

# Disseminating Consumer Information 提供消費者資訊

## WHY THIS IS IMPORTANT

Accessibility of information is vital in ensuring consumers' right to be informed. It empowers and enables consumers to be vigilant for undesirable trade practices, aware of unsafe goods and poor services, and to make responsible rational choices. The Consumer Council produces and disseminates consumer information regularly through a diversity of channels to help consumers exercise their right, and in turn gain community-wide support to its work.

## WHAT WE HAVE DONE

### Publication

#### 1. CHOICE

The Council's monthly magazine CHOICE is widely recognised as an independent and impartial platform to provide credible and useful information, advice and viewpoints on all matters of interest to consumers. Its impact spreads far and wide. For instance, an indepth study on the fees and performance of the Mandatory Provident Fund, published in the October issue (No.432), generated heated public debate and prompted immediate actions by relevant authorities. A safety test which found excessive level of lead in one eye shadow sample, featured in the September

## 提供資訊的重要性

確保消費者的知情權，資訊流通至為重要。消費者若掌握資訊，會對不良經營手法有所警覺，能夠識別危險產品和劣質服務，從而作出明智的消費選擇。本會透過不同渠道定期發放消費者資訊，確保消費者享有應得的權益，推動各界支持消費者權益保障工作。

## 我們完成的工作

### 出版刊物

#### 1.《選擇》月刊

本會出版的《選擇》月刊獨立公正，定期發放有關消費者權益的資訊、建議和意見，影響深遠。就以二零一二年十月份(432期)的月刊為例，有關強積金基金計劃收費與表現的研究，發表後隨即引起公眾關注及相關機構迅速採取行動。九月份(431期)有關眼影鉛含量超標的測試報告，在內地獲廣泛報道。除了測試報告及深入調查，月刊還有各類型的專欄，包括消費者投訴個案實錄、危險產品、健康與營養常識、藥物安全、投資者教育等。



issue (No.431), was widely reported in the Mainland. Beside test reports and indepth studies, CHOICE features regular columns to highlight issues relating to consumer complaints, hazardous products, health and nutrition, drug safety and investor education.

The independence and impartiality of the Council in its evaluation of goods and services available to consumers in the market is protected by Section 20 of the Consumer Council Ordinance, which it strictly prohibits the exploitation of the Council's name or its research information for commercial and promotional purposes. Section 20 also offers copyright protection to all of the Council's publications.

The print version of CHOICE is available through both subscriptions and sales at retail outlets including news stands, supermarkets, convenience stores and bookshops throughout the territory. In 2012 - 13, the overall combined sales averaged 19,581 copies per issue, splitting quite evenly between subscriptions and retail sales.

## 2. Online CHOICE

CHOICE can be accessed through the website <http://choice.jp.com.hk>. It is a joint venture of the Council with a major internet service provider and the service has been in operation since 2004.

Internet users can access both the full reports published in the current issue and from the archive of back issues of CHOICE. There were over 60,000 downloads in the year under review, a 12% increase compared with the previous year.

## Media relationship

### CHOICE press conference

A press conference is held to launch every new issue of CHOICE. This usually generates extensive press coverage on the various media. Active assistance is also provided to meet media requests for additional coverage on the published articles which were of specific interest to them.



《消費者委員會條例》第二十條列明，禁止任何人士以本會名稱或節錄月刊內容作商業及宣傳用途。該條文對保障本會在評定產品和服務時，可以持獨立和公正的立場，十分重要。條例亦保障本會所有刊物的版權。

月刊的銷售途徑分為訂閱和零售，兩者在二零一二至一三年度的總銷量平均為每期19,581冊。訂戶約佔總銷量的一半，其餘則經由各區的報攤、超級市場、便利店和書店發售。

## 2.《選擇》網上版

本會自二零零四年起與互聯網服務供應商合作，建立《選擇》網上版，透過黃頁網站 (<http://choice.jp.com.hk>) 向公眾提供《選擇》的最新報告。

網絡使用者除可瀏覽當月出版的月刊外，可同時透過資料庫瀏覽早前出版的月刊。年內，《選擇》月刊網上版錄得超過60,000個下載，比去年上升了12%。

## 與媒體的關係

### 《選擇》新聞發布會

每期《選擇》月刊在出版當日會召開新聞發布會，介紹月刊內容，不同媒體都大篇幅報道。本會又積極協助不同媒體就個別專題的跟進報道，安排訪問。





## Media liaison

The Council is in daily contact with the mass media on all matters of consumer interest. Interviews, briefings, and press releases on topics of consumer interest are arranged regularly either on the Council's initiative or in response to requests from the press. The Council highly values its working relationship with the media in the effective dissemination of consumer information and advice to the public.

## Dow Jones Factiva

Delivering Council's press releases through Dow Jones Factiva has proven to be an effective way to disseminate information to different parties regarding consumer issues. During the year, Council's press releases downloaded by Factiva users were mostly in the United States (36.3%), followed by Hong Kong subscribers (31.5%). The top three users' sectors were accounting and consulting (22.9%), education (21.3%) and banking (10.5%).

## Stakeholders' engagement

### Consumer Rights Reporting Awards

The annual Consumer Rights Reporting Awards is organised by the Council in association with the Hong Kong Journalists Association (since 2000) and the Hong Kong Press Photographers Association (since 2007). In the year 2013 the Council received a total of 170 entries to compete for the Award in seven categories, including print news (67), print features (54), television news (3), television features (10), radio news (6), radio features (10) and press photo (20).

The panel of adjudicators includes Professor Francis LEE, Associate Professor, School of Journalism and Communication, the Chinese University of Hong Kong; Mr. LAU Chi-kuen, Principal Lecturer, Department of Journalism, School of Communication, Hong Kong Baptist University; Mr. Joe LAM, Chairman, and Mr. Eddy CHUNG, Vice-Chairman, of Hong Kong Press Photographers Association; Ms. SHUM Yee-lan and Ms. Zoe HUNG, Executive Members of Hong Kong Journalists Association, Professor WONG Yuk-shan and Mr. Ambrose HO, Chairman and Vice-Chairman of Consumer Council.



## 與傳播媒體的聯繫

本會每天會就不同消費者議題與傳媒接觸，包括由本會安排或傳媒要求的新聞發布簡介會和專訪等。本會十分重視與傳媒的合作，將消費者資訊和建議有效發放予公眾。

## 道瓊斯Factiva

道瓊斯公司轉載本會新聞稿供其Factiva用戶使用，讓消費者議題能透過此途徑向各方發放。年內，利用Factiva服務下載本會新聞的訂戶主要來自美國（36.3%）和香港（31.5%）；以行業排名則為會計及顧問（22.9%）、教育（21.3%）及銀行服務（10.5%）。

## 與持份者的聯繫

### 消費權益新聞報道獎

每年一度的消費權益新聞報道獎由本會與香港記者協會於二零零零年開始合辦，香港攝影記者協會於二零零七年加入為合辦機構。二零一三年共有170份參賽作品競逐七個組別的獎項，分別是印刷新聞（報章及雜誌）（67份）、特寫（報章及雜誌）（54份）、電視新聞（3份）、電視特寫（10份）、電台新聞（6份）、電台特寫（10份）和新聞攝影（20份）。

報道獎的評判包括：香港中文大學新聞與傳播學院副教授李立峯博士、香港浸會大學傳理學院新聞系首席講師劉志權先生、香港攝影記者協會主席林振東先生及副主席鍾志明先生、香港記者協會執行委員岑倚蘭女士及孔雪怡女士，以及本會主席黃玉山教授及副主席何沛謙先生。

## Top Ten Consumer News (Year of the Dragon)

The event, in its 9th year, was jointly organised by the Council with Cable TV News, Radio Television Hong Kong and Hong Kong Economic Times. Sky Post joined as co-organiser this year. Fan, Chan and Co. was the Honorary Auditor.



Starting from mid-January till the end of the month in 2013, members of the public were invited to select and vote for the top ten consumer news, out of a list of 20, that in their view were of the utmost importance to consumers during the Year of the Dragon in Hong Kong. The event drew a total of 3,439 voters (an increase of more than 30% from the previous year) who cast their votes online or in print entry forms.

The Top Ten Consumer News of the Year of the Dragon, in descending order, are as follows:

1. DR medical beauty services incidents (2,983 votes)
2. Carcinogenic substance found in four cooking oil samples (2,638 votes)
3. 15% stamp duty imposed on overseas property buyers (2,612 votes)
4. Typhoon causing the dumping of plastic pellets on beach brought about worries over contamination of food chain (2,416 votes)
5. Fresh beef retail price shot through HK\$100 per catty (2,279 votes)
6. Provision of saleable floor area information for second-hand residential properties enforced (2,189 votes)
7. Mandatory Provident Fund Authority put forward proposals on revamping the MPF, and suggested setting maximum administrative charges (2,167 votes)
8. Power firms demanded higher electricity tariffs and KMB sought fare increases (2,163 votes)
9. Telecommunication service provider resumed unlimited web access monthly plans upon fierce criticism (1,898 votes)
10. Misrepresentation of first-hand residential properties: a 'terrace' was on the ground floor and 'units with sea view' were actually located underground (1,851 votes).

## 龍年十大消費新聞揭曉

十大消費新聞選舉已經是第九年舉辦，由本會聯同有線新聞台、香港電台與香港經濟日報合辦，晴報於今年加入，范陳會計師行為義務核數師。

由二零一三年一月中至一月底，公眾透過互聯網、傳真和郵寄方式，在二十則備受消費者關注的新聞中，選出十大消費新聞，共有3,439名市民(比去年增加30%)參與。

「龍年十大消費新聞」選舉的結果及排名如下：

1. DR醫學美容事故 四人療程後敗血性休克一死一截肢 (2,983票)
2. 北大荒、永興4食油樣本致癌物超標 (2,638票)
3. 政府再出辣招遏炒樓 徵境外買家15%印花稅 (2,612票)
4. 颱風襲港百噸化學膠粒飄港海 憂魚類誤吞積毒素影響食物鏈 (2,416票)
5. 鮮牛肉今年六度加價 肉價上漲每斤逾百元 (2,279票)
6. 售二手樓須列實用面積 暫行「雙軌制」可同時提供建築面積 (2,189票)
7. 積金局推強積金半自由行 啟動改革倡議收費設上限 (2,167票)
8. 兩電九巴申請加價 公用事業掀加風 (2,163票)
9. 電訊商突終止無限上網 用戶猛轟隨即重推計劃 (1,898票)
10. 新樓盤貨不對辦 新樓平台變地下、海景戶設於「地底」 (1,851票)

## World Consumer Rights Day

To commemorate the World Consumer Rights Day (WCRD) which falls on March 15 every year, the Council compiled a report on the recent passage of Trade Descriptions (Unfair Trade Practices) (Amendment) Ordinance 2012 in the March issue (No. 437) of CHOICE echoing the 2013 theme 'Consumer Justice Now!'. The WCRD drive was spearheaded by the Consumers International (CI) working with its members to make use of the occasion to enhance global public awareness of their rights and expose the very real damage caused by poor or non-existent consumer protection around the world.

In the report, the Council highlighted five undesirable trade practices to be regulated under the amended Ordinance, and related consumer complaint cases received by the Council.

## Websites

### Official Website

Since the incorporation of barrier free features in the website in July 2012, the Council has received favourable feedback from various groups representing visually impaired users. Examples of the features include: text-only pdf files are available for reading under DOS environment; font sizes and colours are adjustable for users with low vision or colour deficiency.

A major revamp of the website will be carried out in the coming year, and the policy of digital inclusion will be incorporated.

### The Shopsmart website (精明消費香港遊)

The Shopsmart website ([www.consumer.org.hk/shopsmart](http://www.consumer.org.hk/shopsmart)) is dedicated specifically to enhance consumer confidence of and protection to Mainland visitors shopping in Hong Kong.

The website, available in both traditional and simplified Chinese, mainly focuses on the provision of practical shopping information on a number of categories of goods most favoured by Mainland visitors. The most popular web content in the year 2012-13 was research reports of mobile phones, watches, cosmetics, digital cameras and infant formula.

During the year, 15 abridged versions of CHOICE test and research reports were uploaded; the cumulative hit rates of the website reached around 18 million. The website will undergo a major revamp in the coming year.

## 全球消費者權益日

為響應每年三月十五日的全球消費者權益日，本會在三月出版的《選擇》月刊(437期)刊載專題報告，報道今年生效的《2012年商品說明(不良營商手法)(修訂)條例》，以響應今年的主題 - 「消費者公義」。國際消費者聯會促請全球關注，在世界各地仍有消費者由於缺乏足夠保障而令權益受損的情況。

《選擇》月刊的報告列出在修訂條例下所規管的六項不良營商手法，及本會收到的消費者投訴案例。

## 網站

### 本會網站

本會網站自二零一二年七月提升了無障礙瀏覽功能後，得到不同界別代表視障使用者的正面評價。新增功能包括支援讀屏軟件、字體大小及顏色設定等，以適合不同視障人士使用。

本會計劃來年更新網站，數碼共融計劃亦會包括在內。

### 「精明消費香港遊」網站

「精明消費香港遊」([www.consumer.org.hk/shopsmart](http://www.consumer.org.hk/shopsmart))，是為提高內地旅客在港消費的信心而設，以保障他們的消費權益。

網站備有繁體和簡體字版，內容覆蓋內地旅客喜愛的熱門商品的實用資訊。網站於二零一二至一三年最受歡迎的內容為手提電話、手錶、化妝品、數碼相機及嬰幼兒配方奶粉。

年內網站共上載15篇《選擇》月刊的測試及普查報告精華版；累積點擊率約為一千八百萬次。網站將於來年進行改革。