

Examination of Estimates of Expenditure 2004-05

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

Reply Serial No.

HPLB(PL)035

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

Question Serial No.

Programme : Buildings and Building Works

1215

Controlling Officer : Director of Buildings

Director of Bureau : Secretary for Housing, Planning and Lands

Question :

As stated under this Programme, the Buildings Department continued to promote public education and publicity campaign on building safety and maintenance in 2003. In this respect, can the Administration advise this Council:

- (1) the details of this project; and
- (2) the respective number of establishment and the costs involved in this project?

Asked by : Hon. FUNG Kin-kee, Frederick

Reply :

Last year, the Buildings Department implemented a series of public education activities and publicity events to promote public awareness of building safety and maintenance. To increase public awareness of the importance of drainage maintenance, two types of posters publicising the messages "An Attack Out of the Blue Can Kill" and "Illegal Drainage Connections Pose Health Hazard" were produced and displayed at bus stops and on the body of buses for 13 weeks, at MTRC stations for 26 weeks and KCRC stations for 13 weeks. The posters were also distributed to building management companies. The total advertising cost amounted to \$850,000.

Leaflets entitled "What You Need To Know About Drainage Pipe Maintenance" and "Guidelines on Maintenance and Repair of Drainage System and Sanitary Fitments" were printed and distributed to the public, including building owners. The total printing cost amounted to \$520,000. The pamphlets entitled "What You Need to Know About Drainage Pipe Maintenance" were distributed by post to 1.2 million households in private buildings throughout the territory. The postage cost amounted to \$857,000. Buildings Department staff also distributed the guidelines to building management companies while conducting preliminary drainage pipe inspections.

A publicity campaign promoting the "Proper Maintenance Makes Hygienic Homes" message was launched in November 2003 and a series of roving exhibitions was held at 21 locations throughout the territory from November last year to early January this year. These events involved an amount of \$600,000.

The Buildings Department and the Education and Manpower Bureau jointly organized an Inter-School Stage Performance Competition in late 2003 to promote a better building care culture. Secondary school students were invited to express their understanding of building maintenance through drama, dancing and singing. The competition attracted 22 school entries and six school teams were selected for performance at the competition held on 10 March 2004 at the Kwai Tsing Theatre. The competition involved a cost of \$77,000.

Building management seminars for building owners were also held from time to time.

A Principal Information Officer, underpinned by two Information Assistants, was mainly responsible for the public education campaign and promotion activities. Professionals and general grade staff of the department also provided professional and logistic support from time to time.

Signature	_____
Name in block letters	Marco WU
Post Title	Director of Buildings
Date	26.3.2004