

**Expenses and statistics on publicity efforts for Apprenticeship Scheme, retraining courses  
and New Senior Secondary (NSS) academic structure from 2008-09 to 2012-13 financial years**

	<b>Financial year</b>	<b>Publicity for Apprenticeship Scheme by Vocational Training Council</b> (Note 1)		<b>Publicity for retraining courses by Employees Retraining Board</b>	<b>Publicity for NSS academic structure by Education Bureau</b> (Note 5)
<b>Publicity expenses (\$)</b>	2008-09	152,000		11,617,400	4,870,000
	2009-10	136,000		14,515,600	5,780,000
	2010-11	73,000		9,651,300	4,830,000
	2011-12	167,000		9,807,200	8,930,000
	2012-13	148,000		11,994,514	4,490,000
<b>Number of publicity videos broadcast on television channels</b> (Note 2)	2008-09	--		2	17
	2009-10	--		2	12
	2010-11	--		1	7
	2011-12	--		--	7
	2012-13	--		--	12
<b>Number of times advertisements were placed in newspapers and magazines</b>	2008-09	4	Note 3	45	12
	2009-10	4		129	1
	2010-11	--		96	6
	2011-12	4		128	7
	2012-13	--		95	16

	<b>Financial year</b>	<b>Publicity for Apprenticeship Scheme by Vocational Training Council</b> (Note 1)	<b>Publicity for retraining courses by Employees Retraining Board</b>	<b>Publicity for NSS academic structure by Education Bureau</b> (Note 5)
<b>Number of promotional activities held in secondary schools</b>	2008-09	13	--	--
	2009-10	14	--	More than 60
	2010-11	14	--	More than 70
	2011-12	14	4	More than 70
	2012-13	19	44	More than 74
<b>Number of publicity activities held in shopping malls or streets</b>	2008-09	--	34	8
	2009-10	--	42	4
	2010-11	--	36	--
	2011-12	--	115	--
	2012-13	--	117	--

Note 1: In addition to publicity efforts listed in the table, the Vocational Training Council (VTC) organises a variety of publicity activities, such as the “Skills Show” introducing specialised skills of various trades. Young people could have an interactive experience in practising the skills under the guidance of professional technicians at the event. Besides, VTC organizes the “Outstanding Apprentices/Trainees Award” annually. Awardees are invited to share their experience at various occasions such as media interviews, sharing sessions and briefing sessions for promotion of the Apprenticeship Scheme.

Note 2: The Employees Retraining Board (ERB) and the Education Bureau (EDB) do not maintain a record of the number of times for which the promotional videos were broadcasted. Only the number of promotional videos can be provided.

Note 3: VTC also arranged the media to attend publicity activities and conduct interviews for more effective promotion of the Apprenticeship Scheme.

Note 4: ERB started organising publicity activities in secondary schools in the 2011-12 financial year.

Note 5: In addition to publicity efforts listed in the table, EDB disseminated key information on the new academic structure through different channels, such as professional development programmes for principals and teachers of secondary schools, new academic structure “334” web bulletin, pamphlets on useful tips for parents and frequently asked questions, DVDs, government promotional videos and audios, roving exhibitions, interactive regional parents’ seminars, etc.