

CONTROLLING OFFICER'S REPLY

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(Question Serial No. 4202)

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

Question:

With regard to “continuing the publicity and public education campaign to disseminate building safety messages to building owners, occupants, building professionals, contractors, workers, property management personnel, students and the general public, and foster a building safety culture”, please inform this Committee:

- 1.) of the publicity and public education campaigns implemented in the past three years, as well as the expenditure and manpower involved;
- 2.) of the plan, expenditure and manpower of the publicity and public education campaign this year;
- 3.) what is the criteria for assessing the effectiveness of the publicity and public education campaigns?

Asked by: Hon HO Kai-ming (LegCo internal reference no.: 12)

Reply:

- 1.) The Buildings Department (BD) undertook, among other things, the following public education and publicity (PEP) activities in the past three years to promote building safety and foster building safety culture in the community:
 - (a) conducting over 100 briefings, events, visits, etc. for the building industry, students and the general public each year;
 - (b) revamping BD's website to improve its usability and uploading relevant guidelines onto BD's website and BD's thematic website on building safety regularly;

- (c) organising an annual large-scale publicity event, namely the Building Safety Week, which included a wide variety of activities such as roadshows, comic drawing and drama competitions for students, exhibitions and seminars for the general public and a symposium for building professionals and registered contractors;
- (d) launching and maintaining the mobile application for Mandatory Building Inspection Scheme and Mandatory Window Inspection Scheme;
- (e) maintaining the mobile application for the Minor Works Control System;
- (f) launching and operating an e-learning centre to promulgate an on-line Building Safety Certificate Course targeting building owners and the general public;
- (g) broadcasting Announcements in the Public Interest (APIs) on TV, radio, buses, trains and online media; and
- (h) producing various short video films and broadcasting them on BD's website and during 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 2016-17, 2017-18 and 2018-19 were about \$12.8 million, \$10.9 million and \$17.1 million (estimated) respectively.

The related work was handled by six staff of the Public Education and Publicity Unit (PEPU) in 2016-17 and 2017-18 and eight staff of PEPU in 2018-19 as well as three staff of the Information Unit (IU) of BD as part of their overall duties. BD is not able to provide a breakdown of the manpower expenditure involved solely for the aforementioned events and other PEP activities.

- 2.) In 2019-20, BD will undertake similar PEP activities as in the past three years to promote building safety and foster a building safety culture. The manpower in IU will remain unchanged and two additional civil service posts will be created in PEPU. The total expenditure to carry out PEP activities on building safety is estimated to be \$16.9 million.
- 3.) To assess the effectiveness of the PEP activities, BD records the number of participants in each activity and collect feedback from participants. For on-line promotional activities, parameters such as the number of reaches and views are obtained from the media services providers to assess their effectiveness.