

CONTROLLING OFFICER'S REPLY

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(Question Serial No. 3638)

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

Question:

What were the details of the publicity and public education campaign in the past three years? What were the manpower and expenditure involved?

Asked by: Dr Hon KWOK Ka-ki (Member Question No. 359)

Reply:

The Buildings Department (BD) undertook, among others, the following public education and publicity (PEP) activities in the past three years to promote building safety and foster a building safety culture:

- (a) conducting briefings for the industry, students and the general public;
- (b) revamping the BD's website to improve its usability and uploading relevant guidelines onto the BD's website and the BD's thematic website on building safety;
- (c) organising a large-scale publicity event, namely the Building Safety Week 2015, in mid-March 2015, which included a wide variety of activities such as roadshows, comic drawing and drama competitions for students and photo competition for the general public;
- (d) launching a mobile application for the Minor Works Control System and developing a mobile application for the Mandatory Building Inspection and Window Inspection Schemes;
- (e) broadcasting Announcements in the Public Interest (APIs) on TV, radio, buses and trains; and
- (f) producing various short video films, uploading them onto the BD's website and showing them during the BD's events.

The total expenditure for the printing of publicity materials, producing and broadcasting APIs and short films, and employing outsourced contractors and service providers to carry out PEP activities on building safety for 2013-14, 2014-15 and 2015-16 were about \$10.2 million, \$19.7 million and \$18.4 million respectively.

The related work was handled by six staff of the Public Education and Publicity Unit and three staff of the Information Unit of the BD as part of their overall duties. We are unable to provide a breakdown of the manpower and the manpower-related expenditure incurred solely for PEP activities.

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