

DISSEMINATING CONSUMER INFORMATION

傳播消費訊息

The paradigm shift towards a digital world means that digital and social media platforms have become essential for disseminating timely information to the public and reaching the widest spectrum of consumers, especially the younger age groups. Embracing the new normal, the Council has charted new horizons in digital transformation and achieved a number of breakthroughs in e-communications in recent years. After introducing a sparkling new official website integrated with eCHOICE in the past reporting year, the Council's WeChat Official Account was launched during the year under review, providing easily accessible information and tools for consumers on both sides of the border. The Consumer Rights Reporting Awards, a prestigious industry award, wrapped up its first edition since the pioneering revamp. At the same time, the Council's iconic monthly CHOICE Magazine continues to serve as Hong Kong's most authoritative source for consumer tips. In terms of press conferences, the Council has maintained an agile and flexible policy, ready to switch between online and face-to-face format according to the prevailing pandemic situation.

在全球數碼化的大趨勢下，各式數碼平台及社交媒體成為了不可或缺的資訊傳播渠道，能最快捷地向廣大的消費者，特別是年輕一代，適時傳遞資訊。本會積極擁抱新常態，近年來不但邁向了數碼轉型，同時亦在資訊傳遞方面迎來了不少突破。自上年度推出了與《選擇》月刊網站二合一的全新官方網站，消委會官方微信公眾號亦緊接於年內正式上線，讓內地與本港的消費者能輕易地接收實用的消費者資訊和使用格價工具。本會極具代表性的「消費權益新聞報道獎」，於矚目大革新之後的首屆亦順利完成。與此同時，《選擇》月刊貫徹其領導地位，繼續為消費者提供實用及權威的購物指南。本會秉持靈活變通的方針，按疫情的轉變和社交距離措施，為所舉辦的新聞發布會作出彈性安排，於年內曾分別以實體與網上直播形式進行。

CHOICE Magazine

CHOICE Magazine is an independent, impartial and authoritative consumer guide, widely recognised as a source of trusted and reliable information since it was first published in 1976. To uphold its authority and credibility, CHOICE Magazine does not accept any advertisements or commercial contributions in any form. The monthly publication covers test reports, surveys, in-depth studies on a diverse range of consumer goods and services, and complaint cases.



《選擇》月刊

《選擇》月刊於1976年創刊，一向獲公認為獨立、不偏不倚、具權威地位的消費指南，為消費者提供可信和可靠的資訊。為確保其權威及可信性，《選擇》月刊從不接受廣告或任何商業形式贊助。月刊涵蓋各種跟消費者息息相關的產品及服務的測試、調查及深入研究報告，以及投訴個案等資訊。

The overall sales of the printed version of CHOICE Magazine recorded 190,497 copies in the 2022-23 reporting period, making it one of the bestselling monthlies in the city despite seeing an inevitable disruption in sales over the past 3 years due to the pandemic. Sales were split rather evenly between subscriptions and retail sales via outlets, such as newsstands and convenience stores. The relaxation of social distancing measures at the Hong Kong Book Fair 2022 had favourably affected the subscription rate, which increased by 11.6% (1,202 copies) compared with the previous year. However, the market situation was much more challenging in the latter half of the year, believed to be the outcome of increased outbound travel due to the reopening of borders and lifting of COVID-19 restrictions worldwide, on top of a gloomy economic outlook.

To meet the Council's spirit of sustainability, subscription at the Book Fair went almost fully paperless and was transacted mainly via digital payment methods — Octopus and PayMe. As a result, an 85% cashless rate was recorded across all transactions, with 53% of the payments settled by Octopus, 26% by PayMe, and only 15% in cash.

年內，《選擇》月刊印刷版的全年總銷售量高達 190,497 冊。雖然過去 3 年的疫情無可避免地對銷量構成一定的打擊，但《選擇》月刊仍然持續成為本地最暢銷的月刊之一。月刊的訂閱及零售額各佔總銷量約一半，印刷版的主要銷售點遍布全港各區報攤及便利店。隨著 2022 年香港書展社交距離措施的放寬，月刊的訂閱數字也因而受到正面的影響。訂閱率與去年同期相比增加 11.6% (1,202 冊)。然而，全球陸續解除疫情限制、通關等均令本港出境人次激增，加上經濟前景不明朗，種種因素使下半年的市場環境充滿挑戰。

貫徹本會致力推廣「可持續消費」的理念，本年度書展的訂閱申請實踐了接近無紙化的目標。會場大部分交易均採用電子支付方式，如八達通和 PayMe 等。總體交易的電子支付率達到了 85%，其中八達通佔 53%，PayMe 佔 26%，現金僅佔 15%。

Bestselling Issues of CHOICE in 2022-23 2022-23 年度最暢銷《選擇》月刊期數



1 #549
2022 | 7 月 | JULY

Featured a cover story on edible oils found to contain harmful contaminants and genotoxic carcinogens
封面故事為食油檢測，部分樣本檢出有害污染物及基因致癌物



2 #550
2022 | 8 月 | AUGUST

Published a test report on coloured/patterned disposable masks and featured the popular girl group COLLAR as the cover stars
由大熱女子組合 COLLAR 擔任封面人物，介紹一次性的彩色 / 圖案口罩的測試報告



3 #553
2022 | 11 月 | NOVEMBER

Covered a report on fish oil supplements
刊登魚油補充劑的報告

Launch of WeChat Official Account

The WeChat Official Account of the Council was launched on 1 June 2022, serving as a handy “consumption encyclopaedia” for locals and tourists alike with a broad range of objective and practical consumption information and tools. Considering the popularity of WeChat, which currently has over 1.2 billion active users globally and over 4 million users in Hong Kong, the official account could effectively strengthen communication and connection with WeChat users on both sides of the border, empowering them to be smart consumers.

消委會官方微信公眾號正式上線

本會的官方微信公眾號於2022年6月1日正式上線，為本地消費者和旅客提供廣泛而實用的消費資訊及工具，猶如「掌上消費百科全書」。微信擁有龐大的用戶群，全球活躍用戶逾12億，香港用戶亦超越400萬。本會深信開通微信公眾號有助加強與本港及內地用戶的溝通和聯繫，讓大眾成為精明的消費者。

Major Highlights 主要亮點

- 1 450 free “Shopping Guide” articles**
450 篇免費「消費全攻略」文章
- 2 Articles on hot consumption topics covering all aspects of daily life**
涵蓋衣食住行的時令消費文章分享
- 3 Price comparison tools for smart shopping, e.g. “Online Price Watch”**
運用格價工具精明消費，例如「網上價格一覽通」
- 4 Complaint status checking function and remote submission of supplementary information**
(see chapter “Resolving Disputes Between Consumers and Businesses” for more)
網上查詢投訴個案進度及遙距遞交個案補充資料
(詳情可見「調停消費者與營商者之間的糾紛」一節)

Supported by a range of online promotions and stakeholders' communication in both Hong Kong and the Mainland, the WeChat account acquired 876 followers on the day of launch. The total number of followers reached 11,402 in the reporting year, mainly contributed by Offline Account Follow Ads and wall games which were proven successful for follower growth.

Since its launch, a total of 81 feeds were posted, among which the introduction of the Council's complaint channels gained the highest readership, followed by the wall games for the WeChat account launch and Book Fair. After the launch period, the most popular topics were health tips related to food and cooking, such as peanuts and coffee.

透過在香港及內地進行一系列網上宣傳，再加上持份者的支持推廣，消委會官方微信公眾號於上線首天便吸引了876位關注者；再配合有效的線下廣告及線上有獎遊戲，年內關注者更成功增至11,402位。

自開通以來，本會共發放81篇帖文。當中獲最高閱讀量的是介紹本會投訴渠道的帖文，其次分別為微信公眾號開通及書展的有獎遊戲。其後，最受歡迎的題材則為與「飲食煮意」相關的健康貼士，例如花生及咖啡。



Informing and Interacting with Consumers Through Multimedia Platforms 多媒體平台分享資訊 全方位與消費者互動

The Council's refreshed website and social media channels remain as the most important channels for the public to learn about the latest consumption information from the Council.

本會的全新網站及社交媒體平台一向是大眾了解最新消費資訊的最重要渠道。



During the year under review, a total of 65 Shopping Guide articles, 58 videos and 62 infographics were produced to enrich the new website's content on top of the regular CHOICE articles. Page view peaks were seen on several popular CHOICE topics, in particular the test report on single-use coloured or patterned face masks in August 2022, and fish oil supplements in November 2022. In terms of the "Shopping Guide" section providing easy-to-digest informative content across 9 categories, "Health and Beauty", "Home Appliances" and "Food and Cooking" were the most popular content types.

The number of followers for the CHOICE Facebook page continued to grow. Among the posts published, infographics related to daily life trivia and products had the highest engagement rates, including caffeine, dining out jargon, and light bulbs. To enhance the interaction with followers, a total of 6 wall games were held with various giveaways.

除了每一期月刊刊登的恆常文章之外，本會於年內發放共 65 篇「消費全攻略」文章、58 段影片及 62 幅信息圖，為新網站提供豐富的內容。多篇《選擇》月刊文章錄得頗高的瀏覽量，包括 2022 年 8 月號的「30 款顏色口罩保護能力、安全度檢閱」，以及 2022 年 11 月公布的魚油補充劑測試。「消費全攻略」欄目持續為消費者提供深入淺出的消費指南和知識，其中「健康美容」、「家品家電」及「飲食煮意」更於 9 大類別中脫穎而出，成為瀏覽量最高的三甲。

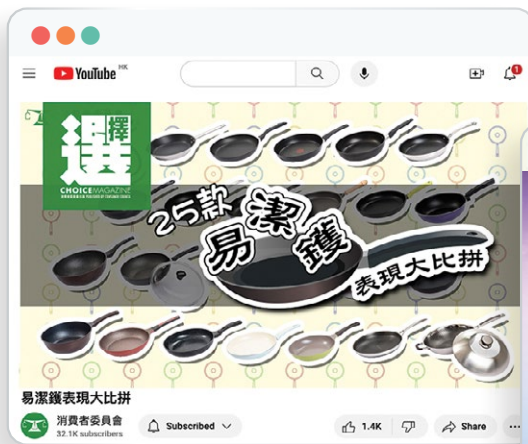
《選擇》月刊 Facebook 專頁追蹤者數目持續增長。於上載的帖子當中，與日常生活相關的冷知識及產品信息圖獲得最高的互動率，包括咖啡因、食肆術語及電燈膽。為增加與追蹤者的互動，年內亦舉辦了 6 次有獎遊戲，送出豐富禮品。



The Council's YouTube channel continues to offer a wealth of information for consumers. Videos include CHOICE Magazine highlights, test report findings, past events and activities.

本會的 YouTube 專屬頻道持續為消費者提供一系消費相關的影片，內容包括《選擇》月刊精選、測試報告結果及活動重溫。

Best-performing Video: Test on 25 Non-Stick Frying Pans
最高瀏覽次數短片：
《易潔鑊表現大比拼》



Video Featuring the Most Celebrities:
COLLAR X Coloured and Patterned Face Masks
最多名人參與拍攝短片：
《COLLAR X 不同顏色、圖案口罩效能逐個睇》



Supporting Anti-epidemic Efforts and Issues of Consumer Interest

The fifth wave of the pandemic, which broke out in early 2022, persisted largely through the reporting year. To continue supporting the public to combat the virus, the Council remained highly diligent in information provision and educating the public to make informed choices.

Disseminating Information on Combatting COVID-19

The Council continued to update its "Together, We Fight COVID-19" webpage throughout the year. The page serves as a content hub to consolidate virus-prevention information including free articles, consumer alerts, free download materials and corresponding Government information regarding COVID-19.

In January 2023, the launch of the "Search Tool for Registered Over-the-counter Pharmaceutical Products Containing Paracetamol" was accompanied by publicity including a press release and media briefing, reflecting the Council's swift action in responding to the public's most pressing needs and concerns. At the same time, the "Search Tool for Rapid Antigen Test (RAT) Kits Approved for Use by Various Regions" launched by the Council in March 2022 continued to serve as a reliable and updated database to help consumers verify and select suitable RAT kits. See chapter "Collecting Market Information on Goods and Services" for more.

支援防疫工作 保障當前消費者利益

第 5 波新冠疫情自 2022 年初爆發，於年內大致持續。為繼續支援公眾抗疫，本會積極加強發放實用的抗疫資訊，並教育公眾作出知情選擇。

發放防疫資訊

於本報告年度，本會繼續更新《齊心抗疫》專頁，集結與疫情相關的資訊供大眾免費閱覽，包括免費文章、消費警示、免費下載資料和相關政府資訊等。

本會在 2023 年 1 月推出「毋須醫生處方已註冊的撲熱息痛製劑名單搜尋器」，並透過新聞稿及記者會公布消息，迅速回應消費者的需要及憂慮。同時，本會於 2022 年 3 月推出的「不同地區認可的快速抗原測試包名單搜尋器」亦繼續為消費者提供可靠及最新的資料，協助消費者核對及選購合乎標準的測試包。詳情可參閱「蒐集消費品和服務業的市場資訊」一節。

"Together, We Fight COVID-19" Webpage 《齊心抗疫》專頁

Aggregate figures since launch in 2020
自 2020 年啟用起累計

85,121
Page Views 網頁瀏覽

Reporting Year 報告年度

7,688
Page Views 網頁瀏覽

Responding to Pandemic-related Service Issues

Various social distancing measures and travel requirements remained in effect for intermittent but long periods of the reporting year, such as dining restrictions, quarantine, circuit breaker mechanism, etc. Towards late 2022 and early 2023, uncertainties and occasional changes to travel restrictions imposed by other countries, as well as the changes in inbound quarantine requirements to cope with the pandemic situation, led to flight cancellations and price changes, quarantine hotel scalping and service disputes. Marking an official end to all social distancing measures, the HKSAR Government eventually announced the lifting of the mask mandate with effect from 1 March 2023. The subsequent surge in both inbound and outbound travel gave rise to a renewed round of complaints and media enquiries.

Meanwhile, as the pandemic battered the economy, a number of companies closed their businesses during the year, including several major chains. Many consumers were unable to use up their prepaid vouchers before the trader ceased operation. The Council received media enquiries regarding the abrupt closures of the renowned and iconic travel agency Hong Thai Travel Services, bakery chain Crostini, and several fitness centres (4ward Fitness, VO2 Fitness & Martial Arts Centre, and Fitlab).

The Council swiftly responded to a host of pressing consumer concerns via media interviews and press statements, urging merchants to disclose the arrangements on their websites or social platforms, and promptly contact affected customers for settlement. Consumers were reminded of the risks associated with prepayment purchases as well as to keep relevant record to recover prepayment through chargeback mechanism in case of shop closures. The Council also reminded traders of the possible violation of the Trade Descriptions Ordinance for wrongly accepting payment.

Since the resumption of cross-border travel brought an influx of tourists, there has been an unwelcome resurgence of sales malpractices, especially those happening at Chinese pharmacies mainly targeting visitors from the Mainland. These malpractices included the misleading use of pricing units for Chinese medicine then pressuring consumers to complete the purchase, as well as price discrimination against tourists speaking Putonghua. The Council has consistently received related media enquiries since February 2023 and responded with press statements and interviews urging the industry to step up monitoring and traders to be more self-disciplined, so as not to damage Hong Kong's reputation as a shopping paradise.

回應與疫情相關的服務投訴

於過去一年，多項社交距離措施及旅遊限制時而收緊放寬，情況持續，當中包括食肆堂食人數限制、檢疫、航班「熔断機制」等。及至2022年底、2023年初，其他國家所施加的旅行限制，以至本港的入境檢疫要求都因應疫情而出現轉變或不確定情況，導致航班取消、機票價格變動、「黃牛」炒賣檢疫酒店房間、服務糾紛等各類問題。隨着香港特區政府宣布從2023年3月1日起全面撤銷所有強制佩戴口罩的要求，標誌著所有社交距離措施正式結束，出入境旅遊人數隨即激增，引發了新一輪的消費投訴和媒體查詢。

同時，由於疫情重挫經濟，包括大型連鎖店在內的不少商戶於年內相繼結業，致令許多消費者未能於商戶倒閉前，用畢相關預繳式套票。本會接獲傳媒就歷史悠久的康泰旅行社、連鎖餅店 Crostini，以及數間健身中心（4ward Fitness、VO2 Fitness & Martial Arts Centre 和 Fitlab）突然結業的查詢。

本會遂透過傳媒訪問和發布新聞聲明，迅速回應了消費者的一系列迫切關注的議題，並敦促商戶在其網站或社交平台上公布相關安排，並及時聯繫受影響的客戶跟進處理。當中除了提醒消費者注意預繳式消費的風險，記緊保留服務合約和收據等憑據，以便萬一商戶結業時，可透過信用卡退款機制追回預繳款項，本會同時亦提醒商戶，不當地接受付款則可能違反《商品說明條例》。

隨著「通關」之後旅客量大增，不良銷售手法不幸地重新湧現，特別是藥店針對內地旅客的不良銷售手段，包括「斤變兩」然後強逼消費者購買藥材，以及對講普通話的旅客的價格歧視等。自2023年2月以來，本會接連收到相關的媒體查詢，並透過新聞聲明和媒體訪問作出回應，敦促業界加強監管，同時呼籲商戶要更加自律，以免損害香港作為「購物天堂」的美譽。

Sales Malpractices
不良銷售手法

Flight
Cancellations
航班取消

Shop Closure
店舖結業

Prepayment
Consumption
預繳式消費

Service Disputes
服務糾紛

Empowering Consumers Through the Mass Media

Thanks to the support of the mass media, the Council is often on the public's mind. For many years, the Council has organised extensive media programmes and campaigns, notably the monthly CHOICE press conference, which flexibly switched between live-stream and in-person format in the past year based on the prevailing social distancing measures, and countless interviews to keep consumers informed about, and alert to, what was happening in the marketplace.

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Press Releases
新聞稿

20+

Press Statements
新聞聲明

4,300+

Counts of Media Coverage
媒體報道篇幅

170

Media Enquiries
媒體查詢

140

Media Interviews
媒體採訪

51

Front Pages
頭版

During the year, the Council issued press releases and statements covering selected topics published in CHOICE Magazine as well as responding to a host of media enquiries related to significant consumer issues, such as the surrender of pay TV licence by Cable TV, as well as the change in the "Breathing Mortgage Plan" offered to buyers of the residential property project The Vertex, which gave rise to scores of complaints by vexed consumers. Through proactive media engagement, the Council was able to publish timely cautionary advice to consumers whenever an issue arose.

In the year under review, the Council partnered with various media networks for multi-episode or regular monthly features, including 4 weekly episodes in Radio Television Hong Kong's (RTHK) TV programme "The Elderly Series" (香江暖流), covering topics related to elderly consumer interest such as practical anti-epidemic tips, nutritional value of foods, online shopping and live-stream e-commerce. Other monthly features include RTHK's TV programme "Hong Kong United" (凝聚香港), and radio programmes "Happy Daily" (開心日報) and "Money Talk". Positive media relations and desired publicity outcomes were achieved throughout the reporting year through press interviews and appearances on a combination of print, electronic and online channels, such as the TVB's "News Magazine" (新聞透視) and English programme "Money Matters", Now TV's "News Magazine" (時事全方位), Cable TV's "Let's Talk" (有理有得傾), CRHK's "Saturday Forum" (政經星期六), Metro Finance's "Roadmap to Knowledge Economy" (財知大道), as well as exclusive interviews with the Chairman and/or the Chief Executive by RTHK's "Letter to Hong Kong" (香港家書), the Law Society of Hong Kong's official journal "Hong Kong Lawyer" (香港律師), HK01, People's Daily (人民網), Oriental Daily, etc.

借助大眾媒體 提升消保意識

有賴傳媒的支持和推廣，本會一直深入人心。多年來，本會舉辦多項媒體活動，當中最為人熟識的《選擇》月刊新聞發布會，在過去一年因應不同時段社交距離措施安排而靈活應變，以實體或網上直播形式進行。本會亦同時接受無數傳媒訪問，竭力讓公眾掌握最新消費資訊和市場警示。

年內，本會發布多份新聞稿和聲明，涵蓋《選擇》月刊專題內容，並回應媒體就重要消費議題的垂詢，例如有線電視交還收費電視牌照、長沙灣睿峰變更「按揭呼吸 plan」導致大量買家作出投訴等。本會透過主動接觸傳媒，適時向消費者發出提示和建議。

本會亦繼續與不同的媒體夥伴合作，製作多集式或每月定期專題節目，包括一連 4 星期的香港電台電視節目《香江暖流》，節目內容涵蓋多項與長者消費息息相關的題材，如實用抗疫貼士、食物的營養價值、網上購物和直播帶貨。其他每月一次的定期訪談節目，包括香港電台的資訊性電視節目《凝聚香港》、電台節目《開心日報》和英文節目《Money Talk》。本會亦接受印刷、電子及網上媒體訪問，並亮相節目，藉此與媒體維持良好關係，並達到理想的宣傳成效，例如無綫電視《新聞透視》和英文節目《Money Matters》、Now TV《時事全方位》、有線電視《有理有得傾》、商業電台《政經星期六》、新城財經《財知大道》等。本會主席及總幹事亦分別接受了香港電台《香港家書》、香港律師會的官方刊物《香港律師》、香港 01、人民網、東方日報等媒體的獨家專訪。



Top 10 Consumer News – Year of the Tiger

Entering its 19th year since its launch in 2005, the Top 10 Consumer News voting campaign was held with the continued support from media partners HK01, Hong Kong Economic Times, i-Cable News, RTHK, SkyPost, TOPick and U Magazine. As society started to get back on track with the easing of the pandemic, the result announcement and awards presentation ceremony resumed in-person format at the Council headquarters after being live-streamed for the past 2 years.

The top 10 news stories⁹ reflected consumers' key concerns and hot consumption topics during the reporting year, including the online RAT search tool launched by the Council ranking seventh.

虎年十大消費新聞

「十大消費新聞」選舉自 2005 年推出，至本年度已踏入第 19 個年頭，活動繼續得到 7 位媒體合作夥伴的支持：香港 01、香港經濟日報、有線新聞、香港電台、晴報、TOPick 和 U 周刊。隨著疫情緩和，社會逐步復常，活動的結果公布暨頒獎典禮事隔兩年透過網上直播進行之後，終恢復實體模式，假消委會總部現場舉行。

入選十大的新聞報道⁹亦反映了消費者在報告年度內最關注的議題和熱門消費題材，當中本會推出的網上快速抗原測試包名單搜尋器排名第七。

2022 虎年 十大消費新聞選舉



4,750 Total Voters
總投票人數



Top 10 Consumer News — Year of the Tiger Voting Results 選舉結果

1

Plastic Bag Levy Raised to \$1 Frozen/Chilled Foodstuff No Longer Exempt
膠袋徵費加至 1 元 冷凍食品不獲豁免

3,463
votes 票

2

**Controversial \$30,000 Compensation Imposed on Boy Knocking Over “Teletubby” Figure
Trader Refunded and Apologised**
男童挨跌天線得 B 模型須賠 3 萬惹爭議 店方終退款致歉

3,315
votes 票

3

**70% Surge in Outbound Travellers First Month After “0+3” in Effect
HK Express Abruptly Cancels Multiple Flights with Tickets Sold**
「0+3」生效首月出境人數增 7 成 香港快運突取消多班已售機票航班

3,199
votes 票

Consumer News Hot Topics Results 主題消費新聞投票結果

“Most Gratifying” News 「最大快人心」新聞

Rent Control Law Takes Effect
First Landlord Fined \$5,000 After Pleading Guilty to Overcharging Subdivided-flat
Tenant for Water
租管條例生效 首宗濫收劊房戶水費案
業主認罪被判罰 5000 元

2,633
votes 票

“Most Liked” News 「最抵讚」新聞

Inconsistent RAT Quality Sparks 48 Complaint Cases
Consumer Council Launches Online Search Tool for Speedy Approved List Reference
快測包質素問題多收 48 宗投訴
消委會推網上搜尋器一查即知認可名單

2,120
votes 票

“Most Outrageous” News 「最離譜」新聞

Controversial \$30,000 Compensation Imposed on Boy Knocking Over “Teletubby” Figure
Trader Refunded and Apologised
男童挨跌「天線得 B」模型須賠 3 萬惹爭議
店方終退款致歉

3,308
votes 票



9. Visit https://www.consumer.org.hk/en/press-release/top10_tiger or scan the QR code for the voting results of the Top 10 Consumer News – Year of the Tiger.
虎年十大消費新聞結果，請瀏覽 https://www.consumer.org.hk/tc/press-release/top10_tiger，或掃描二維碼。

Consumer Rights Reporting Awards

The 22nd Consumer Rights Reporting Awards (CRRA), the first edition since a noteworthy revamp announced in early 2022, concluded with a presentation ceremony officiated by the Secretary for Commerce and Economic Development, The Honourable Algernon Yau Ying-wah, JP, on 24 November 2022. Now organised independently by the Council, the CRRA has long been a signature annual event within Hong Kong's media industry and received a record-breaking 311 entries in the reporting year, from 40 media networks, social media platforms, and local colleges and universities, including 8 media organisations which participated for the first time ever.

The 3 groundbreaking changes and new features included restructured categories with a newly added "Topical Reporting Award"; introduction of the "Best Use of Social Media in Consumer Advocacy" category to encourage all-rounded media coverage of consumer news to further enhance the public's awareness of consumer rights; as well as piloting of public voting mechanism for 2 awards ("News Photography Award" and "Tertiary Student Journalism Award"), whereas the cash prize was also doubled. The innovations echoed the paradigm shift towards social media journalism and contemporary mode of news dissemination.

Shortly thereafter, applications for the 23rd CRRA opened in March 2023, inviting entries for 9 award categories, including the brand new "Topical Reporting Award" with "Protecting Consumers Under E-commerce" as the selected topic for 2022. The topic for 2023 was simultaneously announced to be "How the Application of Innovation and Technology is Impacting Consumers", applicable to submissions for the 24th CRRA next year.

消費權益新聞報道獎

第22屆「消費權益新聞報道獎」(「報道獎」)是自2022年初進行了全方位改革後的首屆，頒獎典禮於2022年11月24日舉行，由商務及經濟發展局局長丘應樺先生，太平紳士擔任主禮嘉賓。「報道獎」一直以來都是香港傳媒業界的年度大事，今屆起由消委會獨立舉辦，繼續獲得傳媒鼎力支持，合共有40家新聞機構、社交平台，和大專院校提交311份作品參賽，打破歷年參賽作品紀錄，更吸引8個媒體首次參與。

全新面貌的「報道獎」有3大突破性革新，包括重整現有參賽組別，新增「年度主題大獎」；引入「最佳倡議消費權益之社交平台」組別，鼓勵傳媒多加運用消委會發布的資訊，全方位進一步提升大眾對消費權益的了解；以及在兩個組別(「新聞攝影獎」和「大專院校新聞獎」)中，破天荒引入公眾投票。同時，獎金亦較以往增加一倍。各項創新貼合現今以社交平台傳播及接收新聞資訊的模式。

第23屆消費權益新聞報道獎隨即於2023年3月開始接受申請，共設9個獎項組別，包括全新引入的「年度主題大獎」，2022年主題為「保障消費者在電子商貿活動的權益」。同時亦公布2023年的主題為「創新科技應用對消費者的影響」，適用於翌年第24屆消費權益新聞報道獎提交的作品。



Awards Presented at the 22nd CRRA¹⁰ 第22屆報道獎頒發獎項¹⁰

34
Awards
個獎項

8
Categories
個組別

7	Gold Awards 個金獎
7	Silver Awards 個銀獎
8	Bronze Awards 個銅獎
6	Merit Awards 個優異獎
“Best Use of Social Media in Consumer Advocacy” 「最佳倡議消費權益之社交平台」	
3	“Best Audience Engagement” Awards 「最佳社群參與獎」
1	“Best Presentation” Award 「最佳表達技巧獎」
1	“Grand Prize” 「卓越大獎」
1	Grand Award 個「年度大獎」



The Honourable Algernon Yau Ying-wah, Secretary for Commerce and Economic Development views the exhibit of winning entries, accompanied by Mr Clement Chan Kam-wing, Chairman of the Consumer Council, and Ms Gilly Wong Fung-han, Chief Executive of the Consumer Council.

主禮嘉賓商務及經濟發展局局長丘應樺先生欣賞得獎作品展板，由消委會主席陳錦榮先生及總幹事黃鳳嫻女士陪同。



Mr Clement Chan Kam-wing, Chairman of the Consumer Council presents the “Feature Writing Award”, accompanied by Ms Gilly Wong Fung-han, Chief Executive of the Consumer Council.

消委會總幹事黃鳳嫻女士陪同主席陳錦榮先生頒發獎項予「專題特寫獎」的得獎者。



Mr Eddie Cheung Kwok-choi, Director of Broadcasting, and adjudicator Mr Shun Chi-ming present the “Best Use of Social Media in Consumer Advocacy” award.

廣播處長張國財先生和評審岑智明先生頒發獎項予「最佳倡議消費權益之社交平台」的得獎者。



10. Visit <https://www.consumer.org.hk/en/press-release/consumer-rights-reporting-awards-2022> or scan the QR code for more information on the 22nd CRRA.

更多有關第22屆消費權益新聞報道獎的資訊，請瀏覽 <https://www.consumer.org.hk/zh/press-release/consumer-rights-reporting-awards-2022>，或掃描二維碼。