

**CONTROLLING OFFICER'S REPLY**

**DEVB(PL)115**

**(Question Serial No. 1197)**

Head: (82) Buildings Department  
Subhead (No. & title): (-) Not Specified  
Programme: (1) Buildings and Building Works  
Controlling Officer: Director of Buildings (AU Choi-kai)  
Director of Bureau: Secretary for Development

Question (Member Question No. 12):

Regarding the continuous dissemination of building safety messages to the public and fostering of a building safety culture, how many programmes will the Buildings Department commence and what is the expenditure involved?

Asked by: Hon. LAU Wong-fat

Reply:

In 2014-15, the Buildings Department (BD) will continue its public education and publicity campaign to disseminate messages on building safety and foster a building safety culture in the community. The public education activities will include general talks for students and building owners; technical talks and briefings for building professionals and contractors; roadshows, comic drawing and photo competitions, publication of guidelines on the BD's website as well as the BD's new thematic website on building safety; and creating mobile Apps on specific topics such as the Minor Works Control System. The publicity activities will include Announcements in the Public Interest (APIs) on television, radio, buses and trains; short films on building safety; as well as publication of newspaper supplements, pamphlets, booklets and posters.

The related work will be handled by the existing staff resources of the Information Unit (IU) and the Public Education and Publicity Unit (PEPU) of BD. The IU, comprising three Information Officer Grade staff, is responsible for some of the publicity activities as part of their overall duties to handle media and publicity matters. The PEPU comprising four professional and technical staff who are civil service staff and two publicity assistants who are non-civil service contract staff, is responsible for the remaining public education and publicity activities.

The estimated total expenditure for the printing of publicity materials, producing and broadcasting APIs, and employing outsourced contractors and service providers to carry out public education and publicity activities in 2014-15 is \$11.3 million.