

Construction Industry Council

Publicity Arrangements for Amalgamation of CIC and CITA

(I) Purpose

- This paper seeks endorsement of a proposal for publicizing the amalgamation of CIC and CITA which was discussed and supported by the Committee on Manpower Training and Development (Com MTD) at its 2nd meeting on 2 October 2007 and by the Committee on Administration and Finance (Com A&F) at its 4th meeting on 5 November 2007.

(II) Introduction

- The CIC Ordinance has made provision for the amalgamation of CIC and CITA, whereby -
 - CITA will be dissolved and its assets and liabilities will be vested in CIC
 - The Construction Industry Training Board (CITB) will be formed under CIC to take over CITA's functions on training, trade testing and construction workers registration on behalf of CIC
 - CIC will take over from CITA the function of collecting industry levy
- The commencement notice to bring the amalgamation into legal effect on 1 January 2008 went through negative vetting on 7 November 2007.

- The organizational change will have to be publicized so as to facilitate smooth transition and to avoid disruption of services to the public.

(III) Publicity Arrangements

(A) Targets

- The target of the publicity campaign will include -
 - the general public
 - industry stakeholders including employers, professionals and consultants, contractors, subcontractors, suppliers, trade unions and training institutions connected with the construction industry
 - organizations paying industry levies
 - CITA's business partners
 - users of CITA's services (including trainees and workers undergoing trade tests)

(B) Key Messages

- The key messages of the publicity campaign are -
 - CITB will continue the training and trade testing services currently operated by CITA under the new name of “Construction Industry Council Training Academy”
 - Training and trade testing certificates issued by CITA will remain valid
 - After the amalgamation, CIC will take over from CITA as Registrar of Construction Workers under the Construction Workers Registration Ordinance
 - CIC will take over the levy collection function from CITA but the levy rate and levy collection mechanism will remain unchanged

(C) Publicity Materials

We propose to publicizing the amalgamation through -

(i) **Pamphlets**

- On amalgamation covering -
 - rationale behind the amalgamation
 - framework for the amalgamation
 - programme and preparatory work for the amalgamation
 - the key messages shown on the preceding page
- On industry levy - advising industry stakeholders of the levy mechanism under the CIC Ordinance following the outline at Annex

- The pamphlets will be distributed by direct mailing to -
 - industry organizations including employers; professional institutions and associations; associations of contractors, subcontractors and suppliers; trade unions and training institutions connected with the construction industry
 - consultants, contractors and suppliers on the approved lists of DEVB and HD
 - subcontractors registered on the Voluntary Subcontractor Registration Scheme operated by CIC
 - organizations paying industry levies
 - organizations which may assist CITA in recruiting trainees (such as EDB and Employees Retraining Board)
 - CITA's business partners

- Appropriate industry organizations will be requested to further circulate the pamphlets to their members. For example, HKCA may help in circulating the pamphlet to contractors while the Hong Kong Construction Sub-contractors Association may help in relation to subcontractors.
- The pamphlets will be sent to the following entities through mailing by BD -
 - firms on the list of Registered General Building Contractors and Registered Specialists Contractors
 - persons on list of Authorized Persons, Registered Structural Engineers and Registered Geotechnical Engineers
- Copies of the pamphlets will also be made available at the offices of HAD for collection by interested members of the public.

(ii) Posters

- A1 size (594 x 841 mm) posters for displaying on construction sites, every level of secondary school premises as well premises of industry organizations, training institutions and business partners of CITA
- 990 x 1,500 mm posters for displaying in MTR and KCR stations (subject to availability of free advertising space)

(iii) Advertisement

- Quarter page newspaper advertisement for advising the public of the amalgamation will be placed in one English and two Chinese language newspapers in -
 - mid-December 2007
 - early January 2008
- Advertisement will also be placed on the periodicals of specified bodies listed in Schedule 2 of the CIC Ordinance and other relevant industry organizations.

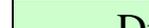
(iv) Press release

- CIC will issue a press release on the amalgamation (including the appointment of CITB members) on 1 January 2008

(v) Internet

- Web pages will be added to the CIC website to disseminate information on the amalgamation.
- A hyperlink to these web pages will be featured on the website of CITA until 31 December 2007.

(IV) Programme

Activity	2007			2008
	Oct	Nov	Dec	Jan
Production of publicity materials				
- Tendering				
- Production				
Circulation of publicity pamphlet				
- Distribution to industry organizations				
- Direct mailing				
Distribution of posters to industry organizations and business partners				
Displaying of posters on MTR and KCR				
Advertisement in newspapers and periodicals of industry organizations				
Press release				
Web pages on amalgamation				
- Creation of web contents				
- Launch of web pages				

(V) Cost Estimate

Item	Estimated cost (\$)
Design and production of publicity pamphlet on amalgamation (English version) (20,000 copies in colour)	22,500
Design and production of publicity pamphlet on amalgamation (Chinese version) (25,000 copies in colour)	25,000
Pamphlet on levy (bilingual) (40,000 copies in colour)	35,000
Postage and letter sorting of publicity pamphlets	50,000
Poster on amalgamation (A1 size) (3,000 copies)	9,000
Poster on amalgamation (for display in railway stations) (30 copies)	11,000
Advertisement in newspapers and periodicals of industry organizations	150,000
Sub-total	302,500
10% contingency	30,250
Total	332,750

ADVICE PLEASE

Outline of Pamphlet on Levy

1. The nature of construction industry levy
2. Levy rate
3. Obligations to pay levy –
 - (a) construction operations for which levy is payable
 - (b) parties obliged to pay
4. Procedures
 - (a) Notices to be given to CIC
 - (i) notice of commencement construction operations
 - (ii) notice of payment made in respect of construction operations
 - (iii) notice of completion of construction operations
 - (b) Assessment of levy by CIC
 - (c) Notice of assessment
 - (d) Payment of levy
 - (e) Surcharge for failure to give notice to CIC
 - (f) Penalty for late payment of levy and surcharge
 - (g) Objections and appeals
 - (i) Objections Committees
 - (ii) appeals against the decision of Objections Committee
5. Where to get the forms for giving notices to CIC?
6. Enquiries