

Examination of Estimates of Expenditure 2010-11

Reply Serial No.

**CONTROLLING OFFICER'S REPLY TO
INITIAL WRITTEN QUESTION**

DEVB(PL)080

Question Serial No.

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

1252

Programme : Buildings and Building Works

Controlling Officer : Director of Buildings

Director of Bureau : Secretary for Development

Question :

Please list respectively the number, activity content, number of participants and expenditure of the public education and publicity campaigns on promoting the needs for safety inspection and maintenance of buildings in 2009.

Asked by : Hon. CHEUNG Hok-ming

Reply :

In 2009-10, the Buildings Department (BD) mounted various public education and publicity campaigns as in previous years to enhance public awareness of the importance of timely maintenance and inspection of buildings.

In May 2009, the BD launched a publicity programme to remind building owners/occupants to appoint qualified professionals and contractors to inspect their buildings and to plan, carry out and supervise repair works for them. The publicity programme included broadcasting announcements in the public interest (APIs) on TV, radio, buses and trains, as well as publication of posters and leaflets. The expenditure for this publicity programme was about \$1.5 million.

To tie in with the implementation of the minor works control system, the BD launched a series of publicity activities to promote the registration of minor works contractors in December 2009. The publicity activities included broadcasting APIs on TV, radio, buses and trains, as well as publication of posters and leaflets. The expenditure for these publicity activities was about \$3.9 million.

On 17 January 2010, a one-day Building Safety Carnival (the Carnival) was organised by the BD in collaboration with the Hong Kong Housing Society and Urban Renewal Authority at Victoria Park. It featured variety performance, exhibitions and interactive games, with the new minor works control system as the main theme. The Carnival promoted and strengthened public awareness of the importance of building safety and timely maintenance of private buildings. About 8 600 persons participated in the Carnival and the total expenditure incurred by the BD was about \$0.87 million.

In January 2010, the BD reinforced its publicity work in promoting 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 promotion included broadcasting TV and radio APIs as well as publication of newspaper supplements. The expenditure for the publicity work was around \$0.4 million.

The BD had also strengthened its annual publicity work before and during the rainy and typhoon seasons to promote safety of bamboo scaffolds, mainly through broadcasting TV APIs. The expenditure of the publicity work was \$0.4 million.

Signature _____

Name in block letters AU Choi-kai

Post Title Director of Buildings

Date 17 March 2010