## 第5章 CHAPTER 5

# 傳訊工作及機構形象 Communications and corporate image

踏入2018年,監警會自成為獨立法定機 構後,即將完成第九個里程碑。為了進 一步提升機構透明度,增加公眾對兩層 架構投訴警察制度的認識,會方除了與 持份者保持聯繫外,更充分運用多元化 媒體,包括印刷、廣播、電子和社交媒 體平台傳播最新資訊,同時透過到訪 區組織、學校及大專院校加強與社訪地 聯繫。此外,會方製作了一部企業宣 片於持份者活動時播放,期望透過影片 加深公眾對監警會工作的了解,並展示 會方獨立、公正和誠信的價值觀。 The IPCC will be completing its ninth year milestone in 2018 since it has become an independent statutory body. To further enhance public understanding of the IPCC's work and strengthen public knowledge of the two-tier police complaints system, the IPCC has progressively stepped up its communication activities through the years. While maintaining a strong network with its prevailing stakeholders, the IPCC has been disseminating information through a myriad of media channels including print, broadcast, electronic and social media platforms as well as reaching out to the community by conducting visits to district networks, schools and tertiary institutions. To further promote public understanding of IPCC's work and its core values, namely Independence, Impartiality and Integrity, a corporate video with online access features was produced for use at stakeholder visits.

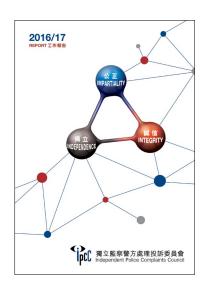
## 傳訊工作 Communications

### 刊物 Publications



監警會定期出版《監警會通訊》,報道委員 會近期工作、審核個案的統計數字,以及分 享投訴警察的真實個案等,讓公眾了解監 警會的審核程序及以證據為依歸的審核原 則。《監警會通訊》除了以郵寄、電郵形式 發放給各界持份者外,亦上載至監警會網站 (www.ipcc.gov.hk)供網絡使用者瀏覽。在報 告期內,會方分別在2017年4月及9月出版了 兩期《監警會通訊》,並以休班警員及刑事 調查衍生的投訴個案作題材及封面故事。 The IPCC releases the *IPCC Newsletter* on a regular basis to update the public on the Council's latest work and statistics of cases reviewed. Real complaint cases are covered in the newsletter to illustrate the IPCC's vetting process and evidence-based principles. The *IPCC Newsletter* is distributed to stakeholders by post or email and uploaded to the IPCC website (www.ipcc.gov.hk) for online access. During the reporting period, the IPCC released two issues of the *IPCC Newsletter*. Complaint cases related to off-duty police officers and criminal investigations are featured as the theme and in the cover stories of the April and September 2017 issues respectively. 按《監警會條例》的要求,監警會每年必須在其財政年度完結後六個月 內向行政長官呈交監警會年報,報告其財政及整體工作狀況,監警會亦 在2017年12月6日提交《監警會2016/17工作報告》給立法會省覽及對 外公布。

As stipulated in the IPCCO, the IPCC must submit to the Chief Executive a report on the IPCC's financial standing and overall work status not later than six months after the financial year end. The IPCC Report 2016/17 was tabled in the Legislative Council and made public on 6 December 2017.



## 資訊及教育 Publicity and Education

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	《股份方法》研讨会办公规则 的 名28.	- 各國 不協制內執約,整整會於國際和關係之意見、監整會的國務員計劃面 行動、國務國會員以中心思想也(1),就該會力思則解釋人的思想 統行政治(年代國家行政的法),(1)國務員是最近常於地震行動地。		FAIRNESS	VESS	與時份優交流 《股智斯语》研討會及公開演 群			(II X 1416			
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除了常規刊物,會方亦積極開闢其他平台 或途徑進行宣傳及教育。報告期內,監警 會於網站增設貼文,分享會方的各項工 作、發布已通過的投訴個案,並涵蓋會方 就個案細節向投訴警察課提出質詢和討論 的過程等資訊。透過發放相關文章和個 案,會方希望加深公眾監警工作的認知、 澄清誤解,並加強市民正確對待投訴的觀 念。 On top of regular publications, the IPCC also proactively explores other platforms and channels with an aim stepping up publicity and education. During the reporting period, the IPCC enhanced its website with new posts on a variety of the IPCC's work and endorsed complaint cases, information on the discussion process with CAPO and the Queries raised. Through publishing related articles and cases, the IPCC hoped to raise public understanding of its work, clarify areas of doubt and reinforce the correct understanding of lodging complaints.

報告期內,網站分別刊登了介紹觀察員計 劃和監警會會面等文章,並分享了有關使 用手鐐鍊帶及搜查令等多宗投訴個案。文 章開放予各媒體自由轉載,詳情可瀏覽監 警會網站(www.ipcc.gov.hk)。 During the reporting period, articles were released through the website, including the introduction of the Observers Scheme and the IPCC Interview. A number of complaint cases were shared encompassing topics like the use of handcuffs and search warrant. The articles are open for reproduction by the media. For details, please visit the IPCC website (www.ipcc. gov.hk).

#### 監警會企業影片 IPCC corporate video



為了更有效地向持份者和公眾介紹監警 會的工作,會方於報告期內製作了一部 企業宣傳片。宣傳片透過動畫深入淺出 地簡介監警會的角色、審核程序和調 結果分類等資料,讓公眾更易明白會方 的工作。此外,監警會特別在影片中加 插了多個市民在日常生活中有機會遇到 的情景,加強影片的可觀性,並藉此帶 出監警會的職能和「獨立、誠信、公 正」的價值觀。

委員會於2017年上半年開始籌備監警會 企業宣傳片,經過歷時一年的籌備、拍 攝及後期製作,影片已於2018年5月完 成。宣傳片會在校園推廣計劃及其他持 份者活動時播放,期望透過影片加深公 眾對監警會工作的了解。廣東話、英語 及國語版本的影片亦已上載至監警會網 站(www.ipcc.gov.hk)及YouTube頻道 (www.youtube.com/user/ipccchannel)。 A corporate video was produced by the IPCC during the reporting period as an effective way to introduce the IPCC's work to the public and stakeholders. Animation was used to enable an in-depth but easy-to-understand introduction, such as the roles of the IPCC, its vetting procedures and classification of investigation results. It has enriched public understanding of the IPCC's role and functions. Moreover, the video illustrated situations that the public would come across in their daily lives. While resonating with the public, the video has also bought on the core values of the IPCC: "Independence, Integrity, Impartiality".

In the first half of 2017, the IPCC began preparing for its corporate video. After a year of groundwork, filming and postproduction, the video was completed in May 2018. It will be shown in School Programme and other stakeholder activities with a view to facilitating public understanding of the IPCC's work. Three language versions (Cantonese/English/Putonghua voice-over) are available on the IPCC's website (www.ipcc. gov.hk) and YouTube channel (www.youtube.com/user/ ipccchannel).

## 與傳媒聯繫 Media liaison

每次發表《監警會通訊》及年度工作報 告,監警會均會舉行新聞發布會,向公 眾交代工作情況,回應傳媒提問,以增 加機構的透明度。 To enhance transparency, the IPCC holds press conferences for the release of each *IPCC Newsletter* and the annual report to explain to the public its work status and address media enquiries.

#### 傳媒發布會 Media briefings



監警會推出第二十一期《監警會通訊》。郭琳廣 主席在梅達明副秘書長(行動)陪同下,舉行新聞發 布會,向傳媒介紹封面故事中有關休班警員的投 訴個案。其他通訊內容包括,九位新委員分享加 入監警會的感想,及委員會近期與持份者聯繫的 活動等。

The 21st issue of the *IPCC Newsletter* was released. Mr Larry Kwok Lam-kwong (Chairman), accompanied by Mr Daniel Mui (Deputy Secretary-General, Operations), hosted a media briefing to present the cover story on complaint cases related to off-duty police officers. The Newsletter also featured the sharing from nine newly appointed Members, and the Council's recent stakeholder engagement activities.



俞官興秘書長與香港大學民意研究計劃總監鍾庭 耀博士在發布會上公布最新的監警會公眾意見調 查結果。調查以隨機抽樣電話訪問形式進行,訪 問了1,010名成年人。結果顯示公眾對監警會的信 心、觀感及滿意度比去年均有所提升。

Mr Richard Yu (Secretary-General) and Dr Robert Chung (Director of The Public Opinion Programme, The University of Hong Kong) announced at the media briefing the latest results of the IPCC public opinion survey. 1,010 adults were interviewed through telephone on a random sampling basis. The survey results showed improvements in public confidence, public perception and level of satisfaction with the IPCC as compared to last year.





2017年9月11日 11 September 2017



監警會推出第二十二期《監警會通訊》。郭琳廣主席在梅達明副秘書長(行動)陪同下,向傳媒闡述兩宗刑 事調查所衍生的投訴個案和有關策略性投訴的統計資料。

The 22nd issue of the *IPCC Newsletter* was released. Mr Larry Kwok Lam-kwong (Chairman), accompanied by Mr Daniel Mui (Deputy Secretary-General, Operations), hosted a media briefing to present two complaint cases arising from criminal investigations and statistics concerning tactical complaints.





副主席陳健波議員代表監警會向立法會提 交《監警會2016/17工作報告》。其後, 郭琳廣主席在俞官興秘書長及梅達明副秘 書長(行動)陪同下主持傳媒發布會,回顧 年內會方的工作及相關統計數字。多名委 員亦有出席是次活動,並於隨後的午餐會 和傳媒代表交流。 The IPCC Report 2016/17 was submitted to the Legislative Council by Hon Chan Kin-por (Vice-Chairman) on behalf of the IPCC. On the same day, Mr Larry Kwok Lam-kwong (Chairman), accompanied by Mr Richard Yu (Secretary-General) and Mr Daniel Mui (Deputy Secretary-General, Operations), hosted a media briefing to present an overview of the IPCC's work and statistics for the past financial year. Several Members also attended the event and exchanged views with media representatives during the networking lunch that followed.

## 傳媒專訪 Media interviews



監警會代表透過接受傳媒訪問及查詢,向市民介紹監警會的職能及工作。報告期內,郭琳廣主席、委員彭 韻僖女士、俞官興秘書長及觀察員譚兆炳先生和廖錦興先生等,分別接受了多間媒體的專訪,包括經濟日 報、晴報、新城電台節目《原來生活好快樂》等,解釋監警會運作和觀察員計劃的詳情。而郭琳廣主席亦 會在每一季與投訴警察課舉行的聯席會議後,即場回應傳媒提問。

By conducting media interviews and answering enquiries, the IPCC representatives introduce the IPCC's function and work to the public. During the reporting period, Mr Larry Kwok Lam-kwong (Chairman), Ms Melissa Kaye Pang (Member), Mr Richard Yu (Secretary-General), Mr George Tam Siu-ping and Mr Liu Kam-hing (IPCC Observers) were interviewed by various media, including *Hong Kong Economic Times, Sky Post,* and Metro Radio's "Life is so happy". On these occasions, the operation of the IPCC and details of the Observer Scheme were explained and elaborated. Mr Kwok also responded to questions from the media after each quarterly joint meeting between the IPCC and CAPO.

原文刊於經濟日報 (A20) 2017年6月12日 Published in *Hong Kong Economic Times* on 12 June 2017 (A20) 監警保公正 110觀察員監察錄口供



原文刊於晴報 (P12) 2017年6月12日 Published in Sky Post on 12 June 2017 (P12) 監警觀察員 確保處理投訴公正

> 原文刊於東周刊 2017年10月4日 Published in *East Week magazine* on 4 October 2017 逾百「透明人」協力 監警會運作揭秘

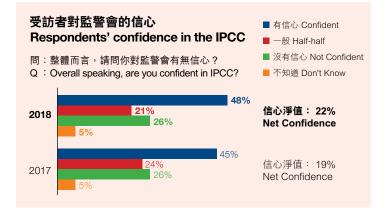




## 機構形象 Corporate image

#### 香港大學民意研究計劃 公眾意見調查 (2018年3月)

Public opinion survey conducted by HKUPOP (March 2018)



今次是監警會自成為獨立法定機構後進行 的第七次公眾意見調查,旨在了解公眾對 會方工作的認知度和趨勢。調查結果有助 會方評估及擬定推廣及傳訊的方向,以便 更有效地履行《監警會條例》第8條(1)(e) 賦予的法定職能一「加強公眾對監警會的 角色的認識」。

本年度的公眾意見調查於2018年3月透過 固網電話和首次引入的手提電話隨機抽樣 形式,成功訪問了1,002名18歲或以上的本 港市民。受訪者對監警會的信心淨值(即正 面減去負面的百分比),由去年的19個百分 點,上升至今年的22個百分點,亦是連續 第二年錄得升幅;滿意度評分為59.6分, 與去年相若;形象方面,半數受訪者認為 監警會形象正面或非常正面。

受訪者的意見對會方自2016年11月起推 出的校園推廣計劃,以及赴大專院校進行 專題講座的方向給予肯定。過去一年,監 警會分別在香港中文大學逸夫書院、香港 樹仁大學新聞與傳播學系周會,以及香港 A total of seven public opinion surveys have been conducted to assess the public awareness of the IPCC's work and the related trend, since the IPCC became an independent statutory body. The survey results help the IPCC assess and map out the direction for its communication efforts in order to effectively discharge its statutory function – "to promote public awareness of the role of the Council" – under section 8(1)(e) of the IPCCO.

This year's survey was conducted through telephone interviews (landline and, for the first time, cellphone) on a random sampling basis in March 2018. A total of 1,002 local residents aged 18 or above were interviewed. The respondents' net confidence in the IPCC (i.e. the percentage of positive minus that of negative) rose from 19 percentage points last year to 22 percentage points this year, marking increases for two consecutive years. The satisfaction rating scored 59.6, similar to that of the previous year, while half of the respondents felt positive about the IPCC's image.

As in the previous years, the latest survey results revealed that younger and more educated respondents tended to have less positive perception of the IPCC compared with other age groups. With a view to examining the similarities and discrepancies between respondents of different age groups on their perception of the Council, the influencing factors, as well as exploring ways to enhance their understanding of the Council's work, the IPCC has specially arranged through HKUPOP several focus group sessions for diverse age groups to gather their opinions and suggestions. It was found that younger respondents hoped the Council could step up its publicity efforts at schools to raise youth's awareness of the IPCC's work. They also opined that education and publicity efforts should deeply penetrate into the community and hence would take time to come to fruition.

Feedback from the respondents has affirmed IPCC's direction in promoting youth education through the School Programme launched in November 2016 and talks at the tertiary institutions. In the past year, the IPCC visited Shaw College of The Chinese University of Hong Kong, Department of Journalism and Communication of Hong Kong Shue Yan University and 浸會大學新聞系主修科目課堂進行專題講 座,向超過1,100名大學生和講師介紹監 警會的職能、角色,以及講解已通過的投 訴個案,獲得與會者熱烈回應。此外,自 校園計劃推出至今,會方積極走訪了25間 中、小學,透過40次探訪接觸逾4,600名師 生,以互動遊戲、個案分析和小組討論等 形式,深入淺出地介紹監警會的工作。未 來,會方將繼續透過更多學校、專業機構 和商會探訪等活動,讓廣大持份者可以更 直接地了解監警會的工作。

在「審閱或處理警察投訴個案」的四個指 標中,受訪者普遍認為「公平性」最重要, 「獨立性」緊隨其後,然後順序為「透明 度」及「效率」。監警會的工作一向以證據 為依歸、獨立、不偏不倚,符合市民對會方 的期望。透明度方面,監警會須維護審核個 案的公正性及遵守保密責任,因此在未完成 審核個案調查報告前,不宜對外披露投訴的 細節或作出評論,可能因而影響市民對透明 度方面的觀感。即便如此,為了讓大眾更明 瞭監警會的審核工作程序、調查結果分類, 以及如何協助警隊提升服務質素等工作, 會方近年已採取以主題方式,適時透過《監 警會通訊》及《工作報告》發布更多已通過 的投訴個案,讓公眾了解會方如何按每宗 個案的獨特性,採取以證據為依歸的原則 審視個案,並涵蓋會方就個案細節向投訴 警察課提出質詢和討論的過程,最後得出 對投訴人和被投訴者公平公正的調查結果 分類。

在效率方面,監警會近年透過不斷增強資 訊科技應用,優化內部審核程序,加上獲 增撥資源,審核每宗須匯報投訴調查報告 所需的平均時間逐年縮短。以2017/18年度 為例,審核個案所需時間較上年度大幅度 縮減接近三成。會方將繼續檢視各方面的 工作,尤其是在預防投訴方面,監警會將 因應審核投訴個案時的發現,適時向警方 提出優化程序或指引的建議,進一步提升 警隊的服務質素,為香港市民服務。

監警會2018年度公眾意見調查結果已上 載至監警會網頁:www.ipcc.gov.hk或可 瀏覽香港大學民意研究計劃網頁:www. hkupop.hku.hk/chinese/report/ipcc2018/ index.html Department of Journalism of Hong Kong Baptist University to deliver talks at their assemblies and in major course lecture. These three talks, attended by more than 1,100 students and teachers, were well received. The functions and roles of the IPCC and some endorsed complaint cases were clearly explained at these talks. Since the introduction of the School Programme, the IPCC has conducted 40 visits, reaching out to over 4,600 teachers and students from 25 secondary and primary schools. The work of the Council was illustrated with the aids of interactive games, case studies and group discussions. In the future, the IPCC will continue to engage with more schools, professional organisations and business associations, enabling a wider range of stakeholders to have a more direct and better understanding of the Council.

Among the four attributes of "reviewing or handling of police complaint cases", the respondents generally regarded "fairness" as the most important attribute, closely followed by "independence", "transparency" and "efficiency". The IPCC has always upheld its principle to be independent, impartial and evidence-based tally with the expectation of the public. In order to maintain impartiality and to comply with the confidentiality obligation, IPCC is not in a position to disclose any details of or make any comments on a complaint case before the conclusion of the vetting process. This may in turn affect the public perception of the Council's transparency. Nevertheless, the IPCC has been making its efforts in releasing endorsed cases timely in a thematic basis through the IPCC Newsletter and its annual report, enabling the general public to gain a deeper insight of the Council's vetting process, classifications of investigation results and recommendations made to improve the service quality of the Police. By doing so, IPCC hopes the community would better understand its efforts in scrutinising every single case based on its merits, evidence, as well as CAPO's additional information responding to its Queries and the case discussion. The ultimate goal of IPCC's work is to attain an investigation result which is scrupulously fair to both the Complainants and the Complainees.

In terms of efficiency, the IPCC has been improving its internal vetting procedures continuously by enhancing the application of information technology. Coupled with the additional resource provision, the average time required to review each complaint case has been reducing progressively year by year. In 2017/18, the time required was shortened by nearly 30% compared to that of the previous year. The Council will continue to evaluate various aspects of its work, especially on complaint prevention. IPCC will make recommendations to the Police timely whenever it is identified improvement during the course of case vetting with a view to further enhancing the Police's service to Hong Kong people.

The result of IPCC Public Opinion Survey 2018 is available on the IPCC's website at: www.ipcc.gov.hk or on the HKUPOP's website at: www.hkupop.hku.hk/english/report/ipcc2018/ index.html