

ANNEX 2: LIST OF MAJOR PUBLIC EDUCATION AND PUBLICITY ACTIVITIES FOR YEAR 2009-2010

Commencement Date	Activities
11 April 2009	Launched the DPS roving exhibition programme for 2009 - 2010. In all, 48 weekly exhibitions with the theme "Know Your DPS Day" were held during the year at public housing estates and shopping malls operated by The Link Management Limited.
16 April 2009	Commenced a series of 25 skit performances at non-government organisations and schools to promote awareness of the DPS.
27 April 2009	Hosted a press conference and a media luncheon to announce the launch of the public consultation on the first phase of the review of the DPS. A 9-week TV advertising campaign got under way on major channels on the public consultation on the first phase of the review of the DPS.
28 April 2009	A 3-week print advertising campaign in newspapers was launched with full page advertisements relating to the public consultation on the first phase of the review of the DPS being inserted in selected newspapers, including free dailies.
1 May 2009	The first MTR network advertising campaign, lasting for 3 weeks, was launched. The TV advertisement on the public consultation on the first phase of the review of the DPS was placed in TVs in the MTR lines.
4 May 2009	A 2-week internet advertising campaign on the public consultation on the first phase of the review of the DPS was launched on mass-appeal portals.
25 May 2009	A 3-week radio advertising campaign on the public consultation on the first phase of the review of the DPS was launched. Radio "Announcements in the Public Interest" (APIs) were broadcasted in major radio channels.
13 Jun 2009	The second MTR network advertising campaign, lasting for 2 weeks, was launched. The TV advertisement on the public consultation on the first phase of the review of the DPS was placed in TVs in the MTR lines.

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15 June 2009	The second print advertising campaign in newspapers, lasting for 2 weeks, was launched with full page advertisements relating to the public consultation on the first phase of the review of the DPS being inserted in selected newspapers, including free dailies.
20 June 2009	The second internet advertising campaign on the public consultation on the first phase of the review of the DPS, lasting for 1 week, was launched on mass-appeal portals.
16 July 2009	Issued a press release in the Hong Kong Monetary Authority (HKMA) column on the completion of the public consultation on the first phase of the review of the DPS.
18 August 2009	Issued a press release to publish the report on the public consultation on the first phase of the review of the DPS and the consultation paper of the second phase of the review of the DPS.
19 August 2009	The third print advertising campaign in newspapers, lasting for 2 weeks, was launched with full page advertisements relating to the public consultation on the second phase of the review of the DPS being inserted in selected newspapers, including free dailies.
25 September 2009	Issued a press release on Annual Report to highlight the key accomplishments of the year.
5 October 2009	The fourth print advertising campaign in newspapers, lasting for 2 weeks, was launched with full page advertisements relating to the public consultation on the second phase of the review of the DPS being inserted in selected newspapers, including free dailies.

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16 November 2009	<p>The second TV advertising campaign, lasting for 4 weeks, for the year was launched on major TV channels. TV APIs on the protection provided by the DPS and the full deposit guarantee were broadcast on major TV channels.</p> <p>The fifth print advertising campaign, lasting for 4 weeks, was launched with DPS educational comics being inserted in selected newspapers, including free dailies.</p> <p>The third MTR network advertising campaign, lasting for 3 weeks, was launched. The TV advertisement of the DPS was placed in TVs in the MTR lines.</p>
30 November 2009	<p>Issued a press release to publish the report on the public consultation on the second phase of the review of the DPS.</p>
1 December 2009	<p>Issued a press release in the HKMA column on the completion of the review of the DPS.</p>
1 March 2010	<p>A 4-week TV advertising campaign got under way on major channels on the completion of the review of the DPS and the expiry of the full deposit guarantee by end 2010.</p>