

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

Reply Serial No.

HPLB(PL)121

Question Serial No.

1005

Head: 118 Planning Department Subhead (No. & title):

Programme: (4) Town Planning Information Services

Controlling Officer: Director of Planning

Director of Bureau: Secretary for Housing, Planning and Lands

Question : How is the Planning Department website promoted to increase its number of hits?

Asked by : Hon. LAU Wong-fat

Reply :

Apart from frequently updating and continuously enriching the content, we have promoted the Planning Department website by the following means:

- featuring it in the publicity pamphlets and other materials of the Department for dissemination to the public and visitors to the Department;
- featuring it in the exhibition panels, which are displayed in secondary schools and shopping centres during the year as part of the Planning Department Outreach Programme;
- including it in all public consultation documents on planning studies; and
- providing hyperlink of the Department's website to other planning and development related websites.

Signature _____

Name in block letters Mrs Ava S. Y. NG

Post Title Director of Planning

Date 15 March 2007
