

Disseminating Consumer Information

提供消費者資訊

WHY THIS IS IMPORTANT

Promoting consumer awareness through dissemination of information is crucial to consumer protection and empowerment. As consumers become better informed, they will be better able to safeguard their interests against undesirable trade practices and unsafe goods and services, exercise rational choices, and contribute to sustainable consumption. Towards this end, the Council is engaged in a diverse range of activities aimed at disseminating consumer information in a constant effort to strengthen consumer awareness, and foster community support for its work.

WHAT WE HAVE DONE

Publication of CHOICE

Council's monthly magazine CHOICE provides a regular outlet of information, advice and viewpoints on all matters of interest to consumers. CHOICE reports in a comprehensive format the results and conclusion, with brandname information, of comparative product testing, and service assessment through surveys and in-depth studies. Regular columns of consumer interest dealing with such issues as health and nutrition, consumer complaints, hazardous products, environmental concerns, drug safety, investor education, and issues of global consumer concern are also included.

CHOICE does not accept any commercial advertising. In addition to copyright protection, Section 20 of the Consumer Council Ordinance strictly prohibits the exploitation of the Council's name or its research information for commercial and promotional purposes. Section 20 is essential for protecting the independence and impartiality of the Council in its evaluation of goods and services available to consumers in the market.

CHOICE has attracted immense media interest ever since its debut in 1976. A press conference is held to launch the publication of each and every issue of CHOICE, together with the distribution of a press release in both English and Chinese, and active assistance is also provided to meet media requests for additional coverage of articles of specific interest in all sectors of the media.

提供消費者資訊的重要性

消費者資訊對於保護消費者，提高他們的自保能力都擔當極其重要的角色。消費者若能掌握充足資訊，會較易洞悉不當的經營手法及危險產品，作出明智的消費選擇和促進可持續消費。為此，本會透過不同途徑發放消費者資訊，提高大眾對消費權益的認識，促使社會人士支持消費者權益保障工作。

我們完成的任務

《選擇》月刊

本會定期出版《選擇》月刊，向大眾發放有關消費者權益的資訊、建議和意見。《選擇》內容詳列產品測試報告和產品資料，及專責評估服務質素的專題研究和調查，並有各類型的專欄，包括健康與營養常識、消費者投訴個案實錄、危險產品、環境保護、藥物安全、投資者教育及消費者關注的全球性議題等不同範疇。

《選擇》不接受任何商業廣告。除了保障版權，《消費者委員會條例》第20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。該條文保障本會能以持獨立和公正的立場來評定產品和服務，十分重要。

自一九七六年創刊以來，《選擇》一直廣受傳媒關注。每期出版當日，都召開新聞發布會和印發中、英文新聞稿，介紹月刊內容，各媒體均大幅報道。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，務求將報告內容傳到社會每一角落。

月刊的銷售途徑分為訂閱和零售。二零一零年的總銷量平均為每期26 842冊。《選擇》訂戶約佔總銷量的一半，其餘則經由各區報攤、超級市場、便利店和書店發售。

CHOICE magazine in print is available to the general public through sales of subscriptions and at retail outlets covering newsstands, supermarkets, convenience stores and bookshops throughout the territory. During the year 2010, the overall combined sales averaged 26 842 copies per issue, splitting quite evenly between subscriptions and retail sales.

Multi-media CHOICE

CHOICE has the distinction of being one of the first consumer organisations to provide a diverse multi-media access for all – from print to internet online, fixed-line and mobile phone users.

In 2004, CHOICE started the online version in cooperation with a major internet service provider through the website (<http://choice.yip.com.hk>). CHOICE Online, a full PDF version in both traditional and simplified Chinese, provides all of the reports in each current edition and an archive of back issues of CHOICE for access by all internet users, for viewing on annual subscription or per issue or per report basis. The demand for CHOICE Online has risen continually each year.

In 2006, a new service was inaugurated to embrace fixed-line and mobile phone users. Through PCCW Fixed-line Network and Mobile Services, consumers are able to access - literally at their finger tip anytime and anywhere - a selected number of mainly test and survey reports in CHOICE complete with brandname information. To fit into the small format of transmission, only an abridged text version of a maximum of 600 characters/spaces for each report is provided. For fixed-line users, an audio version is also available.

Media Liaison

Media relations are actively fostered to advance the cause of consumer empowerment and protection. The Council is in daily contact with the mass media on all matters of consumer interest. Regular press conferences, news releases, briefings and interviews are arranged for all sectors of the media, contributing significantly to the widespread dissemination of consumer information and advice to the public. The role the media can play is much valued by the Council. It helps to heighten consumer awareness and understanding of the diverse range of functions and activities the Council performs in the protection and empowerment of consumers.

從印刷到多媒體平台

《選擇》月刊是首份由消費者機構刊印，並透過多媒體平台發放資訊的雜誌，由傳統的印刷本至互聯網、固網電話和流動電話都可取得資訊。

《選擇》月刊於二零零四年與本港一間主要互聯網服務供應商合作，推出《選擇》網上版，透過黃頁網站(<http://choice.yip.com.hk>)，向公眾提供跨媒體消費資訊服務。網上《選擇》提供繁體和簡體版，以PDF版面上載每期報告，同時設有月刊資料庫，讓網民瀏覽。訂閱網上《選擇》，可以一年，或以每期、每篇報告作計算。數據顯示，網上《選擇》的需求逐年遞增。

二零零六年，《選擇》把服務擴展至固網和流動電話用戶。無論何時何地，消費者只要輕輕一按，即可得到最新資訊。消費者可使用電訊盈科新世代家居固網和電訊盈科流動通訊，收看精選的測試和普查報告。為配合獨特的傳送模式，每段報告都濃縮至最多600字，家居用戶更可收聽話音版本。

與傳播媒介的聯繫

本會積極建立與傳媒的聯繫，以達至推廣消費者教育和保障的工作。就各種消費者權益問題，與傳媒保持緊密接觸，包括定期舉行新聞發布會、新聞稿發布和專訪等，讓公眾知悉本會的資訊和建議。本會十分重視傳媒的影響力，它們的報道讓市民認識本會在消費者保障方面的多元化工作和活動，有助本會取得公眾支持。

二零一一年一月，本會與道瓊斯公司合作，透過其Factiva服務發放本會新聞稿，將本會資訊發送至該公司的一百六十多萬遍及全球的用戶。

A recent agreement has been made with Dow Jones & Company Inc that Council's press releases will be disseminated by its Factiva service. The Council information will be further disseminated to nearly 1.6 million Factiva service subscribers throughout the world.

Consumer Rights Reporting Awards

The annual Consumer Rights Reporting Awards has gained increasing recognition of the news media as a coveted award for professional excellence. This year's Awards was the 11th organised by the Consumer Council in association with the Hong Kong Journalists Association (since 2000) and the Hong Kong Press Photographers Association (since 2007). A total of 178 entries were submitted for adjudication in the 5 categories of news (77), features (49), television (20), radio (15) and press photo (17) covering a wide spectrum of issues of consumer interest and concern.

The panel of adjudicators comprised: Professor Francis LEE, Associate Professor, School of Journalism and Communication, the Chinese University of Hong Kong; Mr. TO Yiu Ming, Associate Professor, Department of Journalism, Hong Kong Baptist University; Mr. CHEUNG Kin Bong, Chairman, and Mr. LAM Chun Dung, Vice-Chairman, of Hong Kong Press Photographers Association; Ms. MAK Yin Ting, Chairperson, and Mr. Ambrose LEUNG, Vice-Chairman, of Hong Kong Journalists Association; Professor Anthony CHEUNG, Chairman, and Mr. Ambrose HO, Vice-Chairman, of Consumer Council.

The winning entries of the five categories can be found in Appendix 11.

Top Ten Consumer News

The public concern over the issue of personal data related to Octopus cards and illegal columbarium niche were voted the top stories in the Top Ten Consumer News election for the Year of the Tiger. The event, in its seventh year, was organised jointly by the Council in association with News Channel of Hong Kong Cable Television, Radio Television Hong Kong and Hong Kong Economic Times, with Fan, Chan and Co. as the Honorary Auditor.

Members of the public were invited to select and vote for the top 10 consumer news, out of a list of 20, which in their view were uppermost on the mind of consumers during the Year of the Tiger in Hong Kong. It drew a total of 2 259 voters who

消費權益新聞報道獎

本會舉辦每年一度的消費權益新聞報道獎，已被本港新聞界廣泛認同，認為有助提升專業水平。報道獎由本會與香港記者協會及香港攝影記者協會分別於二千年及二零零七年開始合辦。今年踏入第十一屆，共有178份參賽作品提交予評審，分別是新聞組別(77份)、特寫(49份)、電視(20份)、電台(15份)和新聞攝影(17份)，參賽作品涵概多個公眾關注的題材廣泛。

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先生；香港浸會大學傳理學院新聞系助理教授杜耀明先生；香港攝影記者協會主席張建邦先生及副主席楊德銘先生；香港記者協會主席麥燕庭女士及執行委員梁頌恩先生；消費者委員會主席張炳良教授及副主席何沛謙先生。

得獎名單見附錄十一。

十大消費新聞揭曉

「虎年十大消費新聞」的第一及第二位分別為八達通卡引發的個人私隱問題和非法私營骨灰龕場。十大消費新聞選舉由本會聯同有線新聞台、香港電台與香港經濟日報合辦，范陳會計師行為義務核數師，已是連續第七年舉辦。

超過二千名市民參與這次選舉，在20項候選新聞中，投選心水之選。市民在一月中旬，透過互聯網、傳真和郵寄方式投票。投票結果於二月一日的頒獎禮上公布。

cast their votes online or in print entry forms in the second half of January 2011. Full results and their vote count of the Top 10 Consumer News of the Year of the Tiger, in their sequence, are as follows:

1. Public concern over the sale of personal data by Octopus Card company (2 137 votes)
2. Information of 81 columbarium niches unveiled with some notable ones operated illegally (1 780 votes)
3. In-bound mainland tourists forced to shop by tour guides (1 733 votes)
4. Consumer Council advocated property sales online information platform (1 672 votes)
5. Government measures to cool down property market included extra stamp duties (1 579 votes)
6. Buyer cancelled transaction of “super high” residential block at Mid-level (1 374 votes)
7. Closure of three yoga centres within a year raised concern of certain credit card instalment payment plans required continued payment (1 343 votes)
8. Public consultation on voluntary health insurance scheme with Government contribution of \$50 billions to subsidise policy premium (1 251 votes)
9. Consumer complained overseas roaming internet bill of \$80,000 (1 229 votes)
10. Concern over high management fee and low returns of MPF (1 195 votes)

The Shopsmart Website

Launched in 2007, the Shopsmart website (www.consumer.org.hk/shopsmart) dedicated specifically to enhance consumer confidence and protection to Mainland visitors shopping in Hong Kong. Available in both the traditional and simplified Chinese versions, the website “精明消費香港遊” offers an unique one-stop consumer service covering a broad range of products and topics of interest and concern to Mainland tourists. A main focus of the web is the provision of practical shopping information on a number of categories of goods most favoured by Mainland visitors. In terms of the download frequencies, the top five most favourable web content in the Year 2010-11 were shopping hints and research reports of mobile phones, cosmetic products, digital cameras, watches and infant milk formula.

Further, the web also features useful consumer-related issues on, inter-alia, the differences in consumer culture and trade

「虎年十大消費新聞」選舉的結果和排名如下：

- (一) 八達通出售個人私隱公眾關注填表洩個人資料 (2 137票)
- (二) 政府公布81間私人骨灰龕場資料 多間著名龕場未確定或不符規定部分涉嫌佔用官地 (1 780票)
- (三) 再有內地廉價購物團強迫購物 國乒教練猝死導遊惡罵團友曝光 (1 733票)
- (四) 政府9招12式規管樓花銷售 建議立例規管樓宇買賣 消委會倡設資訊平台 (1 672票)
- (五) 政府多招壓樓市 徵額外印花稅 (1 579票)
- (六) 天匯天價單位買家撻訂 (1 374票)
- (七) 年內多間瑜伽公司結業 部份信用卡分期仍須供款 (1 343票)
- (八) 自願醫保諮詢 政府500億元資助保費 (1 251票)
- (九) 電訊管理局推防止震撼帳單措施 帳單投訴仍不絕 外遊手機漫遊上網費逾八萬 (1 229票)
- (十) 強積金實行十年 管理費高昂回報低惹關注立例需時強積金管理半自由行押後 (1 195票)

網站「精明消費香港遊」

二零零七年，本會推出為內地旅客而設的新網站 (www.consumer.org.hk/shopsmart)，旨在提高內地旅客在港消費的信心，及加強保障他們的消費權益。網站設有繁體和簡體字版，為消費者提供獨有的一站式消費服務，內容覆蓋熱門商品及內地旅客關注和感興趣的課題。二零一零至二零一一年間，網站五個最受歡迎內容為手提電話、化妝品、數碼相機、手錶及嬰兒奶粉。

此外，網站列出中港兩地一些消費文化和營商手法的差異，以及飲食觀光資訊、貨幣兌換和交通、消費者保障和投訴途徑等。透過中國消費者協會 (www.cca.org.cn) 的協助，新網站得以超連結到內地各省市的消費者組織，方便內地消費者獲得資訊。

practices between Hong Kong and the Mainland, dining and sightseeing, money exchange and transportation, consumer safeguards and complaint channels, etc. It can be readily accessed via an extensive network of hyperlinks with the websites of consumer organisations in the Mainland, through the co-operation and assistance of the China Consumers Association (www.cca.org.cn).

During the year, the contents of the website were continually updated and expanded – amongst others, a total of 19 “Consumer Alerts” and 16 abridged versions of CHOICE test and survey reports of particular interest to Mainland visitors were uploaded.

Besides hyperlinking the Shoptsmart website with consumer related bodies in the Mainland, the Council also conducted online search marketing particularly at periods prior to the annual three “golden weeks” of Labour Day, National Day and Lunar Chinese New Year holidays, when large numbers of Mainland tourists will visit Hong Kong. So far, up to the end of March 2011, the cumulative hit rates of the website reached more than 80 million.

Council's website: access to all

The Council's official website has taken the initiatives to cater for the needs of underprivileged groups. Hearing impaired consumers are now able to get access to the information of Supermarket Price Watch and Auto Fuel Price Calculator on Council's website through a 3G handset. By calling two designated hotlines (6777 0102 and 6777 5122) with a 3G handset, consumers will be shown the real time information of the two price comparing sites. The service is provided jointly with Hong Kong Lutheran Social Service.

The Council is also planning to carry out web page enhancement to accommodate the need of visually impaired consumers.

In the 2010 Meritorious Websites Contest, Council's website was chosen by the professional adjudication panel for special recommendation as healthy website for the riches and diversity of its content. Council's website not only offers useful information to consumers, but also provides good reference to teachers. The web content is now available on Education City portal as teaching resources for teachers in Hong Kong.

年內，我們不斷更新及擴充網站的內容，共上載19個消費警示及16篇內地旅客特別感興趣的《選擇》月刊測試及普查報告精簡版。

網站除了超連結到內地消費者組織外，本會也在內地旅客訪港的三個「黃金周」來臨前夕——勞動節、國慶日和農曆年假之前時段，作網上搜尋推廣。直至三月底，網站的累積點擊率高達八千萬次。

本會網站：無遠弗屆

本會網站主動照顧弱勢社群的需要。本會與香港路德會社會服務處合作，讓聽障人士可透過3G流動電話，取得本會網站「網上格價一覽通」及「油價計算機」的資料。消費者以3G手機，致電6777 0102或6777 5122，即可取得實時視像資訊。

本會正計劃提升網站服務，方便視障人士使用。

在二零一零年全港優秀網站選舉，本會網站因提供豐富及廣泛的內容，獲專業評審團推薦為健康網站。本會網站不僅向消費者提供有用的信息，而且為教師提供寶貴的參考資料。網站內容已連結到香港教育城網站，以供教師之用。

World Consumer Rights Day

The theme of this year's World Consumer Rights Day (WCRD) which falls on March 15 every year, is "Consumers for fair financial services". The campaign called for safe and fair financial services for all consumers. The WCRD drive was spearheaded by the Consumers International (CI) working with its members to build an international picture of the experience of consumer organisations and consumers in the area of financial services.

In support of the campaign, the Council conducted an online survey collecting consumers' views and opinions on the services of their banks and areas for improvement.

Results showed to "give greater protection to clients' personal information / data" came out as the priority for banks as it ranked top of a list of areas for improvement, considered measures by more than 70% of the respondents.

Two other areas of improvement most wanted by consumers were "enhancing fee transparency (including giving details of fee waiver policy)" (70.1%) and "providing better manned services (e.g. convenient branch locations, shortened queuing time)" (65.98%).

A majority of respondents (65%) indicated satisfaction with their bank services, but only 60% of these "satisfied" consumers would recommend their banks to friends and relatives.

全球消費者權益日

每年三月十五日為國際消費者聯會（國際消聯）倡議的全球消費者權益日，今年主題定為「消費者應享有公平金融服務」，呼籲為所有消費者提供安全及公平的金融服務。在國際消聯的領導下，了解國際間各消費者組織及消費者在金融服務方面的經驗。

為響應全球消費者權益日，本會於三月初進行網上調查，了解消費者對銀行服務的意見，以及需改善的地方。

超過七成參與調查人士認為，銀行最需要改善的服務是「加強保護客戶的個人資料」。

另外兩項最需要改善的服務，分別是「提高收費透明度（包括提供收費減免政策資料）」（70.1%），和「提供更佳的人手處理服務（例如選址交通便利的分行，縮短輪候時間）」（65.98%）。

六成半回應者表示滿意其銀行服務，但當中只有六成人會推薦其使用的銀行予親友。