

第六章

CHAPTER 06

# 社區關係處

COMMUNITY RELATIONS  
DEPARTMENT



### 法定職責

- 教育公眾認識貪污的禍害。
- 爭取公眾支持肅貪倡廉的工作。

### 策略

- 採用“全民誠信”教育策略，為社會不同界別提供適切的倡廉教育。
- 結合媒體宣傳與面對面接觸加強倡廉教育，並增強新媒體宣傳。
- 善用與社會各界建立伙伴合作關係以籌劃及推行各項倡廉活動。

### 組織

社區關係處（社關處）由一名處長執掌，轄下設有兩個科。

### STATUTORY DUTIES

- Educate the public against the evils of corruption.
- Enlist public support in the fight against corruption.

### STRATEGIES

- Adopt an "Ethics for All" approach to tailor preventive education programmes for different segments of the community.
- Enhance integration of media publicity and face-to-face education, with increased use of new media.
- Leverage strategic partnership with different sectors in mapping out and executing these programmes.

### STRUCTURE

The Community Relations Department (CRD) is headed by a Director and operates through two divisions.



社關處設有七個分區辦事處，以面對面方式向社會不同界別提供倡廉教育，並接受貪污舉報和處理對貪污問題的查詢。在二零一九年，分區辦事處接獲的貪污投訴（不包括與選舉有關的投訴）佔整體投訴約15%，所處理的公眾查詢則超過2 300宗。社關處的架構及各分區辦事處的詳情見附錄一及十一。另外，廉政公署（廉署）東港島辦事處亦於年內遷入灣仔新址，繼續為港島區市民提供倡廉教育服務。



遷往灣仔新址的廉政公署東港島辦事處

Newly relocated ICAC Regional Office (Hong Kong East) in Wan Chai

CRD has established seven Regional Offices (ROs) in the territory to conduct face-to-face education work for different segments of the community as well as serving as focal points for receiving corruption reports and handling enquiries about corruption. In 2019, about 15 per cent of the corruption complaints (election excluded) lodged with the Independent Commission Against Corruption (ICAC) were received by ROs. ROs also handled over 2 300 enquiries during the year. The detailed information of CRD's structure and ROs are at Appendices 1 and 11 respectively. During the year, the Regional Office (Hong Kong East) was relocated to a new office in Wan Chai to continue to provide community and preventive education services for members of the public.

## 公營機構誠信

為建立和鞏固公營機構的誠信文化，社關處繼續為公務員和公共機構職員提供誠信培訓。

為加強政府誠信領導，社關處推展以下工作：

- 為主要官員及政治委任官員舉辦簡介會，介紹防貪法例及探討誠信相關議題；
- 在公務員培訓處為首長級及高級公務員舉辦的“高層領導培訓課程”和“公共行政領袖實踐課程”，加入有關誠信領導的培訓環節；以及
- 繼續與公務員事務局合作，為“誠信領導計劃”下由政府決策局／部門委任的誠信事務主任提供支援，協助他們向公務員推廣誠信文化，包括為誠信事務主任舉辦工作坊、探討督導人員的防貪責任，又為前線公務員和初級管理人員舉辦四次專題研討會，剖析普通法下的公職人員行為失當罪。

## PUBLIC SECTOR INTEGRITY

To foster and entrench the probity culture in the public sector, CRD continued to provide integrity training for civil servants and staff of public bodies.

To enhance ethical leadership in the Government, CRD:

- organised briefings on anti-corruption law and integrity-related issues for Principal Officials and officials appointed under the Political Appointment System;
- conducted briefing sessions on ethical leadership in the Advanced Leadership Enhancement Programme and the Leadership In Action Programme organised by the Civil Service Training and Development Institute for directorate and senior government officers; and
- continued to partner with the Civil Service Bureau to assist Ethics Officers appointed by government bureaux and departments under the Ethical Leadership Programme to promote integrity culture across the civil service, including organising a workshop on supervisory accountability for Ethics Officers and four thematic seminars on the common law offence of misconduct in public office for frontline civil servants and junior managers.

年內，社關處繼續派員出席政府決策局／部門的防貪小組會議，推動各政府決策局／部門為轄下職員訂立培訓周期，並善用《誠信管理網上學習平台》作為誠信培訓工具。

CRD representatives also attended the Corruption Prevention Group meetings of government bureaux and departments to promote the adoption of a training cycle for their staff and the use of *Web Learning Portal on Integrity Management* in their integrity training.

## 二零一九年為公營機構提供的誠信培訓 Integrity Training for Public Sector in 2019

### 公務員 Civil Servants

政府決策局 / 部門  
Government  
Bureaux /  
Departments



為 **70** 多個政府決策局／部門  
超過 **28 000** 名公務員  
舉辦逾 **630** 場誠信培訓研討會

Over **630** integrity training seminars  
for over **28 000** civil servants from  
over **70** government bureaux and  
departments

### 公職人員 Public Servants

公共機構  
Public Bodies



為提供公共服務（包括運輸、健康護理、  
專上教育和其他公用事業）的公共機構  
超過 **10 000** 名職員  
舉辦 **190** 次倡廉教育研討會

**190** preventive education seminars  
for over **10 000** staff members of public  
bodies providing public services in  
transportation, health care, tertiary education  
and other public utilities



社區關係處處長在簡介會上與主要官員及政治委任官員分享誠信相關議題

Director of Community Relations addressing integrity-related issues at a briefing for Principal Officials and officials appointed under the Political Appointment System



社區關係處為各政府決策局／部門提供適切的誠信培訓

The Community Relations Department providing tailor-made integrity training for government bureaux and departments



執行處首長與參加領導培訓課程的首長級公務員探討誠信領導議題

Head of Operations discussing ethical leadership with government directorate officers at a leadership development programme



全新製作的培訓短片，探討公務員關注的誠信議題

New training videos addressing the latest integrity issues in the civil service

## 商界誠信

香港商業道德發展中心(中心)由社關處成立,致力推動商業道德和專業操守,作為對抗貪污的第一道防線。

## BUSINESS SECTOR INTEGRITY

The Hong Kong Business Ethics Development Centre (HKBEDC) was established under the auspices of CRD to promote business and professional ethics as a first line of defence against corruption.

### 二零一九年為不同行業提供防貪服務：

### Corruption prevention services for various trades and sectors in 2019:



中心於四月與保險業監管局及 12 個保險業團體攜手推出為期兩年的“誠信創未來”保險業道德推廣計劃,透過製作全新的培訓資源,包括培訓短片、網上課程和專題網站,提升保險從業員的專業道德水平,鞏固業界的誠信文化。

中心又為會計界編製一系列專題文章,剖析不同崗位的會計專業人員經常面對的誠信風險,並將文章推廣至多個會計專業團體。

HKBEDC launched a two-year "Integrity for Success" Ethics Promotion Campaign for the Insurance Industry in collaboration with the Insurance Authority and 12 industry bodies in April. A range of educational resources including training videos, online courses and a web portal were developed with a view to enhancing integrity amongst practitioners and entrenching a probity culture in the industry.

For the accounting sector, a series of feature articles highlighting the common ethical risks faced by different accounting professionals was produced and promoted to different accounting professional bodies.



約十個主要初創培育計劃、扶助初創加速發展的計劃及支援本地初創企業的機構於八月加入“創業有『誠』聯繫網絡”，支持中心向初創企業宣揚廉潔信息。此外，中心繼續透過與大約 80 間銀行及 80 個商會分別組成的防貪網絡，向銀行從業員和中小型企業傳達防貪信息。

中心的專題網站 ([www.hkbedc.icac.hk](http://www.hkbedc.icac.hk)) 提供一系列與防貪及商業道德相關的資源。網站自二零零一年啟用至今，已錄得超過 190 萬瀏覽人次。

Around 10 major incubators, accelerators and start-ups supporting organisations joined the "Starting-Up Right! Connectors Network" in August to support the promulgation of probity messages to start-ups. HKBEDC also maintained corruption prevention networks with about 80 banks and 80 trade associations to disseminate anti-corruption messages to banking practitioners and small and medium enterprises.

HKBEDC manages a dedicated website ([www.hkbedc.icac.hk](http://www.hkbedc.icac.hk)) with a repertoire of anti-corruption and ethics-related resources. Over 1.9 million visits have been recorded since its launch in 2001.

社區關係處處長於香港印度商會介紹香港的廉潔狀況

Director of Community Relations sharing Hong Kong's probity situation at the Indian Chamber of Commerce Hong Kong



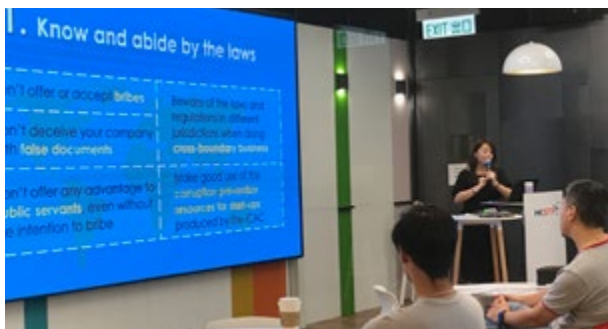


香港商業道德發展諮詢委員會主席孫啟烈教授於廉政公署第七屆國際會議主持全體會議

Chairman of Hong Kong Business Ethics Development Advisory Committee, Prof Cliff SUN, chairing a panel at a plenary session in the 7th ICAC Symposium

為銀行管理及行政人員舉辦的專業道德研討會

A seminar on professional ethics for bank managers and executives



為初創資助計劃的受資助者和受培育公司負責人舉辦的簡介會，分享誠信營商之道

A briefing on business integrity for grantees and incubatees of start-up funding programmes



為法律專業人員舉辦的持續專業發展研討會，推廣專業道德

A Continuing Professional Development Seminar to promote professional ethics to legal practitioners





由香港商業道德發展中心舉辦的道德抉擇工作坊

A workshop on ethical decision making conducted by Hong Kong Business Ethics Development Centre

以會計專業人員常見的誠信風險為題的專題文章

Feature articles highlighting common ethical risks faced by accounting professionals



## 青年及德育

社關處繼續透過舉辦青年參與活動，向年輕人宣揚廉潔信息。在二零一八至一九學年，由大專院校招募的“廉政大使”與其友伴自行籌辦校園活動，向同學傳遞廉潔信息。此外，“愛·廉結”（由前任及現任“廉政大使”組成的網絡）會員除參加多項廉署舉辦的活動外，又協助推行一系列倡廉教育活動，持續肅貪倡廉的工作。

廉署繼續於本年舉辦暑期實習計劃，安排參與計劃的大專生在社關處轄下組別實習。除了讓實習生親身了解防貪教育及宣傳工作，計劃亦首次加入體驗環節，讓參加者體會執行處的調查及行動工作。

社關處亦鼓勵高中生參加“高中 iTeen 領袖”計劃，讓他們在友儕間傳揚廉潔信息。在二零一八至一九學年，從中學招募的“iTeen 領袖”經過領袖及活動籌劃培訓後，協助教師籌辦校園活動，向同學推廣廉潔信息。表現傑出的“iTeen 領袖”更獲邀參加社關處舉辦的“工作影子日”職場體驗活動。另外，大約有 3 600 名來自 50 多間中學的學生獲安排參觀廉署。

## YOUTH AND MORAL EDUCATION

CRD continued to promote integrity messages to young people through various youth engagement programmes. For the tertiary level, ICAC Ambassadors enrolled from tertiary education institutions were entrusted with the mission to organise on-campus activities with their buddies, spreading integrity messages to their fellow students in 2018-19 academic year. Members of i-League, a network consisting former and serving ICAC Ambassadors, joined and assisted in a range of preventive education programmes to sustain their contribution to the anti-corruption cause.

The ICAC continued to organise the Voluntary Summer Helpers Programme which offered placements to tertiary students in various units of CRD. Apart from gaining first-hand experience in anti-corruption education and publicity work, the interns were given exposure to the work of the Operations Department, including investigation and operations, for the first time.

CRD also engaged senior secondary students joining the iTeen Leadership Programme to disseminate integrity messages to their peers. Given leadership and project management training, iTeen leaders assisted teachers in organising integrity promotion activities in schools for fellow students in the 2018-19 academic year. Outstanding iTeen leaders were invited to participate in CRD's job shadowing activities. In addition, visits to the ICAC were arranged for about 3 600 students from over 50 secondary schools.

### 二零一八至一九學年“廉政大使”計劃 ICAC Ambassador Programme 2018-19

"廉政大使"  
ICAC Ambassadors **140**

友伴  
Buddies **130**

參與大專院校  
Tertiary education  
institutions involved **21**

校園活動  
On-campus activities  
organised **60**



### 二零一八至一九學年“高中iTeen領袖”計劃 iTeen Leadership Programme 2018-19 for Senior Secondary School Students



"iTeen領袖"  
iTeen leaders **500**

參與學校  
Schools involved **60**

校園倡廉活動  
Integrity promotion activities  
organised in schools **100**



來自21間大專院校的“廉政大使”參加具挑戰性的領袖培訓活動

ICAC Ambassadors from 21 tertiary education institutions attending challenging leadership training



參加社區關係處暑期實習計劃的大專生參與由執行處訓練及發展組舉辦的體驗活動

Tertiary students joining the exposure programme led by the Training and Development Group of the Operations Department as part of the Community Relations Department's Voluntary Summer Helper programme





暑期實習生協助推行倡廉教育活動

Voluntary Summer Helpers assisting in preventive education activities

“iTeen 領袖” 透過校園活動，向同學推廣誠信價值觀

iTeen Leaders promoting integrity to schoolmates through school activities



獲得倡廉服務金獎的“iTeen 領袖”參加廉政公署的“工作影子日”職場體驗活動

iTeen Leaders with “Gold Award” participating in job shadowing activities in the ICAC

中學生獲安排參觀廉政公署展覽廳

Secondary school students visiting the ICAC Exhibition Hall



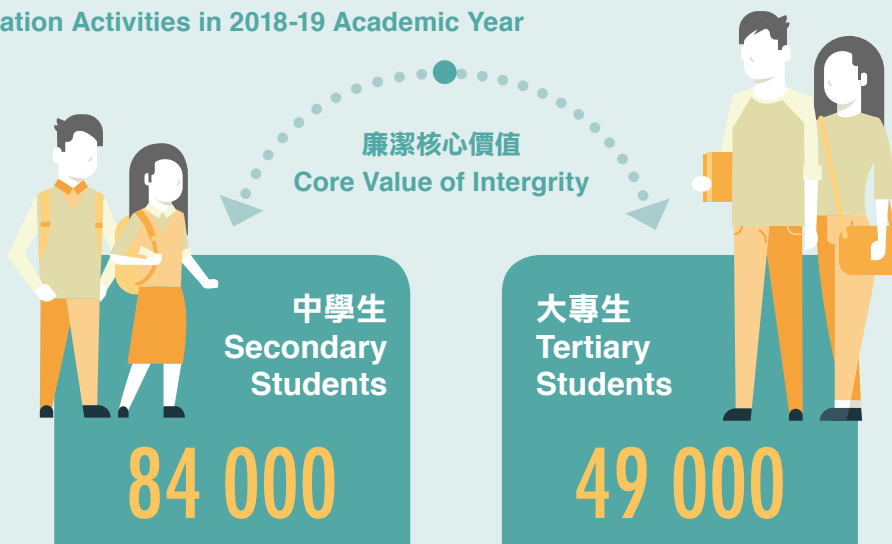
專業劇團透過互動劇場，向中學生宣揚反貪及廉潔信息

Professional troupes performing interactive drama to spread anti-corruption and integrity messages to secondary students

此外，社關處為超過 63 000 名中學生和大專生籌辦由專業劇團演出的廉政互動劇場，以及有關個人誠信和反貪法例的廉政講座，宣揚廉潔信息。

Moreover, interactive drama performances as well as talks on personal ethics and anti-corruption laws were arranged for over 63 000 secondary and tertiary students to hammer home integrity messages.

二零一八至一九學年透過青年及德育活動接觸的中學生及大專生人數  
Tertiary and Secondary Students Reached through Youth and Moral Education Activities in 2018-19 Academic Year



為配合教育局最新推出的《幼稚園教育課程指引》，社關處製作“智多多至乖乖”德育教材，協助幼稚園教師推行品德教育；又配合該教材推出名為“智多多至乖乖”學校參與計劃的親子活動，吸引 200 多間幼稚園 37 000 名學童參與。

Riding on the Education Bureau's new *Kindergarten Education Curriculum Guide*, a *Gee-Dor-Dor Teaching Resources Portfolio* was produced for kindergarten teachers as a moral education kit. To reinforce the impact, a parenting activity – *Gee-Dor-Dor and Good Kids Participation Scheme* – was launched and participated by over 200 kindergartens, reaching 37 000 kids.



“智多多至乖乖”德育教材支援幼稚園進行品德教育

The *Gee-Dor-Dor Teaching Resources Portfolio* for kindergartens to support moral education

社關處繼續出版《拓思》德育期刊，並透過德育資源網 ([www.me.icac.hk](http://www.me.icac.hk)) 向德育科教師提供支援。

CRD continued to publish the *ICAC Periodical* and maintain the Moral Education website ([www.me.icac.hk](http://www.me.icac.hk)) to render support for teachers of moral education.

廉政公署《拓思》德育期刊深受教師、青年工作者和學生等廣大讀者歡迎

The *ICAC Periodical*, a moral education publication with wide readership among teachers, youth workers and students



## 社區宣傳及公眾參與

社關處自二零一六年推出“全城·傳誠”全港大型倡廉計劃以來，一直持續向市民大眾傳揚廉潔信息，讓香港的誠信文化得以傳承。為紀念廉署成立 45 周年，社關處在二零一九年舉辦一連串倡廉活動，與市民分享過去 45 年共同努力得來的廉潔社會與誠信果實。

## COMMUNITY PUBLICITY AND PUBLIC ENGAGEMENT

Since the "All for Integrity" territory-wide programme was launched in 2016, CRD has continued to pass on and sustain the probity culture in the society of Hong Kong. To commemorate the 45th Anniversary of the ICAC in 2019, CRD organised an array of publicity events to share with the community the fruitful results of sustaining the integrity culture in the past 45 years.

在二零一九年香港書展舉辦親子活動  
Parenting activities at the Hong Kong Book Fair 2019



廉政公署電視劇集首映禮  
ICAC Drama Premiere



廉政公署開放日  
ICAC Open Day



> 280 000

參與人次  
Counts of people engaged



廉政公署45周年  
重點紀念活動

Highlight Events for  
the 45TH ANNIVERSARY  
of the ICAC

“快閃”咖啡分享  
Coffee-sharing activities



45天網上倒數  
45-day online countdown



電車宣傳活動  
Tram publicity campaign



社關處亦加強與不同機構合作，向市民宣揚肅貪倡廉的信息。在 18 區區議會、地區團體、志願機構、政府部門及商會等超過 800 個機構支持下，社關處舉辦了一系列社區參與活動，接觸約 853 000 名市民。

CRD also strengthened its collaboration with various organisations to disseminate anti-corruption messages to the public. With the support from over 800 organisations, comprising 18 District Councils, district organisations, voluntary associations, government departments and business chambers, around 853 000 people were reached through a wide range of community engagement activities.

年內，社關處人員出席多個地區諮詢委員會會議，並與 1 500 多個地區團體保持緊密聯繫，以進一步介紹廉署的反貪策略，同時蒐集市民對廉署工作的意見和關注事項。

To further introduce the ICAC's anti-corruption strategies and gauge public views and concern on the work of the ICAC, CRD officers attended meetings of various district consultative committees and maintained close contact with over 1 500 district organisations in the year.



父母帶同子女參與“快閃”咖啡分享活動，並在反貪宣傳攤位中拍照留念

Parents and kids taking pictures at a coffee-sharing anti-corruption publicity booth

宣傳廉政公署45周年紀念活動的電車於市內穿梭，並透過“快閃”咖啡分享活動向市民派發咖啡

A tram publicising the ICAC's 45th Anniversary Programme in the territory, with coffee distributed to the public in a coffee-sharing activity



為紀念廉政公署成立45周年，廉政公署的合作伙伴和社會各界代表在45天網上倒數活動中，分享誠信故事

Stories on integrity themes are shared by work partners and representatives from different sectors in the 45-day countdown series for the ICAC's 45th Anniversary

廉政公署人員向參與開放日的市民講解有關使用槍械裝備的資訊

An ICAC officer briefing visitors on the use of firearms at the Open Day







社區關係處透過參與香港書展，向兒童及家長宣揚廉潔信息

The Community Relations Department promoting integrity messages to children and parents through participating in the Hong Kong Book Fair

社關處繼續與政府部門及非政府機構合作，為不同種族人士及新來港人士舉辦多項活動，包括安排他們參觀廉署、舉辦防貪講座、派發宣傳品和刊登專題文章等，積極向他們推廣廉潔信息。繼於二零一八年推出多語言倡廉宣傳資料套，社關處在年內透過地區諮詢委員會、地區團體、非政府機構及政府部門，積極推廣資料套內的宣傳短片及相關網上教材。社關處又向建造業、清潔及物業管理業等界別的工商團體和公司派發該資料套，以作為培訓其前線員工之用。另外，為向求職者宣傳“切勿行賄”的信息，社關處已將相關處境短片及問答題目上載至香港商業道德發展中心的網站。資料套內的故事亦以五種語言在為不同種族人士而設的電台節目中播放。

CRD continued to partner with government departments and non-governmental organisations to disseminate anti-corruption messages to people of diverse race and new arrivals through various activities including visits to the ICAC, corruption prevention talks, distribution of publicity materials and publication of feature articles. Riding on the launch of a multi-language publicity package on corruption prevention in 2018, CRD actively promoted the use of the package and the related online teaching materials through district consultative committees, district organisations, non-governmental organisations and government departments. The package was also provided to trade organisations and companies in certain industries like construction, cleaning services and building management for training of frontline staff. To publicise the "Don't Bribe" message to job-seekers, a related scenario with questions-and-answers was uploaded to the website of HKBEDC. Stories used in the package were also broadcast in five languages on radio programmes for people of diverse race.

為尼泊爾裔建築工人舉辦的反貪法例簡介會

A briefing on anti-corruption law for Nepalese construction workers



## 廉政之友

會員人數超過 3 000 人的“廉政之友”一直致力推動社會各階層市民參與倡廉工作。年內，社關處繼續舉辦多項培訓課程及聚會，推動會員參與倡廉活動及加強歸屬感；又透過定期出版的通訊《友·共鳴》、專題網站及新推出的 Facebook 群組，讓會員獲得廉署的最新反貪資訊。社關處於四月舉行“廉政之友”獎勵計劃周年頒獎典禮，嘉許一直投入義工服務，致力協助廉署宣揚廉潔信息的會員。

“廉政之友”青年屬會會員繼續積極參與籌劃和舉辦會員活動。繼參與於二零一八年年底在中環舉行的反貪之旅，以認識廉署的反貪歷史和工作，青年屬會會員在今年接受培訓，準備在二零二零年為青年人、新來港人士及不同種族人士舉辦另外三場反貪之旅。



設立 Facebook 專屬群組，讓“廉政之友”會員交流對防貪工作的意見

A member-exclusive online group in the Facebook is set up to facilitate ICAC Club members' exchange on anti-corruption efforts

### “廉政之友”會員參加社交媒體應用培訓班

ICAC Club Members participating in training classes on the use of social media



數百位熱心推動倡廉工作的“廉政之友”在周年頒獎典禮上接受嘉許

Hundreds of ICAC Club members participating in the Annual Award Presentation Ceremony to receive commendations for their devotion and contribution to the anti-corruption cause



首次舉辦的反貪之旅在中環舉行。青年屬會會員接受導賞技巧訓練，為於二零二零年帶領反貪之旅作好準備

The first-ever Anti-corruption Community Walk is held in Central. Youth Chapter members receiving training as docents to lead anti-graft tours in 2020

## 樓宇管理

為配合政府推出的“樓宇更新大行動 2.0”及“消防安全改善工程資助計劃”，社關處與市區重建局及民政事務總署合辦專題簡介會，加深業主對反貪法例和防貪措施的了解。社關處除設立誠信樓宇管理諮詢熱線外，亦推出全新專題網站及製作宣傳品，協助有關資助計劃申請人實踐誠信優質樓宇管理。

年內，廉署透過探訪、講座及研討會等活動，接觸超過 500 個業主立案法團或大廈管理組織，向逾 3 000 人講解相關法例和防貪措施。此外，社關處藉着舉辦展覽、設置攤位、舉行問答遊戲及派發宣傳單張等連串活動，接觸近 14 000 人次。

社關處又主動聯絡物業管理業監管局，就建議中的物業管理公司及從業員發牌制度，商討適切的防貪宣傳教育計劃。

## BUILDING MANAGEMENT

To tie in with the Government's Operation Building Bright 2.0 and Fire Safety Improvement Works Subsidy Scheme, CRD has stepped up efforts in educating flat owners on the anti-corruption laws and preventive measures through briefings in collaboration with the Urban Renewal Authority and the Home Affairs Department. In addition to the Clean Building Management Enquiry Hotline, CRD also launched a new dedicated website and produced publicity materials to assist applicants of various subsidy schemes to uphold integrity in building management.

During the year, the ICAC reached over 500 owners' corporations or building management bodies through visits, talks and seminars, explaining laws and corruption preventive measures to over 3 000 people. Under an extensive marketing drive, about 14 000 counts of people were also reached through exhibitions, stall games, quizzes and distribution of promotional pamphlets, etc.

CRD also approached the Property Management Services Authority to map out anti-corruption education and publicity plans in the property management services industry under the proposed licensing regime for property management companies and practitioners.

社區關係處人員在研討會上介紹廉政公署的服務，鼓勵大廈管理組織採取廉潔樓宇管理措施

An officer of the Community Relations Department introducing the ICAC's services to help building management bodies adopt clean building management at a seminar



社區關係處推出全新專題網站，協助大廈管理組織在申請政府資助時避免跌入貪污陷阱

The Community Relations Department launches a new dedicated website to help building management bodies avoid corruption pitfalls in applying for government subsidies

## 廉潔選舉

二零一九年鄉郊選舉及區議會選舉為新一輪選舉周期揭開序幕，社關處亦相應推出為期四年的“維護廉潔選舉”多元化推廣計劃，全力維護公共選舉廉潔公正。

教育工作方面，社關處除為候選人、助選成員、政治團體和地區組織成員、大專生及年長選民等舉辦法例簡介會外，亦派發一系列參考資料，包括專為候選人及選舉代理人編製的資料冊、“反種票”宣傳單張，及分別以選民和候選人為對象製作的須知單張，提醒相關持份者選舉法例的要點，和維護廉潔選舉的重要性。此外，社關處亦設立專題網站提供廉潔選舉的資訊，及電話熱線以解答市民的查詢。

宣傳工作方面，社關處在多個網上及網下平台播放一系列全新製作的宣傳教育短片，提醒相關人士在參與選舉活動時必須守法循規。此外，社關處亦透過多元化渠道，包括播放電視宣傳廣告、刊登專題文章和張貼海報等，又善用大眾傳媒、資訊娛樂頻道和社交媒體等不同平台，宣揚廉潔選舉信息。為擴闊社會的接觸面，社關處亦邀請 YouTuber 參與製作以青年人為對象的宣傳短片，並透過巡迴展覽及宣傳海報，深入社區，宣揚廉潔選舉的信息。

社關處亦於二零一九年為區議會及鄉郊代表的四項補選安排多項教育及宣傳活動。

## CLEAN ELECTIONS

To uphold the integrity and fairness of public elections, CRD launched a four-year multi-faceted "Support Clean Elections" campaign for a new cycle of elections, starting with the rural elections and District Council Election held in 2019.

On the education front, CRD arranged briefings for candidates, election helpers, members of political parties and district organisations, post-secondary students and senior electors. A wide range of reference materials, including tailor-made information booklets for candidates and election agents, anti-vote-rigging pamphlets, as well as reminder leaflets for electors and candidates were distributed to alert stakeholders of the legislative requirements and the importance of upholding clean elections. CRD also set up dedicated websites to provide information on clean elections and operated a hotline to answer enquiries.

On the publicity front, a new series of educational filmlets was produced and widely broadcast at online and offline platforms to remind stakeholders to abide by the electoral law. CRD engaged multifarious means, such as broadcasting Announcement of Public Interest, publishing feature articles, displaying posters, and using mass media, infotainment channels and social media to promote clean election messages. To maximise the reach to the community, CRD also deployed YouTuber video production targeting at the young people, organised roving exhibitions and launched a poster campaign targeting at the local communities.

In 2019, CRD also arranged education and publicity activities for a total of four by-elections to fill vacant seats in District Council and Offices of Rural Representatives.



社區關係處舉辦法例簡介會，向現任區議員及其助理、大廈管理組織和地區團體的成員講解《選舉（舞弊及非法行為）條例》的要點

The Community Relations Department organises regional briefings to explain the Elections (Corrupt and Illegal Conduct) Ordinance to incumbent District Council members and their assistants, members of building management bodies and district organisations

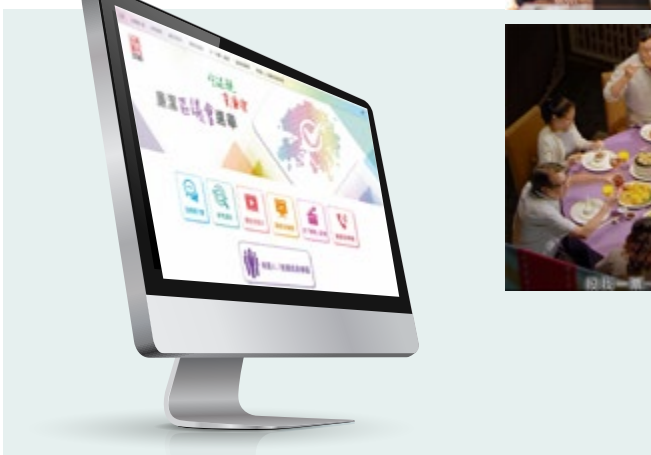
社區關係處編製多種參考資料，向候選人、助選成員及選民宣揚廉潔選舉信息

The Community Relations Department produces a wide range of reference materials to promote clean election messages to candidates, election helpers and electors



透過教育宣傳短片、電視廣告及宣傳海報，鞏固香港的廉潔選舉文化

Educational filmlets, television advertisement and publicity poster to fortify Hong Kong's clean election culture



提供廉潔選舉資訊的專題網站

Dedicated websites to provide information on clean elections

在多個社交媒體平台發放YouTuber宣傳短片，推廣廉潔選舉的信息

YouTuber videos with clean election messages are available on various social media platforms



## 媒體宣傳

社關處繼續善用多媒體宣傳廉潔信息及爭取市民支持。多年來，取材自廉署真實個案的電視劇集一直是廉署最具代表性的製作，能有效地令公眾對貪污時刻保持警覺。廉署與電視廣播有限公司聯手攝製的全新一輯《廉政行動 2019》劇集已於四月在電視和多個網上平台播放，劇集七天的多媒體平台總收視達 720 多萬人次，而播出首 30 天，更錄得 200 萬網上觀看人次。

社關處於一月推出以“世界在變，反貪不變”為主題的全面宣傳計劃，重申廉署矢志肅貪倡廉。該宣傳計劃包括在電視、電台，以及戶外媒體、社交媒體及流動平台播放宣傳廣告。

至於新媒體方面，社關處繼續透過網站及受歡迎的網上平台，加強倡廉信息的宣傳成效。“全城·傳誠” Facebook 專頁推出由動畫人物“iSir”和網絡紅人攜手主持的全新網上節目“睇你識唔識 Law”，以生動例子向公眾特別是年青一代剖析防貪法例。社關處又在“全城·傳誠” Facebook 專頁及廉署的 YouTube 頻道發布一系列網上專訪，由多名創意“達人”與青年人分享正面價值觀。

## MEDIA PUBLICITY

CRD continued to use multi-media platforms to publicise anti-corruption messages and to enlist public support. Over the years, television drama based on real ICAC cases has been a signature production as well as an effective education tool to sustain public vigilance against the risk of corruption. The *ICAC Investigators 2019* drama series, co-produced with Television Broadcasts Ltd, was broadcast in April on both the terrestrial television and online platforms. On top of a viewership of over 7.2 million on multi-media platforms in seven days after broadcast, 2 million views were recorded online within 30 days of broadcast.

Under the theme "Times change. The mission continues.", a full-fledged publicity campaign was rolled out by CRD in January to reiterate the ICAC's perseverance in fighting corruption. The campaign comprised television and radio advertisements, as well as publicity on out-of-home media, social media and mobile platforms.

On the new media front, CRD continued its efforts to promote anti-corruption messages through websites and popular online platforms. A new online programme "iSir Academy" jointly hosted by the animated iSir and a Key Opinion Leader, was launched on the "All for Integrity" Facebook Fanpage to promote public understanding of anti-corruption law especially amongst the young generation through a fun approach. A web interview series featuring various creative talents was publicised on "All for Integrity" Facebook Fanpage and at the ICAC YouTube Channel to share with youngsters positive values.

廉政公署及其伙伴的網上平台在二零一九年共錄得瀏覽人次

**480 萬**

**4.8 million** visits to the ICAC and partner online platforms in 2019

## 多媒體平台宣傳防貪信息 Multi-media Platforms to Promote Anti-corruption Messages





廉政公署虛擬代言人“iSir”與網絡紅人攜手合作，於網上節目“睇你識唔識 Law”中宣揚反貪信息

The ICAC's virtual spokesperson, iSir, works hand-in-hand with a famous Key Opinion Leader to promote anti-corruption messages on the online programme "iSir Academy"



動畫角色“Cheat 精”演繹反貪法例在日常生活中的應用

Animated character "Cheat Monster" illustrates how the anti-corruption laws apply in our daily lives



由“人氣” YouTuber 主持的《我哋係·創意系》創意“達人”訪問系列，邀請多位名人分享他們的健康和正面的人生觀

Renowned personalities appearing on the Interview Series on Creative Talents hosted by a popular YouTuber to share their views on pursuing a healthy and positive life

《廉政行動 2019》劇集展現廉政公署人員以不屈不撓、無畏無懼的精神執行反貪工作

*ICAC Investigators 2019* demonstrates the relentless efforts and determination of ICAC officers in carrying out their anti-corruption duties



超過 800 名嘉賓出席假香港理工大學賽馬會綜藝館舉行的《廉政行動 2019》首映禮

Over 800 guests attending the Premiere of *ICAC Investigators 2019* at Hong Kong Polytechnic University Jockey Club Auditorium





“世界在變，反貪不變”宣傳計劃透過網上及集體運輸包括巴士及港鐵等網絡，重申廉政公署對肅貪倡廉的堅定決心

Publicity campaign, themed on "Times change. The mission continues." to reaffirm the ICAC's unyielding commitment in the fight against corruption, is carried out online and through mass transit networks such as buses and MTR stations



## 廉署周年民意調查

社關處繼續委託專業的民意調查機構進行周年民意調查，以了解市民對貪污問題所持的態度及對廉署工作的觀感。二零一九年的調查透過住戶面訪方式進行，成功訪問 1 506 名市民。

調查結果顯示，市民對貪污的容忍度繼續維持於極低水平。以 0 分（代表完全不可以容忍貪污）至 10 分（代表完全可以容忍貪污）的評分方法量度，受訪者對貪污的容忍度平均分僅為 0.3 分，是自二零一零年開始提問後的最低分數。幾乎全部被訪者（98.7%）均認為維持廉潔對香港的整體發展至為重要。另外，96.3% 的被訪者表示廉署值得支持。調查亦顯示受訪者遇過貪污的情況並不普遍。

## ICAC ANNUAL SURVEY

CRD continued to monitor the community's attitude towards corruption and its perception of the ICAC through engaging an independent polling agency to conduct opinion surveys on an annual basis. In the 2019 face-to-face household survey, 1 506 persons were interviewed.

Public tolerance of corruption remained extremely low. Using a 0 to 10 rating scale, of which 0 represents total rejection and 10 total tolerance of corruption, the mean score was 0.3, the lowest tolerance level since this question was asked in 2010. Almost all respondents (98.7%) considered keeping a corruption-free society important to the overall development of Hong Kong and 96.3% of the respondents considered the ICAC deserving their support. The survey also showed that experience of corruption was uncommon in Hong Kong.

