

**CONTROLLING OFFICER'S REPLY TO
INITIAL WRITTEN QUESTION**

FHB(FE)205

Question Serial No.

3435

Head: 49 Food and Environmental Hygiene Department Subhead (No. & title):

Programme: (2) Environmental Hygiene and Related Services

Controlling Officer: Director of Food and Environmental Hygiene

Director of Bureau: Secretary for Food and Health

Question:

Regarding the website “memorial.gov.hk” set up by the Department, please advise on the current number of memorial webpages created for the deceased and the annual number of visits to the website since its launch. Please also advise on the estimated expenditure and manpower establishment for the management of the website in 2013-14; and whether the Department will consider allocating resources to review the effectiveness of the operation of the website in 2013-14; if yes, please give the work plan and estimated expenditure to be involved; if not, the reason(s).

Asked by: Hon. CHAN Ka-lok, Kenneth

Reply:

The information sought is provided as follows -

- (a) For the Internet Memorial Service (IMS) managed by the Food and Environmental Hygiene Department (the Department), over 5 100 memorial pages have been created since its commissioning in June 2010, and the total number of hit counts of memorial pages is as follows :

Year	Total no. of hit counts of memorial pages
2010-11 (starting from June 2010)	463 842
2011-12	400 006
2012-13 (up to 28.2.2013)	348 714
Total:	1 212 562

- (b) The maintenance, support and enhancement service for the IMS has been contracted out to a private company. The estimated expenditure involved in 2013-14 will be \$147,000. The Department reviews the operation of the IMS from time to time by monitoring the number of registered users, number of new memorial pages created, hit rate, as well as views collected on-line from IMS users. The Department has in the course of time introduced measures to enhance the IMS, such as introducing more features to allow users to design and enrich memorial pages, posting demonstration videos in the IMS to explain the

use of the system, and creating IMS accounts automatically for applicants of cremation service. The Department will keep in view the usage of the IMS and continue to promote the service to the public.

Name in block letters: Clement LEUNG

Post Title: Director of
Food and Environmental Hygiene

Date: 5.4.2013