

**Legislative Council Panel on Constitutional Affairs  
2011 Voter Registration Campaign**

**Purpose**

This paper informs Members of the main features of the 2011 Voter Registration (“VR”) Campaign.

**Background**

2. The 2011 District Council (“DC”) election and Election Committee (“EC”) Subsector elections will be held in November and December 2011 respectively. In line with past practice during election years, we will organise a VR campaign. An inter-departmental working group (“the Working Group”), comprising representatives from the Constitutional and Mainland Affairs Bureau, Home Affairs Department, Registration and Electoral Office (“REO”), Information Services Department, Independent Commission Against Corruption and Radio Television Hong Kong, has been formed to work out the details of the campaign.

**Timetable for voter registration and publication of registers**

3. Under current legislation, Hong Kong permanent residents holding an identity document who have reached 18 years of age, and ordinarily reside in Hong Kong, are eligible to be registered as electors/voters (“electors”) and vote in elections. Eligible persons should apply to the REO for registration. Registration can be made at any time in a year, but only those who have made their application by the annual deadline can be included in the registers of electors to be published in that year. The deadline for registration for 2011 is 16 July.

4. Once registered, there is no need for electors to register again. However, if there is any change in their registration particulars (their residential address in particular), they will have to report to the REO by the annual deadline. The deadline for registered electors to update their particulars for 2011 is 29 August.

5. In accordance with the relevant legislation, the 2011 provisional and final registers will be published on or before 15 August and 25 September respectively.

## **Main Features of the 2011 Voter Registration Campaign**

### ***(a) Objectives***

6. Our overall objectives for the 2011 VR Campaign are to:
- (a) promote general awareness of the coming elections;
  - (b) call upon eligible electors (for geographical constituencies, functional constituencies (“FCs”) and EC subsectors) of all age groups to register;
  - (c) remind registered electors to update their particulars with the REO; and
  - (d) encourage registered electors and persons who would like to register as electors to provide their email addresses on a voluntary basis. The email address will be provided to the candidates of the constituencies concerned for the purpose of sending election advertisements.

### ***(b) Timing***

7. Similar to the VR campaigns in recent years, we propose that the 2011 VR campaign for new registration should last for around six weeks, running from **early June to 16 July 2011**, while the publicity to remind registered electors to update their particulars with the REO will last until 29 August 2011.

### ***(c) Strategy***

8. We will adopt a multi-pronged approach under which we will organise a variety of activities to bring in as many valid VR applications and notifications of change in particulars as possible. These activities will be supported by awareness-raising measures.

### ***(d) Activities***

9. A launching ceremony will be held in early June 2011. Throughout the campaign period, we will set up roving registration counters at popular locations (for example, major MTR stations and shopping malls) to assist the public in registering as electors or updating their registration particulars.

10. To encourage more young people to register, we will:
- (a) reach out to the young people through new media such as Facebook and YouTube;
  - (b) set up registration counters at all Registration of Persons Offices to help young people turning 18 to register when they turn up at these offices to apply for or to collect their adult identity cards;
  - (c) send VR forms to secondary schools and higher education institutions, and seek their assistance to collect forms from students who are eligible for registration; and
  - (d) deploy voter registration assistants (“VRAs”) to visit higher education institutions to facilitate eligible students to register. For senior-class students of secondary schools, we have continued the school visit programme in the 2010-11 school year.
11. To target registered electors who have changed addresses, the VRAs will conduct visits or household visits to new residential developments with intake in recent years (if permitted). In addition:
- (a) we will write to all households which have moved into new private developments to remind them to report changes in address and, if they are not already registered electors, to register early;
  - (b) as an on-going measure, we will send notifications on change of address<sup>1</sup> to households which are identified to have moved into new public housing estates through cross-matching of the records of the Housing Department and the Housing Society with that of the REO; and
  - (c) the Immigration Department will continue the practice of providing the REO with information on change of address it receives, if the person concerned has given consent for such data transfer.
12. Apart from publicity activities, REO will send appeal letters and notification letters to encourage and facilitate eligible electors in FCs and EC subsectors to register. REO will also appeal to umbrella organisations to encourage their members who are eligible electors in FCs and EC subsectors to register.

---

<sup>1</sup> REO will send notification letters to registered electors in these households, and will update the addresses of these registered electors unless they indicate objection.

13. With the objective of reducing paper consumption in elections, we aim to encourage more registered electors and persons who would like to register as electors to provide their email addresses with a view to furnishing them to candidates for sending their election advertisements. REO will set up a platform at the GovHK website to facilitate registered electors for providing or updating their email addresses. A dedicated email account will also be in place to receive requests from registered electors to provide or update their email addresses. In addition, VRAs at Registration of Persons Offices and roving registration counters will encourage registered electors and persons who wish to register as electors to provide their email addresses when filling in their application forms.

*(e) Publicity materials*

14. The above activities will be supported by a range of publicity materials to arouse the awareness of the community. To create greater impact, we will explore appointing appropriate celebrities as VR Ambassadors who will be featured suitably in these publicity materials. The publicity materials will include TV and radio Announcements in the Public Interest (“APIs”), mini-concerts and radio programmes, placement of advertisements in newspapers, at major MTR stations and on public transport vehicle, and display of posters and banners. A dedicated website will also be set up, with hyperlinks on Government websites and websites which young people may browse through frequently.

15. A summary table of the activities and publicity materials is at the **Annex**.

**Financial Implications**

16. A total amount of \$27 million has been earmarked for the 2011 VR Campaign, including publicity and other operating expenses for processing the registration forms received and for compiling and publishing the provisional and final registers. Sufficient provision for this purpose has been included under REO’s Head of Expenditure for 2011-12.

**Consultative with the Electoral Affairs Commission**

17. The Electoral Affairs Commission has endorsed the proposals set out in this paper.

## **Advice Sought**

18. Members are invited to note the content of this paper for information.

Constitutional and Mainland Affairs Bureau  
Registration and Electoral Office

March 2011

**Ref.: CMAB C1/30/6/1**

## **2011 Voter Registration Campaign**

### **Responsible Bureaux/ Departments**

### **Key Activities**

Constitutional and Mainland Affairs Bureau	<ul style="list-style-type: none"><li>● Overall coordination of the voter registration campaign and coordinating the production of two interesting (i.e. less government-like) promotional videos for posting on GovHK's and ISD's YouTube channels</li></ul>
Home Affairs Department	<ul style="list-style-type: none"><li>● Roving registration counters in areas with high pedestrian flow</li><li>● Display of publicity items (e.g. banners, buntings and posters) in districts</li><li>● Visits or household visits to residential developments with new intake in recent years (if permitted)</li></ul>
Registration and Electoral Office	<ul style="list-style-type: none"><li>● Voter registration counters at Registration of Persons Offices and higher education institutions</li><li>● Send appeal letters together with registration forms to all households in new private residential developments through the Circular Service of Hong Kong Post</li><li>● Send appeal letters and notifications to eligible electors in functional constituencies and umbrella organisations</li><li>● Placement of advertisements in newspapers, trade journals of umbrella organisations and flash banners on the internet</li><li>● Press release</li><li>● Hotline service to handle public enquiries related to voter registration</li><li>● Dedicated voter registration website and hyperlinks to the website</li></ul>

**Responsible Bureaux/  
Departments**

**Key Activities**

Information Services  
Department

- Production of APIs for broadcast on television and radio
- Broadcast of APIs on Roadshow on buses
- Production of mini-concerts and radio programmes by Commercial Radio and Metro Radio
- Display of giant wall banners at Government buildings
- Display of posters and advertisements at MTR stations and on public transport vehicle bodies

Radio Television  
Hong Kong

- Launching ceremony
- Community outreach programmes
- Radio trailers for broadcast by RTHK