

MESSAGE FROM THE CHAIRMAN



“Everyone Can Save with Confidence” is the motto of the work of the Hong Kong Deposit Protection Board (the Board). After over a decade of development, the Deposit Protection Scheme (the Scheme) has come of age as a well-established and widely known regime that vigilantly safeguards bank deposits in Hong Kong. During the year 2017-2018, our focus was to further advance payout readiness and public understanding of the Scheme.

Payout speed is of the essence for maintaining depositor confidence in case of a trigger of the Scheme. We have therefore committed ourselves to making full compensation payments under the Scheme within seven days in most cases, in line with international standards. Operating to this short timeframe requires highly efficient personnel, processes and systems, and effective interplay between them. For this reason, “health checks” are undertaken regularly to ensure that every component remains ready for action as required. In particular, a full payout rehearsal was conducted in October 2017, involving the extensive participation of Board members, staff and payout agents. I am pleased to report that the exercise has affirmed the Board’s readiness to meet the target payout timeframe. A smooth payout also hinges upon the timely submission of accurate and complete bank records from the Scheme member concerned. To this end, the Board regularly organises briefing sessions

for them. Our on-going compliance review programme has also confirmed the preparedness of Scheme members to provide the necessary bank data in a timely manner.

We have actually gone the “extra mile” to improve the Board’s payout readiness. The two-year project to revamp the payout system is making good progress, with the new hardware introduced in January 2018 shortening processing time by 30%. The new application for the system, expected to be launched by the end of 2018, will streamline the payout workflow and support the introduction of electronic payment channels. In fact, we have continued to explore the feasibility of adopting convenient and secure electronic payment channels for a speedy payout, such as the Faster Payment System soon to be launched by the Hong Kong Monetary Authority. Besides this, we will draw on the experience gained from the payout rehearsal and the operational benefits of the new payout system to enhance the versatility of our contingency measures.

It is also crucial to ensure that everyone we serve fully understands that the Scheme can be counted on at any time and under any circumstances, and therefore trusts that “Everyone Can Save with Confidence”. Indeed, we made this tenet the theme of a multi-media publicity campaign launched in September 2017, with a new TV

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advertisement highlighting the key features of the Scheme. To demonstrate the bond between the Scheme and each depositor, the advertisement emphasises automatic protection under the law covering deposits of each depositor in any currency from small sums, such as HK\$10, up to a value of HK\$500,000. Its reach was further extended via a radio version, as well as with out-of-home, digital and social media publicity. To ensure the Scheme is truly a Scheme for all, these mass publicity efforts were complemented by an array of education outreach activities designed to engage people from many different walks of life. One notable example was the “DPS Fun Day” series, which was packed with interactive activities that helped participating families better understand the Scheme. The launch of an eight-language information leaflet has also helped strengthen our ties with various ethnic communities.

It is gratifying to note that public awareness of the Scheme has remained high at 79%. To build further on this strong foundation, we have formulated a three-year communication plan aimed at deepening public understanding of the protection offered by the Scheme, with an emphasis on its value and relevance to all of us. We will be harnessing the power of various multi-media channels through a range of creative publicity initiatives, while continuing our work to connect with various segments of the community, particularly those who might be less easily reached through common media channels. A variety of consumer campaigns will be launched in the coming months to not only share useful information and interesting views about savings and money management, but also reinforce the Scheme’s messages.

As always, our work in the past year has benefitted enormously from the advice and assistance of many dedicated individuals. The insightful guidance and staunch support of my fellow Board members and the Members of the Advisory Panel on Communication and Public Education has been indispensable, and I pay tribute to their valuable contributions. Special recognition is due to retired Member of the Board and Chairperson of its Investment Committee, Ms Kerry Ching, and former ex officio member representing the Monetary Authority, Mr Howard Lee, for their devoted service during their tenure. At the same time, I am delighted to welcome Ms Helen Zee and Mr Arthur Yuen who became our Board members in July 2017. The close co-operation we have enjoyed with the Hong Kong Monetary Authority, the Financial Services and the Treasury Bureau and over 150 Scheme members, has also helped ensure the smooth operation and steady development of the Scheme. Furthermore, the Board is privileged to have a team of committed professional staff under the leadership of our CEO, Mr Daryl Ho, and Deputy CEOs, Ms Anita Chan and Ms Alice Lee, who have all worked tirelessly to support the smooth running of the Scheme. I would also like to take this opportunity to express my heartfelt gratitude to our former CEO, Mr Li Shu-pui, and former Deputy CEO, Ms Tess Leung, for their excellent service to the Board throughout their tenure.

It is only through the collaborative efforts of all parties that the Scheme has been able to go from strength to strength over the years. I earnestly call for those efforts to continue, so that the Board can reinforce its role as the guardian of deposits while ensuring that the Scheme keeps moving with the times.

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Chairman
Hong Kong Deposit Protection Board