

Work Plan 2014/2015 of
Regional Office (Kowloon West)
Independent Commission Against Corruption

Purpose

This paper outlines the work plan of the Regional Office (Kowloon West) (“the Office”) of the Independent Commission Against Corruption (“ICAC”) for 2014/2015.

Factors to consider

2. The Office has taken into account the overall work strategies of the Community Relations Department (“CRD”) of the ICAC as well as the following factors when formulating the work plan for 2014/2015:

(I) Reports of Director of Audit and LegCo Public Accounts Committee (PAC)

3. In March 2013, the Audit Commission released a report on a value-for-money audit review of the work of the CRD in providing preventive education and enlisting public support against corruption. The CRD has actively followed up on all recommendations given in the reports of the Director of Audit and the PAC with satisfactory progress in various areas, including the extension of preventive education activities for youth; increased efforts to provide preventive education and advisory services for the building management sector; enhancement of strategies for services provided to the private sector (including the non-profit-making organisations); review of the training needs of the government departments and the public sector in a timely manner; and wide dissemination of the messages of clean elections.

(II) Public expectations for upholding probity in society

4. As reflected in the ICAC Annual Survey, public tolerance towards corruption has remained low (with the mean scores ranged from 0.7 to 1.3) over the past few years¹. Almost all respondents (96% to 99%) considered keeping a corruption-free society crucial to the territory's overall development. Nevertheless, in recent years, the grave public concern arising from the integrity issues involving certain principal officials of the Government has been an indication of strong public expectations for upholding probity as one of the core values of society. Arising from the incidents involving the ICAC ex-commissioner last year, the Commission has improved the relevant internal control measures. The CRD will also focus on rebuilding the ICAC's image through multi-faceted activities to maintain public trust and confidence in the Commission.

(III) Youth's role to pass on the probity culture

5. Fostering positive values among youth has significant and long-term implications for the entrenchment of the probity culture in society. In addition, young people have a role to play in passing on the probity culture. The CRD will continue to inculcate young people with positive values through various school-based and external activities.

(IV) Maintaining Hong Kong's status as an international financial centre and sustaining it's economic development

6. Sustained economic growth is essential for improving people's livelihood in Hong Kong. In view of the expanding economic and trading activities between Hong Kong and the mainland, it is important for businesses, in particular the small and medium enterprises, to implement good governance for effective control of corruption risks. The ICAC will make continued efforts to maintain a clean business environment through law enforcement, prevention and

¹ On a scale of 0-10, with 0 representing total intolerance and 10 representing total tolerance of corruption.

education. In addition, the Commission will promote business ethics and effective corporate governance to boost market quality and investors' confidence.

(V) Corruption trend

7. A total of 2,652 corruption complaints were received in 2013, representing a decrease of 33% compared to those received in 2012. Of all corruption complaints received, 62%, 30% and 8% were related to the private sector, government departments and public bodies respectively. Despite a noticeable decrease in the corruption complaints, the Commission still faces a tough task in its fight against corruption given the increasingly complex and sophisticated nature of the crimes involved.

8. Overall, corruption in the public sector is still under control and Hong Kong's civil service remained clean in 2013. Nevertheless, the integrity involving certain principal officials of the Government have raised public concern. The ICAC will stay vigilant in investigating all pursuable reports of public officers alleged to have wilfully misconducted themselves in their official capacities.

9. Despite a decrease in complaints involving the private sector, building management (646), construction (157), medical and social services (105), finance and insurance (102) accounted for the majority of complaints. The CRD will continue to provide tailor-made preventive education for these high risk areas.

Highlights of Work Plan for 2014/2015

10. Taking into account of the above factors, the local characteristics and needs of the service targets in Yau Tsim Mong, Sham Shui Po and Kowloon City as well as the corruption-prone areas, the Office plans to conduct over 650 visits/talks and organise more than 40 anti-corruption projects in 2014/2015, for on estimated 160,000 counts of people. Specific details of the work plan are as

follows:

Fortifying ties with local communities

11. The Office will strive to strengthen ties with the local communities to boost public trust and confidence in the ICAC. To mark the 40th anniversary of the ICAC in 2014, the Office will promote the probity culture to the public through a series of district activities and utilising use of the network of district organisations.

A clean future for our next generation

12. The Office will invite the Yau Tsim Mong District Council and the Yau Tsim Mong District Office to co-organise district activities on the theme of “A Clean Future for Our Next Generation”. District organisations will also be encouraged to join the community involvement projects launched under the ICAC’s 40th anniversary programme and organise district activities to promote integrity with the support of the ICAC. Moreover, the Office plans to organise a launching ceremony for the district activities in Kowloon West Region in late October this year to promote integrity to the youth through collaboration with all sectors of the community. Please refer to the Annex for details of the proposal. The Office will also launch a thematic website for the programme in the 18 Districts and all District Councils will be invited to call for public support to pass on the probity culture.

13. To tie in with the Gee-Dor-Dor cartoon movie, the Office has launched a mobile exhibition truck which has commenced its tour across the territory, including the Yau Tsim Mong District, to promote ethics to children. Relevant details have been uploaded on the ICAC website and the recently launched smartphone App.

Reaching out to the local community

14. The Office will continue to attend the meetings of district consultative committees and meet with individuals and organisations of Yau Tsim Mong district. In addition, meet-the-public sessions will be arranged to gauge public views on the corruption situation and the work of the ICAC.

15. In 2014/2015, the Office will foster closer ties with the mutual aid committees (MACs) of the public housing estates for dissemination of integrity messages to the public through its network. Meanwhile, the Office also plans to introduce the anti-bribery legislation and the ICAC's corruption prevention services to the Estate Management Advisory Committee and the MACs in Kowloon West.

Moral education for young people

16. The CRD continues to organise activities tailored to the needs of university, secondary, primary and kindergarten students to nurture them with integrity message. The office will support the implementation of these activities.

17. For university students, the CRD maintains collaboration with local tertiary institutions (including institutions under the service boundary of the Office: the Hong Kong Polytechnic University, Hong Kong Open University, Hong Kong Institute of Vocational Education (Haking Wong Campus) and Tung Wah College) to launch the "ICAC Ambassador Programme" and "i-Relay Youth Integrity Project" in which university students are encouraged to organise various activities for promoting integrity culture on campus. Among others, a four-day exchange activity as well as a youth summit will be held to bring together leaders of society, academics and professionals to share insights on the topic of integrity in late April. Moreover, winning teams from Hong Kong, mainland and overseas will be invited to attend the summit and share their experiences and learning points from the project. Findings of a survey on

young people's moral values and decision-making commissioned by the ICAC Centre of Anti-Corruption Studies will also be released on the occasion.

18. For secondary students, riding on the momentum of the "iTeen Leadership Programme" conducted last year which attracted strong support from about 100 schools in Hong Kong, the Office will continue to promote this programme to the secondary schools in the District for recruiting more iTeen Leaders to spread the integrity messages to their schoolmates. Besides, the Office will continue to arrange interactive drama performances at various secondary schools to introduce the evils of corruption to students in a lively and interesting manner.

19. For younger students, the CRD will produce Gee-Dor-Dor cartoon movie DVDs and activities booklets for free distribution to all kindergartens and primary schools in Hong Kong for their use at classes and during extra curriculum activities. The new Gee-Dor-Dor story book and related parenting activities will also be launched in September to tie in with the Yau Tsim Mong District Project.

Clean building management

20. The ICAC has all along attached great importance to the promotion of preventive education to the owners' corporations (OCs) and related organisations. To enhance the service, the ICAC released an updated version of Building Maintenance Toolkit in December 2013. To tie in with launch, the Office will organise a seminar at Mei Foo Community Hall in mid-May to raise awareness of building owners, OCs and property management companies in West Kowloon on the importance of preventing corruption in building maintenance projects. The Office will continue to offer preventive education services to newly formed OCs and those that have received repair orders .

Integrity culture in the public sector

21. In this year, work priority will be placed on departments and public bodies that have attracted a relatively large number of corruption complaints. Besides reviewing and conducting integrity training for these departments and public bodies, talks/seminars under the Ethical Leadership Programme will also be held to help civil servants of different ranks handle conflict of interests as a defence against violating the offence of misconduct in public office.

Promotion of business/ professional ethics and good corporate governance

22. To align with CRD's work strategies for the business sector, the Office will approach large unlisted enterprises, especially those in the trading industry, while work focus is also placed on the banking, finance and insurance industries, small and medium enterprises and listed companies. Moreover, we will continue to make use of the continuing professional development programmes of the real estate, construction, testing and certification, tourism, retailing and catering industries to remind the practitioners of the importance of law compliance and professional ethics. An eight-episode training video recently produced by the CRD will be used in the training programmes. It is estimated that our Office will reach about 5,500 managers and practitioners from some 100 commercial firms.

Encouraging report corruption

23. 2013 saw a 33% decrease of corruption reports received as compared with the figure of 2012. The ICAC will keep in view the situation and continue to encourage the public to report corruption. This year, the Office will step up introducing the procedures involved, alleviating doubts on corruption reporting and reinstating the ICAC's determination to fight against corruption through its preventive education and district activities. Further, the Office will continue to advertise the evils of corruption and encourage the public to adopt a zero-tolerance towards corruption.

Conclusion

24. All the staff of the Office will remain steadfast in living up to the expectations of the community to promote probity messages. We will continue to provide timely corruption preventive services to different sectors in Yau Tsim Mong and enlist their support to the ICAC's work through various activities.

Advice sought

25. Members are welcome to give views on the above work plan.

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ICAC Regional Office (Kowloon West)
April 2014

“A Clean Future for Our Next Generation”
Proposal for Yau Tsim Mong District Project, 2014/2015

Background

Over the years the Independent Commission Against Corruption (ICAC) has been maintaining close cooperation with the 18 District Councils to disseminate integrity messages throughout the community. To tie in with the 40th anniversary of the ICAC, the Regional Office (Kowloon West) (the Office) launched a series of publicity activities on the theme of “Uphold the Core Value of Hong Kong, Move Towards ICAC’s 40th Anniversary” in 2013/2014 to demonstrate the Commission’s determination to fight corruption and uphold probity as the core value of Hong Kong .

2. In its 40th year, the Office will ride on the momentum and launch a series of publicity activities on the theme of “A Clean Future for our Next Generation” in the District in 2014/2015. We will organise parenting activities to encourage parents and the general public to inculcate the young generation with positive values and encourage them to pass on the core value of integrity.

Objectives

3. The activities aim at:

- ♦ encouraging parents and the public at large to guide young people, through various kinds of parenting activities, to understand and support the anti-corruption work in Hong Kong and foster positive values, such as fairness and integrity, to young people;
- ♦ strengthening ties and collaboration with district organisations and consolidating community efforts to entrench the probity culture for the next generation; and

- ♦ enlisting public support in the fight against corruption through partnership with the District Council and the local community .

Targets

4. Target participants of the Project include:

- ♦ Students studying in Yau Tsim Mong District and their parents
- ♦ District organisations and members of the public (including people who live and work in the District)

Co-organisers

5. Suggested co-organisers are:

- ♦ ICAC Regional Office (Kowloon West)
- ♦ Yau Tsim Mong District Council
- ♦ Yau Tsim Mong District Office

Assisting Organisations

6. Suggested assisting organisations include:

- ♦ Yau Tsim Mong East Area Committee
- ♦ Yau Tsim Mong South Area Committee
- ♦ Yau Tsim Mong West Area Committee
- ♦ Yau Tsim Mong North Area Committee
- ♦ Yau Tsim Mong District School Liaison Committee
- ♦ Yau Tsim Mong District Organising Committee on Promotion of Civic Education

Schedule

7. Different component activities will be organised between June 2014 and February 2015.

Expected number of people to be reached

8. The activities are expected to reach more than 20,000 residents and students in the District.

Programme Content

9. The Office suggests collaborating with the District Council of Yau Tsim Mong, Sham Shui Po and Kowloon City to organise a launching ceremony in October for the West Kowloon district projects. Musicals with integrity themes and sharing sessions by celebrities/parenting experts will also be held on the event day to nurture participating children with moral values and enhance parents' understanding of the importance of passing on the anti-corruption mission. The launching ceremony will be followed by a series of district activities to be conducted in the community and schools. These include invitation to parents to join the "Story Dad and Story Mum Project", which aims at fostering positive values in children by telling them moral stories; organisation of parent-child activities, an online investigation game and an "iTeen Leadership Programme" for senior secondary students, etc. These activities seek to instil in students messages of integrity and fairness, as well as enhance their recognition on the anti-corruption work. Besides, for the entrenchment of probity culture in the community and passing it on to the next generation, district organisations will be encouraged to participate in the "ICAC 40th Anniversary" Community Involvement Project and organise various kinds of integrity-related activities. Please refer to **Appendix A** for details.

10. Moreover, the Office will generate the synergy of "Face-to-face Contact" and the "Multi-media Publicity" by creating dedicated web-pages on the ICAC website in September for the publicity projects taking place in 18 districts. Information to be publicised through these pages will include details of various district activities and resources available for district organisations to organise integrity promotion projects, as well as messages from 18 District

Council chairmen appealing for the support of the general public in passing on the integrity culture.

Publicity

11. It is suggested that the activities may be publicised through the following channels:

- distributing promotional pamphlets and recruiting participants through schools, youth organisations, housing estates, district organisations;
- promoting through the websites/smartphone apps of the ICAC, assisting organisations and schools; and
- displaying banners and posters in the District.

Budget

12. The Office will bear all the expenses for the launching ceremony for the West Kowloon district projects. Application for a funding of \$50,000 will be submitted to the Yau Tsim Mong District Council for the expenses on the publicity activities in Yau Tsim Mong District and schools. Breakdown of the budget is at **Appendix B**.

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Regional Office (Kowloon West)
Independent Commission Against Corruption
April 2014

Appendix A

Proposed Component Activities of
“A Clean Future for our Next Generation” Yau Tsim Mong District Project,
2014/15

Activity	Targets	Details	Date
Launching ceremony			
Launching Ceremony for West Kowloon Integrity Promotion Activities	Residents and representatives of the District Council of Sham Shui Po, Kowloon City and Yau Tsim Mong, district advisory committees, district organisations	<ul style="list-style-type: none"> Representatives of all sectors in the District will be invited to the ceremony to show of the determination to build a clean future for our next generation. Aside from the ceremony, plans are afoot to invite celebrities or experts to share with parents how to instil positive values in children through story-telling so as to pass on the messages of integrity and fairness to the next generation. Activities include stage performances and game booths. A musical on probity will be produced while district organisations will be invited to stage various performances and organise booth games in making the activity educational and meaningful for the participating families. ICAC Regional Office (West Kowloon) (The Office) will arrange the musical be performed in suitable district activities for reaching more people 	October 2014 (exact date to be confirmed)

Activity	Targets	Details	Date
Publicity activities in the community and schools			
“Story Dad and Story Mum Project”	Kindergarten/junior primary school students and parents	<ul style="list-style-type: none"> Encourage parents of primary schools and kindergartens in the District to serve as Story-tellers and recommend schools to organise parents’ story-telling activities or arrange story-telling sessions in classes. Parents may tell children moral stories in school or at home, by using the moral story book compiled by the ICAC based on the new Gee-Dor-Dor cartoon movie, or moral stories from the ICAC website, so as to bring out the messages of fairness and honesty. Produce activity worksheets to complement the moral stories and encourage parents to work on the worksheets with their children to enhance parent-child communication and stepping up promotion of positive values. 	October 2014 to February 2015
Online Investigation Game for Senior Primary Students (exact title to be confirmed)	Senior primary students	<ul style="list-style-type: none"> Encourage students in the District to take part in the ICAC online game as ICAC Investigators. Students will be invited to collect evidence to solve bribery mysteries. Apart from gaining knowledge about probity and evils of corruption, students are encouraged to cherish the hard-earned corruption-free society through the game. 	From October 2014 to February 2015 (exact date to be confirmed)

Activity	Targets	Details	Date
“iTeen Leadership Programme” for Senior Secondary Students	Secondary students	<ul style="list-style-type: none"> • In support of the “Other Learning Experiences” of the new senior secondary curriculum, the ICAC launched the “iTeen Leadership Programme” for Senior Secondary Students last year which received positive response. This year, the ICAC will continue to recruit senior secondary students to be iTeen Leaders and arrange for them to attend training workshops for organising school-based publicity activities to promote integrity messages to their schoolmates. • The Office will provide materials and support to assist participating students to organise various school-based activities, such as visits to the ICAC, interactive dramas, photo competition, screenings of microfilms, etc. 	From October 2014 to February 2015
“ICAC 40 th Anniversary” Community Involvement Project	District organisations and residents	<ul style="list-style-type: none"> • The ICAC will contact district organisations, including owners’ corporations, mutual aid committees, women’s associations, kaifong associations, voluntary agencies and youth bodies, and provide them with materials such as booth games, display panels, worksheets and videos, for assisting them to organise publicity activities for entrenching the probity culture in the local community and passing on the core value to the next generation. • The Office has produced an activity catalogue for use by the interested organisations. 	From June 2014 to February 2015

<p>“A Clean Future for Our Next Generation” Mobile Exhibition Truck</p>	<p>Kindergarten and primary school students, district organisations and residents</p>	<ul style="list-style-type: none"> • A new mobile exhibition truck produced by the CRD commenced its tour to kindergartens, primary schools and other suitable locations in all 18 Districts in February. Parents and their children are welcome to visit the truck for understanding more about the evils of corruption and the work of the ICAC. • The exhibition truck is designed on the concept of “Gee-Dor-Dor Star Wars”. Children and parents will be invited to join the anti-corruption training camp. Under the leadership of Captain Gee-Dor-Dor, they will take up the anti-corruption mission to safeguard a corruption-free planet a series of computer and interactive games. They may also take photos after completing the mission. • Kindergartens, primary schools and suitable district organisations are welcome to visit the exhibition truck by appointment. 	<p>From June to November 2014</p>
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Appendix B

**“A Clean Future for our Next Generation” Yau Tsim Mong District Project,
2014/15**

Budget

	Item	Quantity	DC funds (HK\$)
A. “Story Dad and Story Mum Project” and Related Parenting Activities			
1	Production of Gee-Dor-Dor story books (kindergartens) @ \$4.00	4,000	16,000
2	Production of Gee-Dor-Dor story books (junior primary schools) @ \$4.00	4,000	16,000
3	Production of worksheets for parenting/moral education activity (kindergartens) @ \$1.00	4,000	4,000
4	Production of worksheets for parenting/moral education activity (junior primary schools) @ \$1.00	4,000	4,000
B. Online Investigation Game for Senior Primary Students			
5	Production of promotional leaflets @ \$1.00	2,000	2,000
C. “iTeen Leadership Programme” for Senior Secondary Students			
6	Promotional items with printed integrity messages @ \$2.00	1,000	2,000
D. “ICAC 40th Anniversary” Community Involvement Project			
7	Promotional items with printed integrity messages @ \$2.00	2,000	4,000
E. Others			
8	Temporary workers @\$60/hour		1,500
9	Miscellaneous		500
		Total	50,000

Remarks: The ICAC is in charge of the production and will bear the costs of the following items:

- i Launching Ceremony for West Kowloon Integrity Promotion Activities;**
- ii In-kind support for the “iTeen Leadership Programme” for Senior Secondary Students;**
- iii Production and operation of the mobile exhibition truck; and**
- iv In-kind support for the “ICAC 40th Anniversary” Community Involvement Project.**