

Examination of Estimates of Expenditure 2009-10  
**CONTROLLING OFFICER'S REPLY TO  
INITIAL WRITTEN QUESTION**

**Reply Serial No.**

**DEVB(PL)073**

**Question Serial No.**

2150

Head : 82 Buildings Department    Subhead (No. & title) :

Programme : Buildings and Building Works

Controlling Officer : Director of Buildings

Director of Bureau : Secretary for Development

Question :

In 2009-10, the Administration will sustain a public education and publicity campaign on the need for periodical safety inspection and maintenance of buildings. What will be the work content, objective, manpower arrangement and estimated expenditure of the campaign involved?

Asked by : Hon. LEE Kok-long, Joseph

Reply :

In 2009-10, the Buildings Department (BD) will maintain an education and publicity campaign as in previous years to enhance public awareness of the importance of timely maintenance and inspection of buildings. In April 2009, the BD will launch a series of promotional activities, including broadcasting announcements of public interest (APIs) on TV and radio as well as publication of leaflets and posters. These promotional activities aim at reminding building owners/occupants to appoint qualified persons (professionals and contractors) to inspect their buildings and to plan, carry out and supervise repair works for them. The expenditure for these promotional activities is around \$1.2 million.

The BD will also organise, in collaboration with the Hong Kong Housing Society and Urban Renewal Authority, a series of publicity activities on building safety, including special TV and radio programmes and roving exhibitions in the second half of 2009. The estimated expenditure on the part of the BD for these publicity activities is around \$1.1 million.

To tie in with the implementation of the minor works control system, the BD will launch a series of publicity activities on the registration of minor works contractors and the implementation of the system in 2009-10. Publicity activities will include TV and radio APIs and the publication of leaflets and posters. The estimated expenditure is around \$1.8 million.

Each year, the BD will reinforce its publicity work to promote the safety of aluminium windows before the Lunar New Year to remind the public to perform year-end house cleaning in a safe manner. The channels of the promotion include broadcasting TV and radio APIs and the publication of newspaper supplements. The estimated expenditure for such publicity work in 2009-10 is around \$0.8 million. The BD will also strengthen its publicity work before and during the rainy and typhoon seasons to promote safety of bamboo scaffolds. Publicity will be launched mainly through TV APIs. The estimated expenditure for such publicity work in 2009-10 is around \$0.5 million.

All the above publicity programmes will be coordinated by the existing Information Unit of the BD. BD's staff will also promote the importance of timely maintenance and building safety to the public in the course of their daily works. These will be undertaken by existing staff without involving the provision of additional manpower.

Signature	_____
Name in block letters	<u>          AU Choi-kai          </u>
Post Title	<u>          Director of Buildings          </u>
Date	<u>          17 March 2009          </u>