



DISSEMINATING CONSUMER INFORMATION 傳播消費資訊

The Council informs and guides consumers about their rights through the communication of information by means of a diversity of media tools and channels. Effective information dissemination will not only empower consumers to be vigilant against undesirable trade practices and alert to unsafe goods and substandard services, but also enable them to make wise choices and act responsibly.

消委會透過不同媒體及渠道傳遞資訊，讓消費者瞭解其享有的權益。我們相信有效的資訊發布能加強消費者對不良營商手法的警覺，對不安全產品和劣質服務有所警惕，同時提升他們作為明智和負責任的消費者的能力。

Promoting Consumer Welfare through Anniversary Commemorative Activities

During the year, the Council launched a series of publicity activities commemorating its 40th anniversary of service to promote consumer welfare. The activities were organised to fully reflect the ever readiness of the Council to move forward with the consumer public and explore new dimension of consumer protection.

40th Anniversary Cocktail Reception

The commemoration of the 40th Anniversary was officially kicked off with a cocktail reception held on 7 April. With the Chief Executive Mr LEUNG Chun-ying as the Guest of Honour and with the presence of nearly 500 distinguished guests including high-ranking officials, business representatives, former Council Chairpersons and Chief Executives, delegates of consumer bodies from Macau, Mainland China and Taipei, the occasion was a rare show of support bearing witness to four decades of successful endeavours in consumer betterment.

A highlight of the event was a speech delivered by the Council's Chairman Prof. WONG Yuk-shan under the anniversary theme *Enlighten-Collaborate-Innovate* during which he shared and reviewed with the audience the 40 years of dedicated work and achievement of the Council together with the future directions in consumer protection.



周年紀念活動 推動消保權益

年內，消委會為紀念成立40周年，開展了一系列推動消保權益的活動，充分體現本會與消費者並肩向前，共同開創消保權益新路向。

40周年誌慶酒會

本會於4月7日舉行誌慶酒會，以啟動一連串40周年的紀念活動，並邀得香港特別行政區行政長官梁振英先生任主禮嘉賓。現場冠蓋雲集，包括不少政府官員、商界代表、前消委會主席和總幹事，以及澳門、內地與台北消保團體領袖等共500人見證這個重要日子。

主席黃玉山教授於酒會上致辭時以「啟導·結伴·開拓」為主題，與賓客一同回顧本會過往40年在推動消費權益方面的不懈努力和建樹，並分享未來發展方向。

Chief Executive Mr LEUNG Chun-ying happily receiving a reproduction front cover of CHOICE magazine featuring him as the cover celebrity in 1987 as a souvenir gift.

曾於1987年擔任《選擇》封面人物的行政長官梁振英先生，接過以當年月刊封面製成的紀念品，喜上眉梢。



Cross-strait Symposium on Consumer Protection

The first-ever cross-strait symposium on consumer protection, organised by the Council in association with the Macao SAR Government Consumer Council, was held from 7 to 9 April consecutively in Hong Kong and Macau. The three-day symposium entitled Opportunity and Challenge on Consumer Protection offered a valuable opportunity for consumer leaders and advocates from Hong Kong, Macau, Mainland China and Taipei, to meet and exchange experience and views on topics regarding consumer legal protection, online purchase, privacy protection and consumer education for the new generation of consumers.

The symposium was one of the key events to mark the Council's 40th Anniversary. It drew an assembly of some 100 delegates, and also attracted wide media attention. A total of 23 local reporters and six reporters from the Mainland attended the event.

Metropolitan Consumers TV Features

The Council also launched a series of special TV features entitled *Metropolitan Consumers* as one of the major commemorative activities for the 40th Anniversary. Sponsored by the Council and produced by Radio Television Hong Kong (RTHK), the series explored issues relating to consumer protection based on daily life cases, and the Council's years of research and studies and relevant legislation.

The TV features comprised five episodes covering topics of consumption in the areas of clothing, food, housing, transportation and beauty. The audience were reminded of oversights on the part of consumers commonly found in making transactions and the importance of establishing good spending habits. It also aimed to convey the messages about a new and trendy way of spending based on the principle of rational spending and sustainable consumption.

Metropolitan Consumers was broadcast on TVB Jade, RTHK TV 31 and the RTHK website for five consecutive Tuesdays starting in November. In addition, Phoenix Satellite Television later acquired the broadcasting right from RTHK and the programme was shown to audience in Mainland China.



《消費新潮》電視特輯

由消委會贊助，香港電台攝製的《消費新潮》電視特輯，是周年紀念的另一項重要活動。該特輯透過日常生活個案、消委會多年的研究測試及相關法例，探討與消費者保障相關的議題。

電視特輯共分五集，從衣、食、住、行、靚五方面，深入淺出地探討消費議題，提醒觀眾一些消費時常見而容易被疏忽的事項和教育消費者建立良好的消費

習慣。電視特輯也啟導公眾一個「新」和「潮」的消費模式，就是以理性消費為本位，從「按需要，不浪費」出發，達致可持續消費這個大目標。

《消費新潮》於11月連續五個星期二在無綫電視翡翠台、香港電台31台及香港電台網站廣播。鳳凰衛視其後向香港電台取得轉播權，將特輯轉播給內地觀眾欣賞。

《選擇》月刊

本會出版的《選擇》月刊被廣泛公認為獨立公正的資訊平台，發放可信、可靠及實用的資訊、建議和意見。月刊主要刊載測試和研究報告、詳細介紹各種消費品和服務，題材廣泛。

CHOICE Magazine

The Council's monthly magazine, CHOICE, is widely recognised as an independent and impartial platform for consumers to access credible, reliable and useful information and advice on all matters of interest to them. It features the latest reports on tests, surveys and indepth studies on a wide range of consumer goods and services.



To uphold the principles of independence and impartiality in evaluating consumer goods and services, the Council does not accept any offer of advertisement to be published in or donation for CHOICE.

The print edition of CHOICE is available through both subscription and sales via retail outlets including newsstands, convenience stores, supermarkets and bookshops across the territory. The overall combined sales averaged 20,982 copies per issue in 2014-15, split evenly between subscription and retail sales. Over 62,000 downloads of online reports and articles were recorded during the year under review, which represented an 11% increase compared with the previous year.

The July issue (#453) featuring, among others, the test report concerning the efficacy of anti-wrinkle face creams in wrinkle reduction and skin hydration, was the top selling issue of the year as the first print of 26,350 copies were sold out within a few days, and had to be followed by a reprint of 4,000 copies to meet the demand.

At the Hong Kong Book Fair held in July 2014, the magazine was very well received by visitors with the number of new subscriptions acquired during the fair reaching over 2,100, setting a new record since the Council joined the book fair in 2007.

Empower Consumer through Media

The Council maintains close contact with the mass media on all matters of consumer interest, which contributes significantly to the fulfillment of the Council's statutory duty to disseminate consumer information to the public.

The Council is responsive to media enquiries and makes every endeavour to provide relevant information at their requests. The media has a vital role to play in helping the Council convey messages or comments on matters of consumer concerns through interviews on various programmes; and on a regular basis through the press conferences for the release of CHOICE, and the media interviews that follow.

During the year under review, more than 160 press releases and statements were issued, covering topics published in CHOICE magazine, and the Council's responses and positions concerning significant consumer issues.

The Council's Chief Executive wrote a bi-weekly column entitled 消費嫻情 published in online am730. She had contributed a total of 25 articles since its debut on 11 April.

本會恪守不接受任何商業廣告及捐款的原則，確保本會在評定市場上與消費者相關的產品和服務時，秉持獨立和公正的立場。

印刷版《選擇》月刊的銷售途徑分為訂閱和零售，零售點包括各區的報攤、便利店、超級市場和書店。2014-15年度月刊的總銷量平均為每期20,982冊，訂戶及零售各佔總銷量的一半。年內，《選擇》月刊網上版錄得超過62,000次下載，比去年上升了11%。

2014年7月份(453期)《選擇》月刊報道有關除皺面霜測試的研究，比較各樣本的除皺和保濕效能。此期銷量為年內最高，初版26,350冊於數天內沽清，須再版加印4,000冊以滿足讀者需要。

在2014年7月舉行的香港書展上，《選擇》月刊受到讀者歡迎，即場訂閱人數突破2,100名，是本會自2007年參加書展以來錄得的最高即場訂閱紀錄。

與傳媒密切聯繫 提升消保意識

消委會因應各種消費議題，與傳媒保持密切聯繫，透過傳媒向公眾傳遞消費資訊，以履行本會之法定職能。

傳媒是本會向公眾發放消息的重要橋樑。本會一方面積極回應傳媒查詢，盡力就他們提出的問題提供相關資訊；另一方面，我們亦主動透過傳媒向公眾傳遞重要的消費訊息及建議，包括接受訪問和各類節目專訪，本會在每期《選擇》月刊出版當天舉行新聞發布會，隨後也接受傳媒的跟進訪問。

年內，本會共發表超過160篇新聞稿和聲明，包括《選擇》月刊的專題內容，及本會就重大消費議題發表的回應和立場書。

此外，總幹事自4月11日起於am730網站開設名為《消費嫻情》的雙周專欄，與讀者分享消費心得，年內共發表了25篇文章。



Enhancing Communication through Internet

The Council's official website (www.consumer.org.hk) provides a wide range of information for access by consumers, with barrier-free features for visually and hearing impaired users. Information posted on the website includes press release, information on product recalls and alerts, Government submissions and shopping tips. Consumers can also lodge complaints via the website or compare prices of over 1,850 grocery items sold in supermarkets which are updated daily for consumers' reference. More than 858,000 unique visitors browsed the website, with over 1.8 million visits and 6.8 million pageviews during the year.

During the year, a taskforce was established to review and revamp the website with the objectives to enhance user interface, information accessibility and interactivity. It was hoped that the online platform could be fully utilised for engaging customers so that not only information could be disseminated but also customer feedbacks, opinions and suggestions could be collected through online channels. Work is at an advanced stage to launch the new website shortly in 2015.

Publicity on Topical Issues

The Council released three important reports during the year including *Study on the Sales of First-hand Residential Properties – A Review of the Regulatory Regime and Recommendations on the Way Forward* in November 2014, *Searching for New Directions – A Study of Hong Kong Electricity Market* in December 2014 and *Auto-fuel Price Monitoring Analysis* in February 2015.

Press conferences and media briefings were held to publicise the results, drawing extensive media coverage and public attention. There were altogether 146 printed news reports, 140 online news and 25 radio / TV news coverage. The news also aroused heated discussion on the social media platforms.

透過網站 加強與消費者溝通

本會的網站 (www.consumer.org.hk) 讓消費者輕鬆瀏覽豐富的資訊，並結合無障礙瀏覽功能，方便傷健人士使用。網站載有的資訊包括新聞稿、產品回收及安全警示、政策意見書及消費提示。消費者也可透過網站遞交投訴表格。網站的「網上價格一覽通」涵蓋1,850件超市貨品，價格資訊每天更新，以供消費者比較及參考。去年共有超過858,000獨立訪客進入網站瀏覽，總瀏覽人次超過180萬，網頁瀏覽量超過680萬次。

年內本會成立專責小組，進行網站檢討和翻新工作，目標是改良用戶界面、令訪客更容易搜尋資訊及加強互動性。本會希望可以充分利用網上平台吸引訪客，除了透過網站傳播訊息，同時收集訪客的反饋、意見和提議。網站革新工作已在積極進行中，全新網站將於2015年內推出。

宣揚消費議題

本會於年內共發表了三份重要報告，包括於2014年11月發表《一手住宅物業銷售研究報告——檢視監管制度及未來發展建議》；於2014年12月發表《探索新方向——香港電力市場研究報告》及於2015年2月公布《車用燃油價格監察分析報告》，並分別舉行了新聞發布會及傳媒簡報會，詳細解釋報告內容。

以上報告都獲得傳媒廣泛報道及公眾高度關注，三份報告合共錄得146篇報章報道、140篇網上新聞報道，以及25篇電台/電視新聞報道。在社交媒體平台也引起熱烈討論。



Winners of the 14th Consumer Rights Reporting Awards posed for a group picture with representatives of the organisers.

第十四屆「消費權益新聞報道獎」一眾得主與主辦單位代表合照留念。

Top Ten Consumer News is held every year for the public to select and vote for news which in their opinion are the most important to consumers during the year.

「十大消費新聞選舉」每年都舉行，讓公眾可以投票選出心目中最關注的消費新聞。



Raising Public Awareness Through News

Highlights of this year included the Consumer Rights Reporting Awards and the Top Ten Consumer News, organised in collaboration with the news industry to encourage reporting on consumer issues with a view to promoting consumer protection and public awareness of consumer rights.

The Consumer Rights Reporting Awards

The 14th Consumer Rights Reporting Awards was organised by the Council in association with the Hong Kong Journalists Association and the Hong Kong Press Photographers Association, with the objective to encourage and award excellence in reporting of consumer rights protection.

The Council received a total of 247 entries to the Awards under seven categories: print news, print features, television news, television features, radio news, radio features and press photography.

The winning entries highlighted some of the hot topics that were of public concern during the year, such as the sales practices and regulation of medical beauty services and telecommunications services, the enforcement of the amended Trade Descriptions Ordinance and 'sky-high' powdered formula¹¹.

Top Ten Consumer News (Year of the Horse)

The Top Ten Consumer News organised by the Consumer Council jointly with Cable TV News, Radio Television Hong Kong and Hong Kong Economic Times and Sky Post was in its 11th year, which attracted a total of 2,858 voters participating in this annual event.

Members of the public were invited to select and vote for the top ten consumer news out of a list of 20, which in their view were of the utmost importance to consumers in Hong Kong during the year. The top two voted news, both drew over 2,600 votes, were in relation to food safety, reflecting the general public's main concern. Among the top ten news, two of them stemmed from the Council's study reports on the sales of First-hand Residential Properties and on the discrepancy in the labelling of price in supermarket chain outlets¹².

聚焦消費新聞 提升公眾關注

「消費權益新聞報道獎」和「十大消費新聞選舉」是由本會與新聞界合辦的年度盛事，兩項活動旨在鼓勵傳媒報道消費新聞，促進市民對消費保障的認識，提高各界對消費者權益的關注。

消費權益新聞報道獎

第十四屆「消費權益新聞報道獎」由本會與香港記者協會及香港攝影記者協會攜手舉辦，目的是為了表彰新聞工作者對保障消費權益的報道。

本會共收到247份參賽作品，競逐七個組別的獎項，分別是新聞、特寫、電視新聞、電視特寫、電台新聞、電台特寫和新聞攝影。

報道獎的得獎作品，題材環繞年內備受公眾關注的熱門議題，如醫學美容服務及電訊服務的銷售手法和規管問題、新修訂《商品說明條例》的實行及「天價」奶粉等¹¹。

馬年十大消費新聞選舉

由本會聯同香港有線新聞台、香港電台、香港經濟日報與晴報合辦的「十大消費新聞選舉」，今年已踏入第十一年，共有2,858名市民參與投票。

公眾在20則備受消費者關注的新聞中，投選馬年十大消費新聞。最高得票的首兩則消費新聞均與食品安全有關，兩者均得到超過2,600票，反映公眾對此議題的關注。本會發表有關一手住宅物業銷售的研究報告和超市標價與掃描價不符的調查，亦入選市民心目中的十大消費新聞¹²。

11 See Appendix 11 for the list of adjudicators and winning entries of 14th Consumer Rights Reporting Awards. 第十四屆「消費權益新聞報道獎」的評判名錄及得獎名單參見附錄十一。

12 See Appendix 12 for the poll result of Top Ten Consumer News (Year of the Horse). 馬年「十大消費新聞選舉」結果見附錄十二。