

## “Enhanced Productivity Programme: 2001-02” Booklet

### Report on EPP Savings – Hong Kong Tourist Association

Total value of EPP savings in 2001-02: **\$10.634 m**, equivalent to **2.0%** of total recurrent baseline expenditure in that year that is subject to EPP. Total EPP savings (as a percentage of recurrent baseline expenditure subject to EPP) achieved by 2001-02 on a **cumulative** basis is **3.0%**.

Category	Savings (\$m)	EPP Measures in 2001-02	Safeguards for Quality Service
<b>Subventions</b>	2.500	<ul style="list-style-type: none"> <li>● Streamline the procedures involved in developing and producing advertisements and other publicity programmes.</li> <li>● Use alternative but more cost-effective types of publicity activities.</li> </ul>	The savings are achieved by streamlining the existing procedures and increasing cost-effectiveness. The quality of publicity activities and service to visitors will not be affected.
	1.000	<ul style="list-style-type: none"> <li>● Solicit more co-operative partners to support advertising campaigns and share the costs.</li> </ul>	Reducing costs through co-operative advertising campaigns will not have any impact on the quality of advertising campaigns and service to visitors.
	2.500	<ul style="list-style-type: none"> <li>● Adopt more cost-effective arrangements in support of senior government officials' overseas visits and streamline procedures involved.</li> </ul>	Our services will not be affected as the savings are achieved by adopting more cost-effective arrangements and streamlining procedures.
	1.500	<ul style="list-style-type: none"> <li>● Introduce a new staff retirement scheme for staff joining the HKTA on or after 1 December 2000 upon completion of a review. The new staff may also opt to join the basic Mandatory Provident Fund Scheme.</li> </ul>	Introduction of a new retirement scheme will not affect staff benefits and the quality of service to visitors.

Category	Savings (\$m)	EPP Measures in 2001-02	Safeguards for Quality Service
	0.500	<ul style="list-style-type: none"> <li>Revamp the HKTA website incorporating the new "City of Life" advertising graphics and simplifying the navigation. The new website will attract more advertisements.</li> </ul>	Revamping HKTA website and generating more income from advertisements on the website will not affect the range of promotional materials available to visitors.
	0.150	<ul style="list-style-type: none"> <li>Revise the office layout and release some 75 square metres of surplus office space to be leased out.</li> </ul>	The savings are achieved by deriving rental income from surplus office space. There should not be any impact on the quality of service to visitors.
	0.484	<ul style="list-style-type: none"> <li>Streamline office administration and make better use of information technology. General administrative expenses will be reduced.</li> </ul>	The savings are achieved by streamlining procedures and applying information technology. There should not be any impact on the quality of service to visitors.
	1.100	<ul style="list-style-type: none"> <li>Reduce the production of HKTA publications and give endorsement to publications from the private sector instead.</li> </ul>	The change will not have any impact on the quality of service to visitors as useful publications will still be made available to visitors.
	0.900	<ul style="list-style-type: none"> <li>Seek legal advice from external legal advisers on a need basis, rather than from in-house legal adviser.</li> </ul> <p><i>Savings :</i> Deletion of 1 Legal Manager post.</p>	There will not be any impact on the quality of service to visitors as the post has remained vacant since creation and HKTA will continue to seek legal advice from external legal advisers on a need basis.
<b>Total</b>	<b>10.634</b>		

Subventions

i.e. Recurrent payment to non-government bodies in support of their on-going expenses