

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

DEVB(PL)087

Question Serial No.

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

1475

Programme : Buildings and Building Works

Controlling Officer : Director of Buildings

Director of Bureau : Secretary for Development

Question :

Please list the respective 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 2010.

Asked by : Hon. CHEUNG Hok-ming

Reply :

In 2010, the Buildings Department (BD) mounted various public education and publicity campaigns to increase public awareness of the importance of timely maintenance and inspection of buildings, the risks of unsafe building works and the potential liability arising from unauthorised building works. The highlight of the publicity efforts is as follows:

- (a) 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;
- (b) 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;

- (c) To tie in with the implementation of the minor works control system, the BD stepped up its efforts to promote the registration of minor works contractors between April and August 2010. The publicity activities included increased broadcasting frequency of announcements in the public interest (APIs) on TV, radio, buses and trains, as well as publication of newspaper supplements. The expenditure of these publicity activities was about \$1 million;
- (d) Between April 2010 and February 2011, the BD, in collaboration with owners' corporations, contractors associations, property management companies, relevant government departments and organisations, held 44 seminars and briefing sessions to promote the minor works control system. The total number of participants was about 5 100. The seminars and briefing sessions were conducted by the existing staff of the BD as part of their normal duties;
- (e) Starting from October 2010, the BD has launched a series of publicity activities to promote the full implementation of the minor works control system from 31 December 2010. The publicity activities included APIs on TV, radio, buses and trains, as well as publication of booklets, newspaper supplements, posters, general guides, leaflets and direct mailing. The expenditure of these publicity activities was about \$7.5 million.
- (f) To provide general and technical advice on the minor works control system to members of the public and building practitioners respectively, the BD published General and Technical Guidelines on Minor Works Control System in December 2010. The expenditure of the production of the guidelines for distribution was about \$0.66 million;
- (g) In 2010, the BD compiled a teaching kit for senior secondary students for the purpose of fostering building safety culture among the younger generation. The teaching kit will be distributed to all secondary schools in March 2011. The expenditure of the production of the teaching kit was about \$0.5 million; and
- (h) The BD had 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 around \$0.4 million.

Signature _____

Name in block letters AU Choi-kai

Post Title Director of Buildings

Date 16.3.2011