	Total, Capital Account.....	—	698	696	—
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	Total Expenditure	645,914	661,609	664,317	736,868
		<u>645,914</u>	<u>661,609</u>	<u>664,317</u>	<u>736,868</u>

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Details of Expenditure by Subhead

The estimate of the amount required in 2025–26 for the salaries and expenses of the Information Services Department is \$736,868,000. This represents an increase of \$72,551,000 over the revised estimate for 2024–25 and \$90,954,000 over the actual expenditure in 2023–24.

Operating Account

Recurrent

2 Provision of \$736,868,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Information Services Department. This represents an increase of \$73,247,000 (11.0%) over the revised estimate for 2024–25. This is mainly due to the needs to enhance media services, publicity and promotional requirements in relation to the co-hosting of the 15th National Games, the 12th National Games for Persons with Disabilities and the ninth National Special Olympic Games in 2025–26.

3 The establishment as at 31 March 2025 will be 451 posts. It is expected that there will be a net decrease of two posts in 2025–26. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2025–26, but the notional annual mid-point salary value of all such posts must not exceed \$356,526,000.

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

	2023–24 (Actual) (\$'000)	2024–25 (Original) (\$'000)	2024–25 (Revised) (\$'000)	2025–26 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	331,369	343,716	348,083	354,624
- Allowances	14,950	15,403	12,662	13,118
- Job-related allowances.....	683	827	468	682
Personnel Related Expenses				
- Mandatory Provident Fund contribution	857	858	800	766
- Civil Service Provident Fund contribution	30,964	34,695	34,371	37,567
Departmental Expenses				
- General departmental expenses	83,336	95,054	93,079	128,524
Other Charges				
- Publicity.....	85,885	65,370	77,468	107,729
- Expenses of visitors to Hong Kong and overseas speaking engagements	97,870	104,988	96,690	93,858
	645,914	660,911	663,621	736,868